Audience Section

Author(s):
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Title:
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

Abstract:
Considerations that media reports about suicides might be followed by additional suicides, have a long scientific tradition. Meanwhile, the existence of the so-called "Werther effect" is internationally well confirmed – especially for press reporting. The effect seems to be even stronger when reporting concerns celebrity suicides.

In November 2009, the railway suicide of German football-international Robert Enke caused big public attention. At the time of his death, Enke was one of the most known goalkeepers worldwide. He was supposed to be a starter in the German team at the FIFA World Cup 2010 in South Africa.

Three month later, the Friday magazine of a big German newspaper reported on its front page about a so called "Enke Effect" (Cadenbach 2010). The author of the article claimed a rise in suicide frequencies after the suicide of Robert Enke and accused German media for having reported the suicide in detail – without proving his thoughts in a scientific way on the basis of facts.

The present study combines two parts: a) A quantitative content analysis of seven major German print media and their coverage of the suicide of Robert Enke in respect of media's compliance with the recommendations of the international media guidelines on suicide reporting (e.g. WHO 2008). b) Furthermore, it concentrates on possible changes in suicide frequencies in the wake of the reporting. We therefore use official suicide data from the mortality statistics of the German federal statistical offices. The daily overall suicide frequencies for the time of the suicide reporting are examined as well as are the frequencies for suicides with similar methods.

The study comes to the conclusion that German print media did not respect important recommendations of the suicide guidelines in a substantial part of their articles. The suicide of Robert Enke was reported in extenso and far too detailed. Consequences of the suicide and the celebrity himself were presented in an extraordinary positive way. Altogether, the German press coverage of the suicide showed several central characteristics which, according to learning theory and available scientific literature on media and suicide, should abet additional suicides.

In fact, in the wake of the reporting, a significant increase in overall suicides and similar suicides was found. Within the first four weeks after the suicide of Robert Enke, there were 151 suicides more than expected. Furthermore, 43 additional suicides with similar suicide methods were registered. The findings indeed indicate a relationship between the media's reporting of the celebrity suicide and the development of suicide frequencies in Germany. Our study complements existing international findings by adding a learning theory and media ethics perspective which is empirically tested with the help the content analysis.

Author(s):
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Dr. Anjali Capila

Title:
Mental Imagery and Response Building: Investigating Effects of Radio Advertising Strategies on Affective Responses of Listeners

Abstract:
Research in the past has indicated the relationship between mental imagery and changes in attitudinal judgments of the audiences. However, there has been a large debate about the relative effectiveness of the various imagery evoking strategies in influencing consumer responses to advertising. This study examines the effect of imagery evoking strategies commonly used in radio advertising in influencing mental imagery using 'A scale for measuring advertisement evoked mental Imagery developed by Darryl W. Miller, John Hadjimarcou, and Alan Miciak (2000). The scale is a tool designed to measure imagery vividness, quantity, valence and sensory modality, exhibits reliability as well as discriminant, nomological and criterion validity.

In the context of consumer research, mental imagery is defined as "a process by which nonverbal information is represented in working memory" (MacInnis & Price 1987). Defined this way, mental imagery is distinct from knowledge structures, and is consistent with the manner in which it has been defined in the psychology literature. In the psychology literature, mental imagery refers to all those quasi-sensory or quasi-perceptual experiences of which we are self consciously aware and which exist for us in the absence of those stimulus conditions that are known to produce their genuine sensory or perceptual counterparts (Kosslyn 1989; Richardson 1969, 1983).

The major premise of this research is that the effectiveness of imagery-evoking advertising tactics may be contingent upon the way in which the consumer processes information. If consumers are prone to process information using imagery, they may be more responsive to imagery-evoking advertising tactics.

The study was undertaken in three distinct phases with a sample of 40 youth (18-24 years), first phase dealing with creating a listenership profile, second on validation of high imagery ads on air and selection of six advertisements, two of product, service and Public service announcements each and the third phase lead to the systematic administration of the audio tool with the objective of scale completion designed to measure the dependent variables (imagery evoking strategies). A total sample of 40 was used in the study. Each of the assumptions in the study was tested using MANOVA, with the use of the six high-imagery advertisements as independent variables. The imagery evoking strategies generated imagery that, in turn, influenced feelings and Attitude towards ad.

The significant findings suggest that imagery evoking advertisement tactics influence cognitive, affective, and behavioral responses to advertising such as recall of the content of the advertising messages, feelings, attitudes towards the brand and the purchase/behavior change intention. There has been seen an allotted difference in the imagery evoked by advertisements that are concrete and abstract such as that of a net set up connection on mobile phones to that of cars, which are more imagery evoking. Also advertisements with positive products produce more positive imagery such that in the Public Service Announcements.

Author(s):
Yi-hsuan Chiang
Niann-chung Tsai

Title:
Why Audience Share and follow? Exploring the Motivations and Intensity of YouTube Use in Taiwan

Abstract:
Video-sharing service is network-oriented online communication platform. YouTube creates new form of viewership and users play a vital part of the social media. Polular clips were uploaded, spread and commented by audience.

This study uses online questionnaire data to analysis how online video usage varies by motivations and demographic variables. Three questions are examined: How do users' background characteristics, motivations, and the amount of Facebook/Internet use contribute to YouTube intensity? Whether certain motives for using YouTube and personality traits predict viewing and communicating with others. How do the motivations relate to participants' content generation behavior on the site?
While social network service is interactive and has a distinct advantage over one-way communication, uploading video and following what others shared might be more important than maintaining communication with friends.

Based on Uses and Gratifications approach, we reassess the operationalization of the motivations and online video behaviors. Our paper discuss the differences among online audience and illustrate that different patterns of use are predicted by a different set of motivations. In general, the study's findings call for the need to reevaluate the ways western scholars think about new media.

Author(s):
Michele Tager

Title:
Dexter: Gratuitous Violence or the Vicarious Experience of Justice: Perceptions of Selected South African Viewers

Abstract:

Livingstone *et al* (2001:166) point out that media researchers are in essence studying a "moving target". Audiences are increasingly presented with shows on television that challenge previously established boundaries of morality and propriety. *Dexter* is one such show. Isabel Santaularia (2010:57) quotes her own earlier work (Santaularia 2009: 157-78) when she describes *Dexter* "as one of the most successful exponents of psycho-horror, a serial killer fiction subgenre in which the serial killer is the main protagonist and readers/audiences become direct witnesses of his thoughts and murders unmediated by an external agent that posits a moral frame to the serial killer's actions". The character of Dexter works for the police as a blood spatter analyst by day and he hunts and kills serial killers by night, taking great pains when killing them to remind them of how they tortured their victims and why they deserve to die. He exerts his own form of justice of the 'eye-for-an-eye' variety. *Dexter* has been aired on South Africa's pay television network, DSTV, since February 2007. This paper investigates the perceptions of selected young South African viewers living in Johannesburg who have watched Seaons IV and V of *Dexter*. South Africa is one of the most violent countries in the world. In the period April to March 2009/2010, 3444 murders were reported in the province of Gauteng alone (SAPS:2010). "A prime motivation behind audience reception studies has been that of making visible and validating the otherwise taken-for-granted, neglected or misunderstood experiences of ordinary people in relation to popular culture" (Livingstone *et al,*2001:168). With this assertion in mind, this paper explores how selected South African viewers relate to *Dexter* and tries to establish whether their lived experiences in a country beleaguered by violent crime influences their perceptions and enjoyment of the show.

Author(s):
Cathy O'Shea

Title:
Children's Reception of Fiction

Abstract:
Children's media use is high on the international research agenda, amid concerns that technological convergence, along with a growing consumer culture, is contributing to a literary crisis among young people. Thus, although there is no shortage of material about children and their interactions with audio-visual media, this researcher is interested in children and their relationship with books. This paper aims to explore children's fictional reading by reviewing recent studies of their use of print media, especially those analyses whose theoretical framework is reception studies. Since audience reception is always situated in a particular context, theorists who work in this field will emphasise such factors as class and gender. A special caveat, though, is that while audiences are 'active' according to this paradigm, and make their own meanings of the media they consume, children's relationships with media are particularly constrained by social institutions and discourses. As this researcher lives in South Africa, literature on South African children's reading habits is of particular interest. However, it was found that children's consumption of fiction has not received much attention from the academy. When it is considered, it is the adult researcher's point of view that tends to dominate, often in the field of literary studies. A negligible number of studies have been carried out about the meanings children themselves make of fiction; and what literature does exist tends to emanate from the developed North, with very little originating from developing countries, let alone South Africa. It thus seems clear that there is a need for research on what children themselves think about the fiction they read, especially in the developing countries of the South. For if 'context is everything', as reception theory states, it would be reasonable to expect that children in the USA or UK, where most of the reception studies have been undertaken, have different readings to those in Chile, Nigeria – or South Africa.

Author(s):
Scott Timcke

Title:
What can 18th Century Philosophy Offer Cognitive Cultural Studies?

Abstract:
The success of cognitive science has led certain Communication and Cultural Studies scholars to incorporate aspects of it into their own cultural analyses. This has resulted in the emergence of a distinctive type of scholarship known as Cognitive Cultural Studies (CCS). While being methodologically eclectic—in that it draws upon the approaches and findings of neuroscience, discursive psychology, cognitive evolutionary psychology, cognitive linguistics, and philosophy of mind—CCS examines how the universally shared features of human cognition code and recode historically specific forms of cultural practice. In doing so, the project seeks to understand how particular cultural forms, whilst being historical distinctive, also happen to cross boundaries of time and place. To this extent CCS is engaged in the wider project of understanding the complex interplay between the cognitive and the cultural. In regard to audiences, CCS seeks to reveal the cognitive continuities that underlie particular collective responses to cultural forms. This implies that audiences are not only historically socially situated, but historically cognitively situated.

CCS is by no means an abandonment of the key features of cultural studies. Indeed, one can trace CCS's roots to Raymond Williams' original vision of cultural studies. In The Long Revolution, Williams calls upon cultural researches to study the relationship between the "evolution of the human brain [and] the particular interpretation carried by particular cultures" (1961, 18). Being true to Williams vision requires that one see how the brain is involved in "[a] whole way of life" (1961, 40).

However, in spite of finding consubstantiality with Williams' vision of cultural studies, CCS is still very much at a formative stage. For this reason CCS ought to be attentive to preceding debates over mental processes so as to avoid being swept up in the euphoria of the new. Being literate in these debates can check wild knowledge claims. In this spirit, I draw upon eighteenth century philosophers' concerns with appearance and

reality to offer guidance to the CCS project. This period saw a concerted effort to develop a comprehensive perception theory which attempted to bridge causal theories and representative theories. Given that cultural practice has phenomenal, perceptual, and affective qualities, the CCS project cannot but walk the causal-representative tightrope. To this end, the paper will discuss key features in the thought of Berkeley and Hume to demonstrate their relevance to the CCS project.

Author(s):
Jan Barbosa

Title:
Reassessing Issue Salience and Public Agenda on Web Environments: the Case of Portal 180 Graus's News Recommendation System

Abstract:
This paper proposes to reassess the concept of issue/attribute salience pertaining to traditional methods of measuring public agenda, by focusing on the analysis of performative data derived from access, production, search, and/or spread of information   in Web environments.

An agenda has been traditionally defined, according to Dearing and Rogers (1996, p.3), as "a set of issues that are communicated in a hierarchy of importance at a point in time". The authors also conceive the public agenda, in its turn, as the degree or the hierarchy of importance that the public gives to certain issues or aspects of news related to them (1996, p.41). Although those definitions can be operationalized through different ways, the public agenda has been measured through MIP question, a particular type of survey, where the public answers about the most important problem the country (or city) currently faces (McCOMBS, 2006). The answers are coded according to particular types of issue, such as economy or violence, and compared to the media agenda in order to find out either if, or to what extent, media and public agenda are correlated. Even though agenda-setting theory has different research designs, one out of four perspectives of considering public agenda, according to McCombs (2006)'s Acapulco Typology, the Competition perspective, is interesting to this paper, as it considers a group of issues published or broadcast by the media which compete for attention in the public agenda.

On the Web, investigations on issue/atribute salience may gain semiotic contours, since the actions of Web users can be converted into performative data, whose hierarchical patterns can be indexed, retrieved, aggregated and filtered according to public agenda's operational definition (SILVA, 2010a).

In this sense, the goal of this paper is to analyse possibilities of how performative data derived from News Recommendation Systems, such as the section "Most Read" from Portal 180 Graus's homepage (http://www.180graus.com/), can provide semiotic spaces from which one can (meta)represent issue salience, according to McCombs's Competition perspective.

Using the procedure of content analysis, we compared both the "most read" and "most commented" news from the home page of Portal O Dia during 20 days to answer the following questions: 1) to what extent are the most relevant issues derived from those distinct performative data (read and commented) correlated? 2) What type of issues are most relevant to those readers? 3) What type of news values (WOLF, 1996) are the readers interested in? 4) Are the most relevant issues derived from those performative data local or not?

We believe this type of research can help agenda-setting research expand its scope and overcome part of the critiques directed to it, since the structure and function of Web environments, considered as a database of distributed media (MANOVICH, 2001), can convey meaning from users' communication actions. Variables related to hypertextuality, memory, (PALACIOS, 2003), dinamicity (BARBOSA, 2008), multitemporality (SALAVERRÍA, 2005), artificial intelligence as well as different hierarchical structures and patterns have to be also considered in agenda-setting research grounded on Web databases.

Author(s):
Vanessa Malila

Title:
The Role of the Media in the Construction of Citizenship Amongst South African Youth: Between Marginalisation and Participation

Abstract:
This paper is an investigation of the manner in which the youth in South Africa are represented in the press and how this informs and influences their construction of citizenship, if at all. The aim is to gain an understanding of how the youth are portrayed in two community newspapers in South Africa and whether this influences their own perceptions about being citizens within the wider South African context, as well as within their own communities.

This research aims to move away from the assumed notion that the media are central to individuals construction of citizenship and that through consumption and use of media, audiences are influenced in their participation and engagement with democratic processes. It has been argued that the media can play a positive role in creating a link between marginalized citizens and political discussions and participation (Hartley 1996, Hermes 2006,). This notion that the media can play a central role as both a voice for the voiceless and an avenue for participation in public debate is questioned here based on the fact that the media find themselves with an audience which is politically, culturally, economically and socially diverse, rarely unified and difficult to confine to one category – even something as encompassing as citizenship is a highly contested notion (Kabeer, 2002). At question in this paper is whether the media play any role in facilitating participation in democratic processes and in the manner in which audiences act as citizens. In a place like South Africa, where citizens largely identify themselves with their nation (Mattes, 2002), but are highly divided and divergent in their social, economic and political views, what means do they have to participate in democratic processes and the continued reconstruction of citizenship?

In order to evaluate the role of the media in constructing notions of citizenship amongst South African youth, a two part project will be undertaken. The first part (which will be presented in this paper) will entail a content analysis of two community newspapers in the Eastern Cape of South Africa. This will focus on how the youth are represented in relation to education in order to gain an understanding of the portrayal of this generation, which is highly fragmented but also brought together by the fact that they were born either in post-apartheid South Africa or very close to the end of Apartheid. The second part of the project brings this representation to the audience by conducting interviews, focus groups and surveys with Eastern Cape youth in order to evaluate their response to the way in which they are represented by the printed press (based on the results of the content analysis), and how this may or may not influence their perceptions of their own citizenship and how they act as citizens.

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Author(s):
Nohil Park
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Title:
A Typological Model for Twitter Publics Segmentation

Abstract:
Although some Twitter operators, as influencers who has many followers but follow few, serve a critical role in the marketing and public relations world online and offline alike, research to Twitter operators as a target public for organizations remains neglected. Based on the review of social media and public relations literature, this study aims to develop a new model of segmentation by the numbers of Twitter following and followers. In specific, this article tries to clarify the current strengths and weaknesses of public segmentation models in academic contexts, analyzes the characteristics of publics on Twitter, and provides a typological model for identifying key target Twitter publics. Results from an analysis of 884 online surveys confirmed that the proposed model has good model fit indices in Structural Equation Modeling analyses. All of the model hypotheses are supported by statistically significant coefficients. The results show the proposed model effectively typologizes Twitter operators as leading, linking, constrained, and routine publics.

Author(s):
Suchitra Patnaik

Title:
Participants in news diffusion: A Study on Online News Audiences in India

Abstract:
Today, the mass media and digital technologies have engaged the audience mind space like never before. Online channels like blogs, tweets and social networking have revolutionized the information dynamics of the society by empowering audiences; amateur writers with a few mouse-clicks now have the potential to publish and reach out globally. Though established media houses have maintained a strong presence in the online news market, there are millions of these direct sources who have made their presence felt. Thus the concept of news distilled by conspicuous gate keeping has been altered with the emergence of these independent news based online platforms. Similarly the theories of audiences as passive receivers or seekers of information have undergone a transition with the traditional hierarch in news flow being altered. While the new media has given immense power to audiences, it places a lot of responsibility in them as participants in the online news process.

India houses the world's third largest number of internet users with over a hundred million Indians hooked to the internet[1]. The country known for its vibrant media institutions and ethos of free speech has translated into a fertile ground for the social media and other online media institutions to flourish. There are many instances where some tweets and blogs by the politicians and celebrities have formed important national headlines and generated public debate. The internet penetration in the country being very low at 8.4 %; enables only a very privileged elite from entering the online public sphere. At the same time it becomes very interesting to observe how the usually passive and non committal Indian elite is now being fast replaced by new community of virtual opinion makers.

The study aims to investigate how audiences participate in news diffusion in the online media. The paper applies the theoretical framework of news diffusion theory in the online context. The different modes of audience participation identified include sharing of information, comments, opinions and adding more information to the original content. The study identifies two news stories, one from an established online news source and another from an independent news source. Both the stories selected have a relative degree of salience in the Indian context. Through a series of keyword search, the researcher traces the trajectory of these two news items and tries analyzing how the diffusion has taken place. The paper analyses the findings through a series of content analysis and categorizes it into different tiers of audience participation.

[1] Top 20 countries with the highest number of internet users at Internet world Stats

Author(s):
Sunny S.K. Lam

Title:
Construction of Digital Cinematic Aesthetics from Creative Consumption

Abstract:
This study puts emphasis on the analysis of creative consumption, as well as prosumption, by audience unique repertoire of cultural practices to construct polysemic meanings of cultural representations in terms of "communication about audience perceptions" of digital cinematic aesthetics and productions from direct and initial experiences of media discourses within such new dynamics of digital media technologies and cultures as West-East/North-South conversations. Such audience repertoire as "creative consumption capital" shapes and is shaped by aesthetic values and judgment via active participation in cultural appropriation and appreciation resulted from accumulative learning and experience in diversified socio-cultural contexts (from Hollywood to Hong Kong cinema). This explains the important role of audience in the spectrum of cultural production and consumption. With respect to Wittgenstein's conception of language games and Hall's concepts of representation and cultural studies, to universally depict a meaning of cultural representation by audience perception is impossible and audience expressions of aesthetic judgment involve the rules and routines of "a whole culture" of both social and mental processes under particular contexts. This audience reception study fills the gaps of cultural/aesthetic understanding between producers and audiences in the meaning construction process while many producers incorrectly assume audiences' tastes and aesthetic values in their own thoughts from the traditional Western production of culture perspective.

An interdiscursive analysis of the interplay between the media texts – 11 Hong Kong and Chinese transnational digital movies – and the dialogues of focus group discussants – both general movie audiences and movie amateurs of disparate demographics – is utilized to constitute a vivid, live communication story about audience perceptions of digital cinematic aesthetics and productions from their initial movie-watching experiences. Based upon Luhmann's systems theory, audience perceptions as autopoietic activities of psychic systems are social systemically studied by discourse analysis of focus group discussions and interactions to investigate the social variations in audience perceptions and interpretations of 10 inductive characteristics of digital cinematic aesthetics with regard to differences and similarities in movie-watching experiences and socio-cultural backgrounds. Apart from coherence, discursive discourses and even some deviations as alternative opinions about the experiences and feelings, that is, the "rhetoric of aesthetics" as utterance the focus group discussants deploy when watching different digital movies, are expected. Audiences' discourses show their unique repertoires of cultural practices to create, to understand and/or to decode meanings of cultural representations during their consumption, as well as prosumption, of digital cinematic aesthetics. It is the beauty and the ability of focus group as a methodology that is a unique language of research through which a kind of storytelling technique is used to understanding audience perceptions and experiences from West-East conversations. This research of the "impossible" communication of audience perceptions of digital cinematic aesthetics and productions in terms of their complex discourses of social and cultural meanings that are contingent and are retrieved from the psychic to the social systems during their interactive group discussions is not merely a challenge, but also a fascinating story of empirical knowledge from transdisciplinary perspectives.

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Title:
Association of Thin-Ideal Media Exposure, Body Dissatisfaction and Disordered Eating Behaviors Among Adolescents in Taiwan

Abstract:
The present study examined the relationship of thin-ideal media exposure, body dissatisfaction, and disordered eating behaviors among adolescents in Taiwan. A total of 2,992 tenth-grade students recruited from 26 high schools in Taipei, Taiwan completed a questionnaire in 2010. The results showed that the adolescents averaged a few weekly exposures to thin ads, messages, and thin characters in TV and film. Adolescent girls had a higher thin-ideal media exposure, media pressure, thin-ideal internalization, body dissatisfaction, and disordered eating behaviors compared with males. Multivariate analysis results indicated that after controlling for gender and Body Mass Index (BMI), adolescents with higher thin-ideal media pressure and internalization were more likely to have body dissatisfaction. In addition, adolescents with higher thin-ideal media pressure and body dissatisfaction were more likely to engage in disordered eating behaviors (i.e., fasting, diet product use, and vomiting or laxative use).

Author(s):
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Title:
Social Media Memories: The Case of Youth Radio DT64

Abstract:
Networked social media play many roles in the everyday lives of their users. According to Garde-Hansen et al. (2009), these media are, among other things, increasingly used both as memory archives and as places for remembrance. They are platforms where people upload, share, save and archive everyday memorabilia (photos, videos, texts) through which they can enact personal narratives of self and testimonies of 'media life', a life lived in and through the media (Deuze 2011). It has also been argued that they have the potential to become public spaces in which people can gather to create, reproduce and construct a common heritage or identity. The aim of this presentation is to explore how Facebook is used by ordinary users to engage in memory practices and commemoration online. Our main interest lies in how and if the use of social networking media alters the character of how memory is practiced. The overall aim is, hence, to contribute to an understanding of how media and remembering are interrelated and the overarching question we set out to explore is how personal narratives of self and testimonies of media life are entangled and enacted through (social) media?

The case that we discuss in the presentation is the East-German youth radio station DT64, a state-controlled radio that operated for a period of about 30 years (1964-1993) in the GDR. Through the sudden appearance of several separate Facebook-pages devoted to commemoration and memory-practices, Facebook has provided an unexpected revival of DT64. This article sets out to explore how DT64, once an ordinary, uneventful and daily site for popular music, is remembered today. Besides that we aim to investigate the interactive memory practices of former DT64 listeners online that are produced through sharing, commenting and posting rather than remembering in solitude. What role do social networked media play for the memory practises of former DT64-listeners? How do the specific affordances and potentialities of the Facebook-platform affect the way memories are produced and performed in this online space? What are the differences (and similarities) between online and offline, digital and analogue media memories?

In the first part of the presentation, the theoretical background to the intersection between media and memory is laid out. Here, we introduce the concepts that structure our analysis. Furthermore we give some empirical background to the case of DT64 and discuss the methods we use. In the second section, we present our analysis. The analysis is divided in two parts: analogue media memories and digital media memories. Here we analyse media as memory artefacts and how media are used to preserve, keep, share

and narrate memories. Drawing on ten in-depth interviews with former listeners and an analysis of one Facebook group dedicated to the radio channel, the presentation suggests that networked social media offer new potentials to commemorate collaboratively and in public. The enthusiastic listeners we interviewed remain, however, sceptical and confirm only limited participation in new forms of performing media memories online.

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

Abstract:
It was stated in cognitive dissonance theory that choice makers always experienced a decrease of cognitive dissonance level before the choice was made (Festinger, 1957). Several essays explored other possible variables that could influence the dissonance level before making the decision of choosing one over another. Having been proved that an easier than expected choice would cause deliberate dissonance increase (Schrift, Kivetz, and Netzer, 2011), this essay further studies variables influencing dissonance level in the context of easy choice.

Introducing time pressure as a new variable in cognitive dissonance theory, it discusses the relationship between Time Pressure and Dissonance Level. The argument is that, in face of limited time scope, people may increase their cognitive dissonance by highlighting or even over-weighing some tiny advantageous elements, which are not prominent in normal time pressure whatsoever.

This investigation is conducted among several groups of senior university students in Mainland China who are applying for master degree, and it uses the dummy case of choosing universities whose information are from promotion advertisement in the letter of admission.

Putting University Ranking, Programme Ranking and Accommodation Providing as the attributes to affect respondents' choice, we set an easy choice by enlarge the difference between University A and University B. We define University A is definitely more outstanding than University B, which is testified by the pre-test, because University A overwhelms University B in the former two attributes which are of great significance. In the whole test, we control the attributes and measure the curve of dissonance level changing based on different time pressure.

We divide the experiment group into 8 sub-groups with 10 respondents in each of them and assign each sub-group a certain deadline to make a decision. After the deadline of each sub-group, we collect the questionnaires, calculate the average result of each sub-group and marked them in the graph. And we joint the dots into a line and compare it with the benchmark line whose data is from the control group in the pre-test. In general, high time pressure makes respondents reduce their dissonance, while low time pressure makes them deliberately increase the dissonance level. And the optimum time pressure does not influence the cognitive dissonance level.

The research result demonstrates that insufficient time leads to the decrease of dissonance level even the choice is easy, optimum time leads to the maintaining of dissonance level of the control group when not mentioning the time factor, and prolonged time leads to the increase of dissonance level. The managerial implications indicate that advertisements and related promotion activities can apply the findings in the industry. For superior products, marketers can introduce high time pressure and magnify their advantages. For inferior ones, time limitation for decision should not be mentioned, and the advantages of which its competitors do not possess in the counterpart should be embellished.

Author(s):
Lyndsey Beutin

Title:
Can Museum Space Deconstruct Museum Authority with Visitors? Imagining Africa with the Penn Museum

Abstract:
Responding to the "embedded audiences" theme, this paper investigates how museums communicate with audiences through space by analyzing the new *Imagine Africa with the Penn Museum* project. *Imagine Africa* is not an exhibition; it is an audience engagement project that displays art and artifacts from the Museum's African collection and asks visitors to respond to them publicly. The project literally invites viewers to write on the walls of the museum (which have been transformed into temporary white boards) to express their opinions on how the collection should be displayed. The concept itself is both innovative and pragmatic – it solicits participation, fostering community ownership from the local black community; it juxtaposes a contemporary "interim" installation of the collection next to the existing, outdated African gallery; and it helps the Museum prepare to re-install (and re-envision) its permanent African display.

Imagine Africa incorporates new trends in museum practice and directly responds to the critiques that academics and artists have hurled at ethnographic museums over the past several decades. The installation is media-rich, containing an interactive juke box, curatorial wall of drag-and-drop digital images, listening posts, iPads, and touch objects. Its introductory panel explicitly states those two sentences cultural critics of African display have been demanding: "Africa is huge and diverse in every way" and "Egypt is in Africa." The panel also addresses the colonial history of museum collecting practices and contains a color-coded map of the various origins of the collection. These actions should not be taken lightly. European and American museums with African collections have been struggling to update their displays in response to Fred Wilson and Susan Vogel's respective interventions in this discourse in the late 1980s, but few museums have succeeded, and many are still in the process.

Imagine Africa engages in what Barbara Kirshenblatt-Gimblett calls "a museology that includes elements of self-critique and self-indictment" and that shifts from "the exhibit as a neutral vehicle for the transmission of information" to putting "the museum itself...on display" (2006, p. 40). While this shift should be lauded, it is not always an easy transition for museum visitors to make. Can the Penn Museum deconstruct its own authority while engaging a new community of visitors?

Drawing on an 11-week ethnography conducted from September - December 2011, this paper considers how museum space constructs museum authority, and alternatively, how *Imagine Africa* uses space to deconstruct museum authority and build community. I also examine evidence of the grip of museum authority on visitors' interactions with the gallery and explore how developing audiences has become critical to the success of the project. In the end, this case study demonstrates that even in our participatory digital moment, building community relationships is at the heart of communicating messages, whether as content in museum exhibitions or as invitations to participate in the curatorial process.

Author(s):
Larry Strelitz
Charles Young

Title:
Exploring the Relationship between Social Networking, Social Capital and Subjective Wellbeing amongst Rhodes University Students

Abstract:
There has been much debate and disagreement over whether the use of social network sites (SNSs) isolate people and truncate their relationships or alternatively, provide beneficial connections with others. This debate has been framed by a growing body of international literature which explores the relationship between the intensity of use of SNS to the maintenance of *social capital* and in turn the relationship between social capital and well-being/life satisfaction. It is an exploration of the triadic connection between SNS use (in particular Facebook), social capital, and well-being that underpins our paper. Our research subjects are Rhodes University students and has its roots in formal and informal discussions with members of the Rhodes University Counselling Centre. These discussions revealed that students were increasingly

presenting to the clinic with feelings of depression, isolation, and alienation. In relating these observations to the afore-mentioned research concerns, key issues to be explored in the paper include: How, on the RU campus does SNS use either contribute to or help alleviate feelings of isolation and alienation; do students who use SNS experience smaller social networks and are they exposed to less diversity; how does the intensity of SNS use relate to students' experience of intimacy in their relationships; do students use Facebook to meet students whom they have never met or rather to help cement existing off-line relationships; what is the relationship between on-line and off-line relationships? These are issues that have been explored in some of the international research but never within the context of South Africa with its' class and race cleavages materially lived out and experienced in our educational institutions. Our data has been generated through the administration of an online random sample survey of Rhodes University students and has been analysed using Statistica Version 9. A multivariate statistical analysis has been employed to describe the complex relationship between Facebook usage, demographic variables, social capital and well-being.

Author(s):
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Title:
Reality TV – Godsend or Trojan Horse? A Theoretical Reflection on the Popularity and Impact of a Popular TV Genre

Abstract:
TV-programs which show non-fictitious and non-famous people managing their everyday lives, so-called reality TV-programs (RTV), have become very popular in the recent years (Zubayr & Gerhard, 2008) – especially within the audience aged between 14 and 49 (Lünenborg, 2011). Simultaneously, there are critical voices, which deplore these programs to be morally reprehensible and vulgar, because individuals would be shortchanged for entertainment and anti-social behavior would be shown as normal (Lünenborg, 2011). Regarding this popularity within the context of a very critical opposition, the following questions arise: (1) Why are these programs as popular as they are? (2) And what are their possible impacts on the recipients?

Recent studies, based on the uses and gratifications approach, give reasons for this fascination by pointing out a bunch of rather global motives such as entertainment or boredom (e.g. Bratsch et al., 2006; Ebersole & Woods, 2007; Frisby, 2004; Lundy, Ruth & Park, 2008; McQuail, 1994; Mead, 2005; Papacharissi & Mendelson, 2007; Rubin, 1983). Considering these motives being too superficial, we argue in our talk that there are more specific needs, which have to be taken into account (Maslow, 1987). For instance, Hill (2007) and Theunert (1993) empirically evidenced recipient's need for evaluating their own situation by the content shown in RTV. Therefore, RTV – regarded as a conglomerate of programs very different in terms of their contents (e.g. family problems, money troubles) – offers an ideal basis for orientation (Schenk, 2007). Thus, we suspect a close relation between RTV usage and the need for individual orientation. With regard to these programs, orientation is given by being allowed to see behind the curtain into the private lives of people similar to one's own. Especially this similarity perfectly qualifies these persons for social comparisons. In terms of this theory (Festinger, 1954) we assume, that the shown individuals with their specific attitudes, opinions and performances serve as role models by presenting a standard for the recipient's individual behavior (Bandura, 1986; Festinger, 1954; Mussweiler, 2006; Schemer, 2007; Tesser, 1988). As a result of observing, evaluating and comparing others' performances with one's own actual and future behavior through modeling (Bandura, 1986, 2002), a possible impact of RTV on personal identity (Abels, 2010; Eickelpasch & Rademacher, 2004) appears to be realistic and notable.

In our talk, we argue that empirical research needs to investigate these social consequences of RTV which put the relation between media and audience, regarded as well-balanced, respectively the propagated weak media impact (Früh & Schönbach, 1982) into question. Moreover, empirical results can serve the state media authorities with reference to permission and control to critically reflect on private media's program offerings (Ritlewski, 2009) and support media-educational purposes.

Author(s):
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Title:
Broadcast Yourself! Examining the Influence of Watching Reality TV on Self-Disclosure on SNS

Abstract:
Privacy turns out to be an omnipresent topic throughout the mass media universe. In particular social media such as social network sites (SNS) offer a compelling arena for non-famous people to publicly disclose intimate information towards a large, mainly unknown audience. Based on the assumption that people adapt their own handling of private information to other people's behavior (Bandura, 1965), we ask which role models these social media users have in mind when disclosing intimate details about their lives.

Previous studies have already proven a correlation between social media use, the handling of privacy information, and watching reality TV (RTV) (e.g. Stefanone & Lackaff, 2009). This result supports previous research on the motivations of watching RTV (e.g. Bratsch et al., 2006; Ebersole & Woods, 2007; Lundy, Papacharissi & Mendelson, 2007; Ruth & Park, 2008) showing that viewers make use of the presented behavior insofar as they consider the protagonists as possible role models for their own living situation (Ferris et al., 2007). RTV with its high amount of disclosed private information offers a perfect basis for gaining insight into the handling of private information by ordinary people. This comparison between media protagonists and the audience's own living style can be referred to Festinger's (1954) social comparison theory, which postulates that people strive for comparing themselves with meaningful others if they are uncertain about their capabilities, attitudes, and opinions. The comparison leads to a critical self-reflection of one's own behavior and might end in behavior modification. This transformation of behavior can be based on Bandura's social cognitive theory (1965), which postulates that the behavior and knowledge of individuals can be directly related to observing others within different contexts. Referring to Burgoon's (1982) dimensions of privacy distinguishing between factual data (informational privacy) and more social aspects of privacy (e.g. disclosure of emotions), RTV and SNS appear to address similar facets. We thus assume that RTV can be considered as an influential agent of socialization for online behavior.

Therefore a quantitative online-survey with 203 social media users in which the frequency of RTV viewing was related to the amount of disclosed private information on SNS was conducted. Also person-related differences (e.g. motivation of self-presentation) and socio-demographic attributes were taken into account as modifying variables.

By using structural equation modeling, we revealed that those users who frequently turn towards RTV (n = 65) disclose less private information on SNS. Moreover, we confirmed that a stronger motivation of self-presentation is related to an enhanced disclosure of private information on SNS.
The study showed that television protagonists might rather have a deterrent effect with regard to the handling of personal information. Those who regularly watch RTV disclose less private information on SNS. This does not mean that television has lost its role as an agent of socialization with regard to privacy, but it shows that viewers are much more reflective while watching the partially provoking RTV shows than we initially expected.

Author(s):
Nico Carpentier

Title:
Class and the Construction of Ordinary Participants in Reality Television

Abstract:
The main objectives of this paper are to discuss a theoretical framework that does justice to the fluidity of the subject position of 'ordinary' participants in television programming, as representatives of the audience. More specifically, the aim is to show how the relationist nature of its construction works within a specific reality tv programme entitled Oh Oh Cherso. The theoretical framework will first discuss two major relationist discourses that articulate the complex and multilayered subject position of ordinary people. The subject position of ordinary people is firstly defined through a negative relation with societal elites. Secondly, ordinary people are defined through the logics of class, where lower classes are (again negatively) positioned against the middle and upper classes. Although both articulations feature in the Dutch Reality TV

programme Oh Oh Cherso, it will be argued that this programme mainly focusses on a class-based articulation of ordinary people, creating a distinction between the ordinary participants and their audiences. The programme, which features a carefully selected group of young people on a party trip to a Greek island, attributes specific characteristics to these participants, emphasing their limited skills, intelligence and knowledge, and their lack of civilisation and refinement. They are for instance repeteadly confronted with quiz-like questions which they cannot answer 'properly', their substance abuse and sexual apetite is strongly emphasised, and they are seen as disconnected from the local population and their culture(s). In this programme, we can see the mobilisation of a wide range of very traditional lower-class articulations, which transform the ordinary into ordinariness and which show that class, and its negative representations, has not disappeared from Dutch society.

Author(s):
Luiz Peres-Neto

Title:
Conscious Consumption: Eco Bag's Campaign in Sao Paulo City.

Abstract:
In the end of 2011, Brazilian supermarkets' based in Sao Paulo has decide to stop the free distribution of plastic bags in all shops throughout the city. This new situation was drawn to star up on the beginning of January 2012, coinciding with Sao Paulo Foundation's Day. To accomplish it a media camping using the slogan "Let's stop to suffocate the planet" were put in all supermarkets, and TV and Radio spots were done as well. The message addressed to consumers defended that the responsible for environmental problems should be shared between companies and consumers. In other words, following major theories of environmental development we would need to change our consumptions habits to increase the Planet's protection. Nevertheless, all the media campaign has focused in only one part of consumer's acts. Considering this context, the aim of our research was to investigate how consumers received this campaign, which perceptions they had on sustainability related with this particularly action. For that, 50 Semi-structured interviews had been done in different places in Sao Paulo taking in care gender, social class and educational background. In addition, the results of a longitudinal opinion poll survey made by an independent market research Institute were incorporated to compare our outcome. We perceive that the domain message were mainly receipted and appropriated by consumers as part of an ethical discourse as a consequence of the fear to show the public display image as irresponsible citizen. However as poor or less educated consumers are as fewer they articulate this "conscious" discourse. Particularly among this group all the eco bag's campaign were perceived as an important measure but also connected with some strategies to increase upper class domain. We propose in this paper discuss these results under media and consumer theories such as Baudrillard (2010) or Slater (2002) approaches among others cultural sociologists.

Author(s):
Marc Caldwell

Title:
Talking About the Protection of Information Bill: The Notion of Conversation in Online News Forums

Abstract:

The concept of conversation is deeply embedded in the discourses that inform studies of media audiences. While the concept came to be used almost analogously in studies of mass communication (or 'old media'), it came to be used more 'naturally' in the context of new media, and even more so in studies around the advent of the communication technologies that are collectively referred to as Web 2.0. While it is assumed that advances in social media will promote public and local conversations, and mainly technologically-driven studies in the field continue to assume a direct relation between connectivity and conversation, too few studies pay attention to the notion of conversation itself. Studies that focus on content analyses of web content tend to ignore conversation as a mere medium of the opinions and ideas they attempt to extract. While studies of online news production such as those in Paterson and Domingo (2008) seek to remedy technology fetish in studies of new media by advocating an ethnographic approach derived from anthropological and sociological traditions, they largely ignore questions of audiences and news consumption.

Again, it may be safe to assume that just as new media technologies have revolutionised practices of news production, so to have they had their effect on practices of news consumption. The most obvious effect is the trend towards audiences finding news online rather than turning to any of the 'old media'. Another is the phenomenon of public participation is news forums, even if most do so anonymously or behind the mask of a pseudonym. Nevertheless, it remains a common assumption that these forums constitute conversation, but little attention has been given to explicating the term itself in the new media context.

The "ideal of conversation" – imagined along lines of dialogical face-to-face interpersonal conversation made popular through the sense-making work of the Habermasian notion of the public sphere – attained such a dogmatic status in Media Studies that Michael Schudson (1972) was compelled to contest whether audiences in particular, and journalism in general, actually engage in dialogical and interactional practices of conversation; or whether, to cite Nancy Fraser (1990: 313), public conversations are in the main a monological "discourse that consists in a solitary voice crying out into the night against an utterly undifferentiated background."

Accepting Julia Clare's (2008) argument – drawing on Richard Rorty's (1980) work among other sources – that actual conversation is not limited to normal dialogic patterns, but includes monological and polylogical patterns also, we may find sufficient warrant to contend that online news forums are in fact public conversations despite tendencies to dismiss news forums as typically anarchic if not publically 'dysfunctional'.

Ethnomethodological conversation analysis (CA) grew in opposition to a similar view once held in formal linguistics that mundane conversation was unstructured, aberrant and hence unavailable to analysis. On the contrary, early CA research found that ordinary talk-in-interaction was a cooperative accomplishment between speakers, and followed largely conventional rules that could be empirically identified and analysed. One of the most important discoveries Harvey Sacks made was that all talk is basically sequential, following a rule of turn-taking.

By combining tools of network analysis with certain insights drawn from conversation analysis (without necessarily adopting CA's specific focus), one may study large corpora of news forums to explicate the qualities that make these conversational activities, and to ascertain the content that occurs within different conversational patterns.

This paper is a study of online reactions to the Protection of Information bill in three newspaper sites from mid-2010 to the end of 2011. By using a network analysis informed by insights drawn from CA, and by coupling this to an analysis of the various contents (e.g., opinions) associated with the different relationships (e.g., friend, foe) and patterns of interaction found in the corpus, this paper seeks to explicate through a study of interactional types the patterns by which news forums may be accepted as conversation.

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

Abstract:
ObjectivesThe purpose of this paper is to highlight the plural perceptions about the pattern of use and behavior of adolescents on the Internet and social networks, particularly in Spain. The explanatory model introduced shows significant disparities in variables of gender, age and socio-cultural level.A qualitative approach was chosen in the framework of a research project funded by Spanish national research plan (Analysis of use and consumption of media and social networking among Spanish adolescents. Characteristics and risk factors, 2010-2012). Its general objective aims to analyze and to address questions related to the self-representation of the everyday uses of the Internet and social networks among Spanish children and adolescents (12 to 17 years). In this sense, the project also highlights a range of risky behaviors that develop in their relationship with the Internet, as well as detect and describe the different routes of digital enculturation into such practices. BackgroundThis work is at the intersection of theories and methodologies used by similar studies (e.g. at European level, the outstanding work by Sonia Livingstone)

focused on the relationship between young children and the Internet. These studies, which tend to opt for quantitative methodologies, but not always avoiding the qualitative perspective, focus on three basic axes: uses, risks and family perspective.This study in particular and other studies in general have already outlined a number of features, among which are: increasing use of social networks, decrease in the age of first access, high level of multitasking activities, development of new models of privacy, the combination of online and offline spaces, informational use versus content creation, etc. Methodology As part of its qualitative approach, eight focus groups were conducted between the months of June and July 2011 at national level, representing the adolescents enrolled in public and private secondary education (ESO) and High School. At first stage, the results have been obtained from the following semantic fields: need, addictive, fun, loving relationship, appropriate and inappropriate content, appropriate and inappropriate uses, education and family control. Secondly, these results will be compared with other studies from the same geographical context, and finally, will be compared with other international studies.ResultsBased on data collected, results point at the importance of online relationships, the exposure to risks, and the increasing access and consumption of audiovisual culture. Similarly, children between 12 and 14 years developed an evident increase in contacts with strangers. At the same time, an increase in the perception of violent contents and Internet risks in minors is detected. The analysis shows that the adolescents are aware of the existence of risky contents and the various ways to control them, through technological tools or by other means.

Author(s):
Shubhda Arora

Title:
Audiences at Play: an Epistemic Inquiry into the Song 'Kolaveri Di'

Abstract:
The discourse in communication studies has looked at audiences as active seekers of pleasure through communicative play. This perspective has been talked about extensively by William Stephenson (1988) through his play theory of mass communication. Stephenson refuted Freud who considered play to be an unconscious, passive and an escapist defence mechanism. This paper furthers Stephenson's understanding of play in the present day of digitization and virtual technologies. The study proposes that the users of the Internet (virtual audiences) get actively co-opted into the creation and recreation of media content through play. Participative play on the Internet can be equated to what Caillois has described as Paideia (primitive, pure play of carefree gaiety). Paideia in its new Internet avatar may manifest itself in the form of shares and likes, posts and re-posts, comments and recommendations on content sharing and social networking sites. This carefree act of pure play can be attributed to the absence of a proper regulatory framework on social interactions in the cyberspace which in turn makes the play elusive and the players' (audience) behaviour very unpredictable.

Any individual with some access and working knowledge of media production and delivery technology can find opportunities to participate. The study looks at this participation as play which provides participatory communication pleasure (Stephenson, 1988) or in marketing parlance the shift from consumer to prosumer is marked by fun. This concept of pleasure draws a close resemblance to the Adbhuta Rasa(curiosity) and Hasya Rasa (joy) taken from the Indian theory of aesthetics (Rasas). Freud's understanding of pain and pleasure has been taken as the basis for this work where they have been conceptualized as two distinct categories placed on the opposite side of a continuum with work appropriated to pain and play to pleasure. This paper suggests that what may constitute work for content producers and marketers may constitute play for audiences.

The study initiates an inquiry into the Tamil music video 'Kolaveri di' and its several adaptations which have gone viral over the Internet. There are various replicas and indigenous versions which have flooded the cyber space. Ordinary individuals with no proven track record in the music industry have taken to remaking, reinventing and tweaking this song which has made the process truly participatory. The use of English phrases and the generic theme of heart break which the song depicted became the cornerstone of its global appeal. The creators of these versions indulge in the fun and frolic of mixing and morphing the voice and the lyrics.

Theorizing 'Kolaveri di' through the lens of play theory can come under heavy criticism because work and pleasure cannot be understood in binaries and the line between them is fuzzy. Also, that which may be classified as pleasure by an individual may constitute work and pain for some other. Apart from this, there is a possibility that some individuals may derive pleasure from work but this idea has not been taken into consideration.

Author(s):
Walter Ihejirika

Title:
"Crazy Fans?": Conflicting Identities of Nigerian

Abstract:
It has been shown that the English Premier League (EPL) is the most popular and widely viewed sports programme in the world. In the past decade, the viewing of this League has become a special entertainment for the Nigerian public. Due to the rise of satellite television broadcasting in the country, Nigerians, like people in other parts of the world now follow live transmissions of these football events. Every weekend, many Nigerians, young and old, male and female, gather in front of television sets in beer palours, special viewing centres or in the comfort of their rooms to watch the English clubs perform. This interest has generated huge revenues for both the English Premier League and the main satellite television providers (especially SuperSports, on the DSTV platform, owned by the South African based Multichoice Company). The use of this mediasport has gone beyond entertainment and is generating communities of identity. Apart from ethnic and religious identifications, the major clubs of the EPL are now providing platforms of identification for the Nigerian viewers. Thus, Nigerians proudly identify themselves as fans of Man U (the Red Devils), Chelsea (the Billionaire club), or Arsenal (the Gunners). One of the main issues explored in the field of sports media is identity formation. Sports fanship derives from a deep identification of oneself with a given sports club. Among the areas of identity explored in sports media is nationalism. It has been found that sports can generate a sense of nationalism among people of a given country. Indeed, nationalism can be the primary reason for consumers of mediasports to care about an event that otherwise they would not know anything about. In line with this strand of research, this paper explores the seeming contradiction between the high level of identification of some Nigerians with the EPL, a Football League belonging to the country's former colonial masters. Does this identification represent a form of north-south cooperation, a bridge of sort uniting people from these different polarities, or is it a new form of colonialism, whereby the colonies ape the colonial masters? Working from the audience perspective, a survey of Nigerian viewers of the EPL in the southern Nigerian city of Port Harcourt was carried out. The survey was aimed at eliciting an audience self-evaluation. Do these Nigerians see themselves as crazy fans or as active participants in the modern world where the old colonial barriers have been dismantled? The study touches not only on the motivation for the use of the EPL by the Nigerian fans, but more importantly tries to see how the mediasports' consumers reconcile the seeming contradiction between their national identity on the one hand and their strong identification with the English Clubs. Data collection and analysis is still ongoing. It is hoped that this study will help to shed academic light on the issue of national identity and identification with foreign sports clubs.
Keywords: Mediasports; sports audience; Nigeria; English Premier League; Satellite television; Franship; Identity

Author(s):
Marie Grusell

Title:
New views of Advertising? An Explorative Study of Youth Attitudes Towards Commercials in Sweden 2011.

Abstract:
This study aims to investigate contemporary views and uses of advertising among youth in the everyday life. Commercial advertising is today an integral part of the contemporary Swedish social culture. In fact, commercial messages are far beyond the boundaries of regular advertisement media. They permeate public spaces throughout society, and in many ways the lines have become blurred between commercial messages and other forms of societal information. This change has happened in a relatively short time. In the 1970s in Sweden, mass media advertising was restricted to the print press; commercials on radio and television or, for that matter, in schools and hospitals, were virtually non-existent or not allowed. The attitudes in society toward advertising were negative, at times even hostile. However, during the last decades something has happened, and the attitudes on advertising are gradually changing. Previous international research shows that public opinion towards advertising has changed from a suspicious view towards a positive duality (Bauer & Greyser, 1968; Zanot 1984; Andrews 1989; O´Donohoe 1995; Shavitt, Lowrey & Haefner 1998; Grusell 2008).In light of the radical reconfiguration of the social culture in recent decades due to new media technologies, such as the Internet, cell phones and social media it becomes especially interesting to expand and to deepen the understanding of how young people express themselves

in relation to traditional and non-traditional advertising media. The views on advertising are therefore a very interesting area to study. In this case, particularly young peoples views on advertising becomes vital, since studies have shown a difference in advertising views between young and old people (Grusell 2008).Although traditionally advertising research has emphasized strategic application rather than critical analysis, the field has increasingly come to recognize the ambivalent, complex and dynamic relationship towards advertising (Grusell 2008). The starting point for this paper is a national survey of the Swedish views on advertising (Grusell 2008). Based on this quantitative data this study aims to go deeper and investigate this question by analysing results of qualitative interviews and focus groups with young people in the age group 16-29 year.

Author(s):
Thomas Wiedemann

Title:
The German-Turkish Film from the Perspective of the German Cinema Audience

Abstract:
This paper focuses on the reception of the German-Turkish film in Germany and explores patterns and motivations of the cinema audience as well as the creation of a transcultural space through the attention to the offered media content.

The focus on this specific communication, considered as a conversation between South and North, can be explained on the one hand due to the huge number of ethnic Turkish among the German population. Today, nearly three million people with Turkish migratory background live in Germany; the question about their so-called integration is an ongoing public debate which underlines the importance of thinking about transcultural identities. On the other hand, the past decade has generated many triumphant German-Turkish film productions handling the clash of the two cultural spaces – from *Head-On* by Fatih Akin and *When We Leave* by Feo Aladağ to *Almanya* by Yasemin Şamdereli (with over one million viewers one of the most successful films in the 2011 cinema box office in Germany).

The case study presented in this paper is based on the audience's focused uses and gratifications approach which assumes active and functional media use as theoretical point of departure (Katz et al., 1974). In particular, Denis McQuail's (1983) four motivation dimensions to explain the audience's attention to a specific medium (information, entertainment, integration, and identity) served as a framework and guided the research design. In order to learn why German-Turkish film productions are consumed and how their content is interpreted, I conducted several focus groups with selected audience members (both native Germans and persons with a Turkish immigration background living in Germany).

The findings show that new German-Turkish films play an important role in Germany's cultural exchange: The audience without a foreign cultural background considers its consumption as a way to get to know and to understand a cultural sphere, which belongs to its own country, and to enter in the (otherwise often inaccessible) everyday life of its neighbours. The audience with Turkish roots stresses the integration capacity of German-Turkish films. Picking up its own life story and presenting its cultural adaptation process to a broad public are perceived as an indication for having become an accepted part of German culture. Summarizing, the conversation between South and North via German-Turkish film productions serves the purpose to build a new German identity which represents more than only one cultural space.

Katz, E., Blumler, J.G., & Gurevitch, M. (1974). Utilization by the Individual. In J.G. Blumler & E. Katz (Eds.), *The Uses of Mass Communications. Current Perspectives on Gratifications Research* (pp. 19-32). Beverly Hills: Sage.
McQuail, D. (1983). *Mass Communication Theory: An Introduction.* London: Sage.

Author(s):
Anthea Henderson

Title:
"Logospeak" - brands and South-North conversations

Abstract:
IAMCR 2012 South-North Conversations
Anthea Edalere-Henderson
Section - Audience

"Logospeak" – brands and South-North conversations
 One of the ways global communication flows have been unevenly favourable to the North has long been exemplified by the staggering nature of mainly American advertising available through satellite and cable networks in the Caribbean and Latin America. Indeed, in a free recall exercise conducted amongst young Jamaican children, participants island wide were able to recollect significantly more global brands –such as Tommy Hilfiger, Puma, Microsoft, Geico, Nintendo, Calvin Klein – than local ones; by a ratio of 4:1, much of this through exposure to television advertising. However the findings of the 2005 study also indicated children's keen awareness for local trademarks; the best recognized corporate symbol of those tested was for the local soft drink beverage Bigga. Pepsi came second in recognition.

Although the brand symbol recognition study gives fillip to the concept of cultural imperialist effects, it also shows that home-grown commodities such as Bigga and Mothers can be *effectively* branded to become part of a local market's linguistic system.   Brands can be made to "mean" something – and they can be made to mean something that resonates with a specific context or milieu. Moreover, today's global digital information platform provides an almost unlimited audience for the dissemination brand symbols – teaching us about the products or services these symbols point to, but also informing us of the particularist, ephemeral attributes that are structured around them.

This paper aims to explore some of the ideas that Jamaican children articulate about brands and the significance of brands in daily life – in their own words. Additionally, the paper argues that effectively structured local and regional brands can become a potent aspect of the global "commodity language" system, drawing on inflections of meaning that are culturally informed, thereby contributing to the South-North conversation.

Keywords: Anthea Edalere-Henderson; brand advertising, brand recognition; commodity language system.

Word count: 300+

Author(s):
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Title:
MOBILE INTERNET: PERSPECTIVES FROM THE STAKEHOLDERS

Abstract:
Mobile internet represents a major new trend in communication technologies use and consumption, but few evidence exists that confirms claims of novelty and social change in association with this technology use. This paper characterizes the use of mobile internet in a southern European country and associated patterns of use, focusing both on users' profiles, forms of access, motivations to use and most popular activities undertaken via this technology, from a diffusion of innovations and social adoption of technologies perspectives, and tries to compare mobile it with fixed access to the internet in order to validate possible transformations that point to new social configurations.

We seek to understand the way stakeholders perceive and characterize the European context of mobile internet. The depicted study involved a qualitative stage consisting of a set of interviews with mobile communications industry representatives and market research community in the country. These interviews were analysed in Nvivo, leading to the following eleven main categories that are explored throughout the

paper: smartphones in Europe, mobile internet in Europe, users profiles, obstacles to the spread, forms of access, forms of use, motivations to use mobile internet, limitations of smartphones, apps, digital divide VS digital union and predictions for the future, as well as several subcategories forming a tree categorization.

According to the data collected, mobile phones' sales are decreasing in Europe and worldwide but on the other hand smartphones are having an exponential growth which leads to the democratization of internet access via mobile devices. As a consequence of this, it is believed that mobile internet access will soon exceed the fixed one. Mobile internet users are multiplatform, they exploit all the possibilities of mobility and they are spending less time on computers. The main obstacles to the spread of mobile internet are the high prices of price plans and there is still a lack of information and knowledge regarding the service. Mobile internet users are developing new online surfing behaviours based on apps and less in browsers and social networks represent a very high share of internet traffic through mobile phones. With mobility, "dead time" is turning into useful time and users are more likely to be available to try new services and analyze products. Innovative services concerning geolocation, consumerism, share and relationships are growing and it is necessary to highlight that mobile internet allows calling and texting, which can turn telecommunications companies into the role of Dump Pipes.

This exploratory design raises questions in relation with mobile internet access and its social consequences, and provides interesting indicative research results relevant for future research in this area.

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

Abstract:
This article presents the results of empirical research with freelance journalists from the city of São Paulo, involving quantitative and qualitative research methods (quantitative questionnaire, interviews and focus group) and the theoretical-methodological from the Reception Studies and Ergology . It is a theoretical and empirical approch, whose developments have been the subject of the Research Group "Communication and Work"

Studying the journalist from the frame of "class-who-lives-of-work" and make a study of reception with these workers, allows them to understand the discourse on social work and communication relationships that they build in the world of work.

One of the goals of this proposal is the understanding of the journalist as a subject worker and receiver, and not only as a transmitter of news.. This approach reveals about professional values and situations which make up the action of the journalist as a producer of journalistic discourse, ie the quality of their work. Furthermore, it is a subject that, for the production process news, such as that which is experienced in all privileged communication process, the entire circuit culture / communication, making choices.

We consider the centrality of the world of work at the reception of the media, ie, interactions resulting from the world of work collaborate to the point of view from which the social subject is related to the social world. The work becomes the place where social identities are defined, from the expression "what you do?", being the place where people often construct their subjectivities. The reception from the world of work shows how changes in the labor act concretely in daily life, subjectivity and how they manifest in the sphere of cultural consumption.

The research shows how, from the reception, the journalists reveal from which place they talk about the world, the society and the own work. The reception is revelead as the moment par excellence "to talk about work". When talking abour the other's work, the journalists are confronted with their own work and reveal, in his discourse, values and dramas of real activity of communication and work.

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Title:
Circulation of Brazilian telenovela in the audience sphere: the usage of Twitter

Abstract:
The main goal of this paper is to analyze the circulation of the Brazilian telenovela (a kind of soap opera) named *Passione* (Rede Globo, 2010*)* in the audience sphere, more specifically on Twitter. This analysis is done under the convergence phenomenon perspective (Jenkins, 2008), which changes the logic used by the media industry structure and the way the consumers/users/viewers understand and process the received content. Although the focus had been *Passione's* consumers performance, Twitter proved to be extremely suitable to the convergence study as it gathered both audience and media producers in the same platform. In that sense, the analysis was taken in three different observation periods, which were composed by daily tweet examinations in two different lists: hashtag #passione and the profiles related to the telenovela. Each message was copied and categorized according to the kind of content (related or not to the story); presence of conversation; links and types of profile (consumers, celebrities or fake ones connected or not to Rede Globo or *Passione*). The total amount of tweets analyzed was 16.338. This study on Twitter was the starting point to realize how the facts presented on a fictional TV story are discussed and reframed by the audience. The results indicate that the consumers used Twitter widely to spread their points of view and expectations about the telenovela and his opinions about the characters. This platform represented a fast and functional communication channel for people express their opinions about the media products consumed, as the current Brazilian TV broadcast system doesn't allow this immediate feedback from the public/audience. It was also possible to verify that Rede Globo, in turn, used Twitter mainly to circulate its oficial contents, especially through the links to its websites. At the same time, the conversation on Twitter took place most of the time among consumers as an attempt to chat with famous profiles, official or fake, in a constant reference of the telenovela on this platform.

Author(s):
Iliana Ferrer
Vinicio Sinta
Virginia LuzÃ³n

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

Abstract:
La lucha por la captación de audiencia como un valor comercial ha generado un nuevo panorama televisivo con el rompimiento de las fronteras entre los géneros y la hibridación de contenidos y formatos. Los informativos televisivos de actualidad diaria han entrado en esta dinámica productiva, por lo que las grandes cadenas televisivas, tanto del sector público como el privado, han transformado la estructura del informativo convirtiéndolo en un espacio de información y de entretenimiento a la vez.

El ejercicio público de informar se ha visto amenazado por los imperativos financieros. El macrogénero informativo se ha combinado con el macrogénero entretenimiento, adoptando también elementos del *show* y de la ficción. Este fenómeno se ha visto reflejado no sólo en la inclusión de noticias intrascendentes y de información con encuadres sensacionalistas dentro de los telediarios, sino también en la alteración de la forma de la noticia, que ha ido mutando hacia a una información con tonos dramáticos, emotivos y espectaculares.

No obstante, estos cambios frecuentes en la presentación y en el contenido de la información emitida en los telediarios repercuten en la percepción que posee la audiencia sobre la cadena, sobre el programa informativo y sobre los hechos que están aconteciendo a su alrededor. Esto sucede sin que el espectador sea conciente de la influencia que ejerce la información espectáculo en su proceso de toma de decisiones democráticas.

Esta comunicación pretende mostrar cómo los espectadores españoles perciben el grado de espectáculo en la noticias, traducido en un análisis de lo que opina la audiencia sobre el aspecto formal de la información, como el uso de efectos de vídeo y edición o la inclusión de imágenes impacto, así como aspectos relacionados con el contenido, como la selección informativa emotiva, la presencia de estrategias como la dramatización, descontextualización y fragmentación de los hechos, entre otros elementos.

Este estudio es el resultado de una amplia investigación sobre el espectáculo informativo en las cadenas generalistas españolas y su incidencia en el espectador. Así, esta comunicación está dirigida a presentar los resultados más importantes de un análisis cualitativo, a través de la técnica de *focus group*, sobre la percepción que tiene la audiencia de la calidad del contenido de la información emitida por los telediarios españoles de las cadenas privadas Antena 3, Cuatro, Telecinco y La Sexta, y de la cadena pública TVE1.

La metodología cualitativa utilizada en esta investigación nos ha permitido comprobar que la información televisiva puede influir al ciudadano, generando cambios en su comportamiento sin que éste sea plenamente conciente de la situación. Es por esto que nos preocupa que la tendencia de los telediarios hacia el *infoshow* no permita que las audiencias puedan diferenciar entre los espacios de opinión y la información objetiva, entre las noticias presentadas de forma melodramática y las que no. Una audiencia mediada por el sensacionalismo no puede formar una opinión pública libre sobre lo que le acontece.

Author(s):
Nancy Booker

Title:
Towards an appreciation of indigenous television programmes among the Kenyan audience

Abstract:
The last couple of months have seen a tremendous shift towards a more locally oriented programme menu on Kenyan television. This has further been precipitated with the government demanding that local stations have at least 40 percent local programming on their radio and television stations. The latest media research findings by Synovate (2011) reveal that the Kenyan audience is moving towards an appreciation of more local content. There is evidence that audiences prefer locally produced fare, but a little of that has been offered over the years in Kenya.

In Africa today, there is a general acceptance of programming on television that is thematically African in way or another as compared to western programming though this has not always been the case. In Kenya for example, 90 percent of programming in the 80s and 90s came from abroad, with most of them coming from the United States and Britain. This dominance of western content in Africa was viewed by some African content developers as a means of western cultural imperialism and a number of them have tried to fight this by producing African content.

Kenya currently has about 18 television stations and those that have taken a leaning towards local programming especially at the prime access and prime time are doing much better in terms of audience viewership and ratings. Synovate Kenya records that most households today are tuned to channels that offer local/African drama, movies, comedies and a varied number of genres of programming that have a local angle. The question then begs, why this sudden shift towards an appreciation of local content that for a long time was not given much attention? This paper attempts to answer this question by seeking to understand the Kenyan television viewing audience and their changing tastes and preferences. It also presents the reasons for the preference as highlighted by segments of the audience members of local television programmes. It argues that the 'South" finally has something to say in the form of television content, in what has largely been viewed as the powerful western world's domain and that local content though still a work in progress in some cases, has a receptive audience.

Author(s):
Stella Chia
Nainan Wen

Title:
Media, Celebrity, and Makeover: An In-depth Examination on the Influence of Media and Celebrity on Young People's Decisions to Have Cosmetic Surgery

Abstract:
There is a growing trend among young people worldwide to undertake elective cosmetic surgery for better physical appearance (American Society for Aesthetic Plastic Surgery [ASAPS], 2009; Kwon, 2009; Scanlon, 2005; The Liposuction Resource Center [LRC], 2009; Tian, 2004). This phenomenon raises researchers' attention because cosmetic surgery is inherent with risks —it usually starts with a healthy patient but the surgery itself may cause physical or psychological damages for that patient (Marcus, 2007). Media are believed to be the culprit for the increase of young people's interests in having cosmetic surgery (Delinsky, 2005; Henderson-King & Brooks, 2009; Sperry, Thompson, Sarwer, & Cash, 2009; Swami et al., 2008). In recent years, researchers and media critics highlighted one particular aspect of media influence for young people–celebrity influence (Maltby & Day, 2011; Swami, Taylor, & Carvalho, 2009). They mainly focus on the influence of entertainment celebrities and argue that entertainment celebrities in the media are often portrayed in a glamorous light—with physical attractiveness and socially-idealized standards of beauty (Swami et al., 2009). Exposure to these entertainment celebrities in the media is likely to motivate young people to model the celebrities and thus decide to have cosmetic surgery.

In this study, we investigate the roles that media and entertainment celebrities play in young people's decision to have cosmetic surgery. The data come from in-depth interviews with a sample of 25 young adults, who have undertaken at least one type of elective cosmetic surgery. Findings show that media form the main source from which young people acquire information about entertainment celebrities and cosmetic surgery. Young people tend to attribute entertainment celebrities' career success and romantic love lives to having attractive appearance. Desiring similarly successful career and personal relationship, they felt compelled to pursue better look by having cosmetic surgery. We also found that young people who had gone through one type of elective cosmetic surgery demonstrated high interests in having other types of elective cosmetic surgery.

Author(s):
Paula Simões

Title:
The public and the constitution of celebrities

Abstract:
This paper aims to discuss the constitution of celebrities in the contemporary society, considering the role of audiences in the recognition of the status of some famous people. We assume that the rise of a celebrity doesn't happen only from gifts and talents inherent to a person, but from the interlocution between this person and the *public* which recognizes her as worthy of value. In order to highlight this point, the paper discusses the concept of *public* which guides this work and how it can be appropriate for the celebrity's studies. Then, we seek to analyze the configuration of a *public* in the context of the retirement of the soccer player Ronaldo Nazário de Lima, worldly known as Phenomenon.

The text starts from the idea that the public is not an entity that exists *a priori,* but it is made from the relationships established between people and a celebrity. According to John Dewey (1954), in *The public and its problems*, public contextually emerges from the way people are affected by certain social transactions and respond to this affectation. It's between the act and suffer that public is configured. When people are affected by the experience of celebrities, they set a public and position themselves in different ways: either to praise their glories, or to mourn their setbacks or even mock their failures.

At the time of Ronaldo's retirement as a professional soccer player, many subjects have expressed their (different) opinions in relation to this event (fans, journalists, athletes and other celebrities), in many places (in everyday conversation, in letters to newspapers and magazines, in comments on YouTube and social networks). Considering this broad universe of manifestations, we analyze those which were expressed in newspapers and magazines as well as comments posted on YouTube. We recognize that this is a limited

snip since it is difficult to apprehend the social place of the people. Nevertheless, we consider (and the analysis confirms) that the positioning expressed in those places are a promising *locus* to investigate the constitution of celebrities.

The analysis reveals a positive hegemonic image of Ronaldo. However, this soccer player does not evoke a unanimous recognition, which discloses some *contradictions of this public face* (ROJEK, 2008). We believe that, although he does not arouse a unanimous *emotional devotion (*WEBER, 1979), the "gifts of body and spirit" perceived and recognized in the image of Ronaldo configure him as a *charismatic celebrity.* These gifts weave a symbolic network which consolidates the image of Ronaldo and help us to understand the strength of this personality from the point of view of the public who recognizes him in the contemporary social scene.

Author(s):
Frauke Zeller
Miguel Vicente-Mariño

Title:
Measuring and Understanding Audiences in a Complex Media Landscape: New methods and resources to investigate audiences

Abstract:
Both societies and individuals are transforming their media consumption strategies as a consequence of the fast technological evolution regarding ICT and the Internet. New windows for accessing media content are being opened under an accelerated path, leading to alternative ways of receiving and sending messages. All these processes are challenging the way audiences and societies are researched by scholars and practitioners worldwide. While the number of new media Internet users is still growing, the routes described by those individuals are getting more diversified and complex. Consequently, research methods related to the mass communication period are not per se sufficient to understand how the media landscape is transformed, developing and most of all experienced nowadays.

This panel presents a selection of methodological contributions gathered in the course of the COST Action 'Transforming Audiences, Transforming Societies' (funded under the EC Framework Programme 7). The main goal for this session is to provide the attendees with knowledge about how audience measurement devices and techniques are answering to the challenge of dealing with a changing social and technological environment. Market researchers and public opinion analysts need to provide users as well as operators with accurate data about media consumption. At the same time, the urgency to better understand the purposes and motivations of media users is growing to complete a deeper knowledge about how they build their relation with media content. Dialogue between quantitative and qualitative approaches is presented in this panel as a must for contemporary audience research, so that the evaluation of methods and strategies turns into a relevant matter.

Papers included in this session are providing a wide perspective on what is being done in the field of audience research nowadays. With presentations coming from four different continents, this panel also aims at providing the opportunity to draw comparisons of the different methodological approaches on the international level.

The topics of study are also bringing diversity to the session, as contributions will move from the motivations for using mobile technologies or the effects of media reception of pirate radio stations to the analysis of the social repercussion of promotional campaigns to promote environment-friendly lifestyles. A focus on the new methods developed to assess how online digital media is completing a multi-perspective approach to the panel.

All in all, this panel presents an updated view on current research regarding new media audiences. It focuses on the way scholars and practitioners are approaching objects of study currently ongoing deep transformations.

Author(s):
Sara Pereira
Clarisse PessÃ´a

Title:
The role of digital media in young people's everyday life – listening to teen's voices

Abstract:
As several studies show, the media, and more particularly digital environments, play an important role in children and young people's daily life. The way they communicate, access and share information has a major impact on their socialization process, being also a challenge to schools and families. At a time of strong technological development, it is essential to promote further development of new capabilities that enable young generations not only to access technologies but also create and produce, and make a critical use of various resources that are now available.

This paper intends to discuss the perspectives of a group of young people aged 12-16 about the opportunities, risks and challenges of using digital media and how these means impact their lives, at home and at school, and their relationships with friends and family. As researchers in the communication field, we are interested in focusing the analysis on the communicative flow by studying if digital media, in particular social networks, facilitate and improve young people's communication with the others and if they are communicating better. We are also interested in studying the kind of communication they produce and the information they exchange through the digital means. In this sense, the young people's role as audience and as consumers or users and their role as producers will be both analysed.

In short, this paper will examine the potential of social networks to empower communication, to promote critical producers and to foster citizenship as essential media literacy competences.

The data was collected through a questionnaire applied to about three hundred students attending the third cycle of basic education in a school in the North of Portugal.

This study is being conducted by a research team from the University of Minho, Portugal, in the scope of a research project titled "Creative Schools" funded by the National Strategic Reference Framework (NSRF).

Author(s):
Nesrine Abdel-Sattar
Marie Gillespie
Nermeen Elsayed
Mina Lami
Maryam Wissam
Hugh Mackay

Title:
Imagining and Engaging Social Media Users at BBC Arabic

Abstract:
This paper draws on a collaborative ethnography that focuses on how networked audiences in the Middle East and its diasporas make use of social media platforms provided by the BBC Arabic Services - sometimes as an alternative platform of debate and resistance to those made available by its rivals Aljazeera and Alarabiyya and also as way to advance its BBC World Service geopolitical objectives in the region. The paper sets our extensive analyses of users and uses of social media interactive platforms in the context of: (i) the production dynamics of the online newsroom, (ii) the BBC World Service's remit to foster a 'Global Conversation' using social media. Using the BBC Arabic 'Have your Say' (Nuqtat Hewar) programme as our in-depth case study, the paper examines the gap between how users are imagined by the producers and the realities of their participations in debate (in terms of nature, scope and diversity of debate). It also assesses the extent to which audiences/users/publics (and the overlaps between them) engage in conversations in the Arab World and in their diasporas; resist the discourses of BBC Arabic news; and are enabled to set alternative (to BBC and other Arabic news organizations) agendas of debate. The paper draws upon empirical evidence from participant observation of the Nuqtat Hewar newsroom, interviewing of BBC Arabic staff, as well as, content and traffic monitoring and analysis of the website, the programme and related social media platforms during 2011. We discuss the opportunities and constraints using social media for intercultural dialogue, the limitation of the BBC's attempts at intervening in the Arabic media sphere, and

the mediation of Arabic audience by the BBC. The research aims to contribute empirically and theoretically to the ongoing debate about the democratic potentials of social media as platforms for global conversations.

Author(s):
Shun-Chih KE

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

Abstract:
With the coming of aging society, more and more elders have different media use behavior, learning motivation and information needs because of their aging mental and physical functions as well as abundant life experiences. However, health education materials designed for elders in all levels of authorities concerned are still limited especially in the disease that threatens our elders' lives dramatically—Cancer.

In traditional media studies, elders are not the center of audience research, people ignored them who also has the right to access media. Therefore, this study will take elders' media use behavior, mental and physical situation into consideration. According to the literature review and observation, iPad will be chosen as a transmission platform due to its ease of use. The digital content will be designed as an e-book including topics such as cancers formation, causes of cancers, and prevention of cancers. The purpose is to present the information of preventing cancer according to elders' reading preferences through interactive multimedia e-book.

The design of our e-book will be different from traditional health education materials, which are dull and lacking interaction. The final product of our study will combine several multimedia such as text, audio, video, picture, graph, and animation as well as provide interactive functions for elders to learn adaptively according to their learning motivation, learning process, and preferences. The finished e-book will be examined by 10 elders for test to evaluate the communication effect.

The end of this research, we hope to explore how elders' media using behavior and message receiving process. In addition, we try to find out the answer that is iPad a one of ideally medium to solve digital divide between younger and elder generation.

Author(s):
Vasupradha Srikrishna

Title:
Kolaveri' (Murderous rage) Phenomenon: What's going on? The song that went viral: An etymological, exploratory and theoretical investigation

Abstract:
Today '*Kolaveri*' which means 'murderous or killer rage', is a familiar word, to most of the internet surfers, who are at ease in the terrains of YouTube, Facebook and other social networking websites. This paper is an etymological, exploratory and largely a theoretical inquiry analyzing the video '*why this kolaveri di*' as a viral phenomenon and examining the 'audience' for the same. While it is easy to, dismiss '*kolaveri*' as a fad or trivial episode, it is hard and injudicious to ignore the 'buzz' it has created ever since the music video got leaked in October 2011, followed by the official release of the video on 17th November 2011. The remixes, re-creations and adaptations of the video have lead to a chain of '*kolaveri*' mash-ups as well. The paper is hence born out of questions, essentially to understand this frenetic viral phenomenon. All the probing converges to uncover and reflect on one central question that is relevant to the theme and purpose of this paper which is 'Why the audience did, what they did?' and are there any theories or explanations that can answer this question? The study begins with an etymological introspection of the word '*kolaveri*' attempting to comprehend how the video of '*Tamil – South Indian*' origin, gained soaring popularity in the online space. This section also examines the semantic shift of the word '*kolaveri*' and the construction of meaning of the loaded term with a negative connotation by the audience. The second part of the study, applies Stuart Hall's 'encoding-decoding' model. Since the ongoing process of signification and inter-textual usages of '*kolaveri*' is also symptomatic of active engagement of audiences with the syndrome, audiences cannot be reduced to have merely 'decoded' what was 'encoded' for them. This ambiguity opens up doors of inquiry, in the lines of analyzing audience by exploring the link between digital media, biology and culture. Consequently, this is

followed by the application of 'Memetics' or the 'Meme theory' offering interesting insights on 'viral memes', the 'copy-paste' and 'mashup' syndromes. The final part of the study can be looked at as the converging ground in understanding the transcendence and triumph of '*kolaveri di*' beating the North-South divide and becoming a viral rage.

Author(s):
Blessing Makwambeni

Title:
Theorising resistances to entertainment education interventions on HIV and AIDS in South Africa

Abstract:
The entertainment education strategy has been described as the "viagra" of health communication. However, very little research in communication has focussed on resistances to entertainment education interventions especially from a reception perspective (Signal & Rogers, 2006). This research is a subaltern reception study, premised on cultural studies, which investigates the consumption of Tsha Tsha by socially situated South African youths at the Alice campus of the University of Fort Hare. It seeks to identify the locus of power between Tsha Tsha, a television text produced using the entertainment education strategy, and youth readers whose marginal existence (black, Xhosa speaking youths from township and former homelands background studying at a former disadvantaged university) and cultural baggage provide raw materials for the re-production of the television text. Using Cultural studies and more particularly Stuart Hall's Encoding/decoding model (1980) and the social contexts of consumption (South Africa, the Eastern Cape and the Alice Campus of the University of Fort Hare) the study analyses and accounts for differential readings of the television text. The study concludes that although entertainment education interventions are produced using third generation entertainment education principles (Tufte, 2005), their messages are not unproblemmatically received by black and Xhosa speaking South African youths. Audience discourses, which are by themselves in a continuous form of flux and deeply intertwined with the contexts of consumption, provide raw materials and fresh lines through which oppositional readings to the media discourses are negotiated.

Author(s):
Rahul Gadekar
Pradeep Krishnatray

Title:
Facebook use amongst college going students of India

Abstract:
In this study, we describe the facebook use behavior of a segment of college-going Indian youth. A survey of 455 students showed that they spend on average 1.6 hours a day on facebook. Male and female students do not differ significantly in spending time on facebook.

The female respondents tend to be more 'connected' than their male counterparts. Despite showing more connectedness, female students tend to be choosier while accepting friends' requests than their male counterparts. Factor analysis yielded five major gratifications the student-users seek while using facebook: Relationship maintenance, User-friendliness, Relaxation, Connecting with old friends and Social interaction. Three of the five factors were significantly correlated with number of hours they spend on facebook.

Wang and Mowen's (1997) self-schema of separateness and connectedness was used to relate students' personality traits with facebook use behavior. This study did not find a significant difference between the two personality traits on the number of hours spent on facebook. The student-respondents also do not differ significantly in terms of number of friends on facebook, number of friends they are regularly in touch with and number of friend requests they have ignored on facebook.

The self-schema of connectedness and separateness was also used to relate students' personality traits with each of the five gratifications sought from facebook. Except Relaxation no significant difference between the two personality types was found on the other gratifications factors (relationship maintenance, user-friendliness, connecting with friends and social interaction.) Users with the connectedness self-schema use facebook for relaxation more than the users scoring high on separateness.

Author(s):
Maddalena Fedele
Emili Prado
Núria García-Muñoz

Title:
Adolescents' Media Habits and Leisure Diet in the Digital Era

Abstract:
This paper presents the main results of a study about young people's consumption of media contents in the digital era, focusing on adolescents' leisure and media habits or "diet". The study is part of a wider research consisting of a PhD dissertation about adolescents' consumption of television serialised fiction, carried out within the GRISS research team of the Universitat Autònoma de Barcelona (Autonomous University of Barcelona) and a frame project founded by the Spanish Ministry of Education and Science (ref.: SEJ2006-10067).

The current digital era offers new scenarios of media consumption to audiences, because of different and complex processes, e.g. digitalization and convergence, globalization, cross-media, media hybridization, commercialization of leisure and new multimedia skills of the audiences (Prado, 2003; Caldwell, 2004; Spigel & Olsson, 2004; Carlsson, 2006). This is especially true for the young audiences, who have been born and grown up in a complex multimedia environment.
Current teenagers are an active audience, mediated childhoods who live in a changing media environment, multitask users and multimedia consumers who usually practise a media bedroom culture (Arnett el a., 1995; Keddie & Churchill, 1999; Drotner, 2000; La Ferle et al., 2001; Livingstone et al., 2001; Villa & Vittadini, 2005; Ekström & Tufte, 2007; Jordan et al., 2007; Vanderwater & Lee, 2009). Media consumption is just one of the multiple leisure activities that adolescents have access to. Hence leisure and media diets have to be analysed together and compare with each other.

The research presented has consisted of a reception study carried out in Catalonia (Spain) through both quantitative and qualitative techniques. Several aspects of young people's leisure and media diets have been investigated, such as teenagers' spare time habits, their media preferences, the time they spend consuming different media, their preferences about audiovisual genres, or the use or functions they attribute to different media. During the first phase of the study, a sample of 239 teen high school students, aged 15 to 18, answered to an online survey. During the second phase, three focus groups were carried out.

The triangulation of quantitative and qualitative data allowed classifying the main results about young people's leisure and media diets in two big categories. On one hand, teenagers' leisure time and activities were identified and analysed. On the other hand, media diet was investigated through different elements, such as media equipment available at home and in adolescents' personal space (e.g.: bedroom) and the characterization of several media uses and consumptions. In particular, three media have been analysed: the Internet, the mobile phone and television. Among the main results, the importance of peer group in teenagers' leisure time as well as the core role of the Internet and the mobile phone in teenagers' media diet must be emphasized.

Author(s):
Charu Uppal

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

Abstract:
Fiji, one of the larger island countries in the Pacific, imports most of its entertainment programming in English, from countries such as the US, Australia, UK and NZ. However no show commands the same attention as Shortland Street, the oldest soap opera produced in New Zealand (NZ), which is the longest running entertainment program on Fiji's national television. For the last two decades, Shortland Street (SS) has aired five days a week in Fiji. Presently it airs in the 8:30-9:00 pm slot on FijiOne, the main national channel in Fiji.

One of the reasons SS got the prime time slot was its emphasis on inter-racial issues. Many of the characters in the medical drama are Maori and Pacific Islanders. In addition, many nationalities other than NZ are represented, such as Australian and English. This paper examines how the population in Fiji

responds to the representations of minorities, especially Indians and Fijians in the show. More importantly, it explores if Fiji's population considers its depiction on the show accurate? How do Fijians compare representation of migrants from developed countries, to migrants from developing nations, such as Fiji and India.

While there are many studies done on American programming, and various audiences around the world, there is a paucity of research on Pacific audiences. In the absence of any entertainment programming which directly reflects Fiji or Pacific culture, foreign programming becomes the main platform and reflection of identities, which the audiences use to make sense of their lives. SS is especially attractive because many Fijians either have families in NZ or are contemplating migrating to the country.

This paper attempts to examine the socio-cultural impact of SS, through a focus group interview in Fiji, a nation that claims one of the largest and oldest following of the show. A unique feature of the focus group was its diversity, of socio-economic status, and educational background among the participants. Some questions asked in this study were: Is the portrayal of Indo-Fijians and Maori characters in SS realistic? How do you compare representation of Indians with English characters, on the show? How is intercultural marriage represented on the show? Are images of Indian women on SS accurate?

Findings reveal that not only are there a range of readings among the audiences but that they vary across socio-economic lines. However, participants of all the strata are very aware of rapidly changing cultural values that though visible in Fiji, are more acknowledged in SS than any shows from Fiji or India.

This paper has the potential to reflect both on understanding a nation/self via foreign programming and how a developing nation is represented in a TV show produced in a developed nation. Of a great relevance here is the introduction of an Indian character in the show, which opened up scenarios to deal with inter-racial issues. The analysis, mainly grounded in theoretical concepts like uses and gratifications, coding and encoding (Stuart Hall), will also focus on hybrid identity as reflected in evolving cultural values.
The paper is also informed by author's stay in Fiji for over three years.

Author(s):
Weiwen Chung

Title:
The Cognitive Life of Media

Abstract:
The Cognitive Life of Media Wei-wen Chung Abstract   This paper, as part of our decade-long project on the intertwined relationships among mind, body, context and media (Chung, & Chen, 1987; 1993, 2005, 2010), focuses upon how the media contributes to cognitive tasks (e.g., information gathering, analysis, etc.), which have been traditionally accounted for by the working of the mind and thus called for a psychological explanation, with the media relegated to a rather passive role in spite of its ubiquity in the modern society. We contend that the media, should be more appropriately considered as part of our cognitive apparatus, or as Clark and others (Clark, 1996; Clark, 2003; Clark, 2009) argue, are the extended mind, and should receive the same research attention as the mind in the study of cognitive tasks. This view of media echoes the recent turn toward artifacts such as media in a challenge to the dominant Cartesian conception of human action, which foregrounds the explanatory power of the mind. As far as the media are concerned, the recent seismic change on the media landscape, especially the advent of interactive and locative media (Farman, 2012) has also given rise to a new class of media and in my opinion compels a paradigm shift in media study.   The first part of this proposal proposes a list of potential cognitive functions which may be facilitated by the media, namely, (1) to enhance biological cognition such as memory, (2) to perform epistemic functions which pre-process information thus reducing the cognitive load of the biological mind. (3) to provide more flexible and powerful cognitive functions which overstep the limits of the biological mind, (4) to provide cognitive scaffold for human action. Consistent with our long-standing theoretical posture that the nature of everyday practice emerges out of the dynamic interactions among body, context and artifacts, however, we hasten to note that the cognitive functions listed above cannot be considered as the taken-for-granted property of the media. In contrast to the mainstream view of media, which is characterized by an essentialist conception of media, we believe that the cognitive functions of the media are situated in context and may vary across tasks and contexts. It follows that what the media can do cannot be examined in isolation with other entities in the system. Thus the second part of this paper will examine how the cognitive functions of media vary with contexts and tasks. To illustrate this proposed approach to media, this paper will use wayfinding, one of the daily cognitive tasks, as a case to demonstrate

what types of media may be involved, what cognitive functions they may perform and the extent to which contribute to work in tandem with body, mind and context in the task.

Author(s):
Paulo Ferreira
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Title:
The online brand ecosystem and web brands seduction process on new media audiences

Abstract:
Recent research in the field of consumer behavior has showed a growing interest in the study of the concept of attention as determinant to better understand the process in which individuals engage with different communication processes, namely in the field of advertising. New ways of getting consumer attention are under intense development and everyday companies try to find better ways to communicate and get closer to the costumers. Actually, the World Wide Web (www) is the most used channel to reach large audiences, exceeding Television and Newspapers in volume of investment made in advertising. However, despite the amount of money invested, the effectiveness of online advertising is hard to measure in terms of return. Recent studies had found that (1) users avoid looking at advertising displayed on the World Wide Web; (2) users actually look at brand logos that appear online, but as strategic process that enables them to avoid the logos or ads, and (3), especially with online video, research has shown that only some characteristics - less brand, entertainment, pulsing brands - are effective on video. It seems that, in an online communication process, less brand presence could be better. This paper explores the hypothesis that some brands promote different levels of perceived intrusiveness, and that is mainly dependent on the ecosystem where the brands were created. Web brands, like Amazon, eBay or Google, and social media brands, like Facebook, Twitter or Linkedin when promoted on the web are perceived as part of the online ecosystem and not as advertising, providing a new way for structuring information in both online and offline communication ecosystems. This paper also explores the possibility of web brands (brands that live and were created in the online ecosystem) providing more awareness and increase credibility to brands that were not born in the online ecosystem, but try to take advantage of the online ecosystem. The use of the Facebook or Linkedin brands to promote mobile phones is a clear example of this kind of process. Our research will use eyetracking methodology to validate both hypothesys.

Author(s):
Shimon Fridkin

Title:
Predicting the Audience That Receives Scientific Information from Television, Online and Printed Materials: A Decision Tree Algorithm

Abstract:
Objective: This study was designed to predict the audience that receives scientific information from television, online and printed materials based on demographic characteristics and attitudes towards science. Methods: The study targeted 206 respondents that participated in the 2010 General Social Survey (GSS). This survey conducts basic scientific research on the structure and development of American society with a data-collection program designed to monitor societal change within the United States and compare the American findings to that of other nations. The study items were composed of socio-demographic characteristics such as age, gender, income, education and the respondents' attitudes towards science.We used a machine learning approach - Decision Tree Analysis with CRT growth criteria to predict to predict this audience. Findings: Findings indicated that the most important explanatory variable predicting this audience is respondent's education.This is followed by age of respondent, the respondent's attitudes pertaining to the necessity for scientific research and government support. For the respondents who received school education only, education is the only significant predictor in receiving scientific information from television, online and printed materials. Of the respondents who received school education only, 62% receive scientific information from television. For respondents who received education beyond their schooling, the next best predictor is age of respondent. For respondents ages 44.5 or younger, age is the only significant predictor in receiving scientific information from television, online and printed materials. Of those respondents, 57% receive scientific information from online materials. For the respondents ages 44.5 and older, the next best predictor is attitudes pertaining to the necessity for scientific research and government support. Some 42%

of those respondents who moderately agree with the necessity for scientific research and support by government receive scientific information from television and 45% of those respondents who disagree, strongly disagree and strongly agree with the necessity for scientific research and support by government receive scientific information from printed materials. Conclusion: The study's findings demonstrate the potential value of utilizing strategies with greater sophistication for designing and providing meaningful information based upon audiences that receive scientific information from television, online and printed materials.

Author(s):
Viola Milton

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

Abstract:
This paper considers the concept of media and citizenship in relation to the politics of representation on the South African Broadcasting Corporation (SABC). It examines the ways in which a group of audience-members negotiate and reflect upon issues of representation on SABC2s flagship soap opera, 7de Laan and argues that dominant understandings of the conflicts over the legitimacy of who is represented, by what means, by whom and for what purposes structures community within local political-economic conditions. 7de Laan is a multi-lingual, multicultural soap opera that is broadcast during primetime on weeknights. The soap opera is one of the SABCs big success stories, consistently topping the audience ratings for its timeslot. It also enjoys a massive crossover appeal with audiences from across the social spectrum tuning in to watch. Audience members regularly engage with the soap opera in the public sphere through letters to the editor for newspapers like Beeld, on call-in talk-shows on radio stations such as Radio sonder grense and Jacaranda 94.2 and also on micro-blogging social networking site, Twitter. Following the Twitter-hashtag, #7delaan, conclusions are drawn about the conditions within which a media-minded public can emerge and organize itself in relation to the relative power of utopian and dystopian rhetoric about citizenship as represented on the SABC. Arguing that the growing use of the Internet – and in particular social networking sites – are creating new spaces for networking individuals, this paper utilizes Twitter's micro-blogging as a means to think through some of the theoretical and practical consequences of the Internet for ethnography. The paper concludes with a discussion of the ways in which micro-blogging about television representations allows us to rethink the relationship of media to citizenship in relation to South Africa's post-apartheid multicultural landscape.

Author(s):
Maria Madalena Oliveira

Title:
The Web as an Audio Receiver: Are People Listening to Radio on the Internet?

Abstract:
Many studies have been demonstrating that audiences are more and more fragmented and all mass media are losing readers, listeners and viewers, since Internet is changing the consumption of mass messages. In what concerns radio, it could be said that there is a general hope that people move to Internet and listen to radio broadcast by connecting the streaming available on websites of the radio stations. Although there are still not enough studies on these audiences, there is a suspicion according to which people have not assumed the web as a new audio receiver yet.

Taking this intuition as a starting point, this paper aims at presenting an exploratory research on the way people are (or are not) listening radio on the web. Within a wider project on 'radio in the Internet frequency', this study will be based on the results of a questionnaire to be applied within university students in Portugal. The purpose is to inquire a sample of students to better know their listening habits.

There are, in fact, many questions driving the necessity of knowing audiences behaviour and uses of radio websites: 1) who listen to traditional radio broadcast on Internet? 2) When? While surfing in Internet? While working? During what kind of work? 3) Do people usually download audio contents? 4) Do people still search for news reports or only for music and other entertainment products (humour, for example) when listening to radio?; 5) What kind of stories should audio-on-demand have available?

Although university students are not the barometer of radio audiences, this preliminary study is understood as a departing point for a deep reflection on the future of radio reception and on what it should be produced to fit at least youth expectations.

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Title:
Influence of Sexual Orientation in the Appreciation of Lesbian Narratives

Abstract:
This study observed the effects of explicit sexual orientation in Appreciation by using a mixed qualitative and quantitative methodology in a complementary way: quantitative data provided information about general magnitudes of the influence, and qualitative data helped to confirm and give explanations about those observed effects. The study sought to know if there were differences in the meaningfulness (Appreciation) of lesbian world based narratives depending on whether audiences were homosexuals or heterosexuals.

Appreciation is a concept just recently addressed by media reception scholars. It has been defined by Oliver and Bartsch (2011) as an audience's response concerned with meaningfulness of the entertainment experience; with the moral legacy or gratification obtained from it. It is close to aspects such as significance, internal impact, reflection, personal relevance and/or life-learning derived from the consumption.

In order to find answers for its main research question, this study performed two kind of data collection (quantitative and qualitative). Both shared the same stimulus materials: two 15 minute complete stories (sad and happy ending) created from scenes of the TV lesbian world based show *The L-Word*.

For the quantitative study, there were created two online applications containing instructions, the movie itself (1 or 2), and a questionnaire. Participants were randomly assigned to one of the two movies. After watching the narrative, they filled the questionnaire. Appreciation was measured by 5 items upon Likert scales of 5 grades (learning, reflection, internal impact, signification and personal relevance). Female participants were 166 heterosexuals and 29 homosexuals; males were 76 heterosexuals and 43 homosexuals. Statistical tests at an inferential level were applied.

Qualitative data was obtained by means of in-depth interviews, which were recorded, transcribed and qualitatively content analyzed later. Participants were 30 homosexuals and 30 heterosexuals of both sexes equally represented (15). They watched two lesbian narratives. Nevertheless, after watching each narrative, they were interviewed. Open-free opinions about the enjoyment of the experience were first elicited by interviewers. Later, they were asked about the above mentioned aspects that define Appreciation.

Quantitative and qualitative data were analyzed separately: independent results were obtained from the two studies. They were later confronted. Main results show that homosexuals of both sexes manifested stronger reactions to lesbian narratives than heterosexuals of both sexes. Homosexuals reflected upon the stories (t= -2,101, p= .036), were internally touched by them (t= -4,482, p= 0.05), assessed their meaningfulness (t= -5.095 / p= >.001) and found them to be of personal relevance (t= -4.705 / p= >.001) in greater proportions than heterosexuals. Appreciation of these narratives was globally stronger in homosexuals than in heterosexuals (t= -4.145 / p= >.001). On the other side, qualitative analysis revealed that these stories elicited Appreciation on the majority of participants (homosexuals and heterosexuals of both sexes). It also showed that Appreciation was not specifically related to the homosexual world represented by the narratives but to general human value and concerns.

Oliver, M.B., Bartsch, A. (2011). Appreciation of entertainment. The importance of meaningfulness via virtue and wisdom. *Journal of Media Psychology, 23*(1), 29-33.

Author(s):
Brett Bumgarner

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

Abstract:
Over the last five years, the longevity of the gay bar has been a popular subject of media speculation, with Over the last five years, the longevity of the gay bar has been a popular subject of media speculation, with many bloggers and journalists predicting the gay bar's imminent decline due in large part to the proliferation of *Grindr* and other so-termed "digital cruising" applications: geosocial networking platforms targeted toward queer men wherein the mobile device's GPS technology is used to present the profiles of other users ranked in ascending order of distance from the primary user.

Media discourse has positioned these applications as in competition with the space of the gay bar, hypothesizing patronage of gay bars is in decline because applications such as *Grindr* offer sufficiently similar capabilities for facilitating uncoordinated social and sexual encounters between queer men, albeit while allowing users greater autonomy and flexibility in generating the contexts within which these encounters arise. By rendering legible the homoerotic possibilities of heteronormative or un-sexualized spaces (such as straight bars or train platforms), many fear applications such as *Grindr* will simultaneously render the gay bar obsolete.

However, by drawing upon approximately ten months of participant observation conducted primarily within the city of Philadelphia – both over the platform itself as well as within the space of the gay bar – the notion that applications such as *Grindr* primarily operate as a distinct space that threatens to disintermediate the gay bar is problematized through an exploration of the ways that these applications are used in conjunction with the gay bar.

Within the space of a gay bar, *Grindr* and other such applications are used to clarify openness to social interaction, utilize alternative communicative channels for social interaction that mitigate threats to face, and to provide a point of triangulation prompting interaction with unknown others; across the spaces of multiple gay bars, these applications are used to surveil patronage at proximate gay bars, establish familiarity with these bars' patrons, and to provide a means for extending the context of the gay bar come closing time.

As such, the conceptualization of *Grindr* and its related applications as digital spaces in competition with the physical spaces provided by the gay bar is overly simplistic, as these applications are oft used in conjunction with and as a means of augmenting the experience of the gay bar. Rather, these applications allow for the layering of both digital and physical social contexts in ways that give rise to new affordances made available only through their symbiotic interaction with the space of the gay bar.

Author(s):
Mbanza Edgar

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

Abstract:
Je souhaite vous présenter les résultats d'une enquête de 4 années dans les bidonvilles de Nairobi et de Dakar, sur ce que les individus et les ménages font effectivement des médias, dans leur vie quotidienne. Au départ, il s'agissait d'un simple travail empirique sur les usages et la réception de ces technologies de communication de plus en plus présents dans les environnements domestiques, dans les banlieues d'Afrique. Rapidement, dans ce lieu privilégié d'observation qu'est la ville-taudis d'Afrique (où cohabitent, avec tension, l'ancien et le nouveau, le local et le global, la quête individuelle de survie et le besoin de groupe, le formel et l'informel,etc.), la démarche ethnographique a rapidement permis de documenter, de façon inédite, les mécanismes par lesquels les transformations technologiques s'imbriquent dans les dynamiques culturelles et sociales, et reconfigurent profondément les rapports que les individus ont entre eux et avec leur environnement de vie. Avec une approche interactionnelle et partant de la vie quotidienne des populations, mes données empiriques mettent en évidence des formes de médiation médiatiques (spatiales notamment) qui ne sont pas celles habituellement décrites par les études médiatiques qui focalisent sur des problématiques d'interprétation ou de consommation des programmes ou des technologies diffusés. Les objets et les communications médiatiques du quotidien, incorporés dans le tissu

individuel et domestique (sur le corps et ses postures, dans les territoires physiques et économiques de proximité), sont relevés au sein même des processus profonds qui caractérisent la sociabilité ordinaire en Afrique péri-urbaine : resserrement et délocalisation, formalisation, re-configuration des rapports hommes - femmes, etc.Enfin, analyser de façon fine les émergences socio-médiatiques dans ces zones en mutation d'Afrique devient une occasion de mettre à l'épreuve nombre de catégories avec lesquelles les Sciences humaines et sociales, et les Sciences de la Communication en particulier, analysent les rapports entre les médias et la société. Par ailleurs, ce travail tente une nouvelle approche de la communication, de la technologie et de la question urbaine africaine, par le comparatisme qu'il déploie entre deux grandes villes du continent (Dakar et Nairobi), et aussi par le fait qu'il propose une perspective africaniste nouvelle de faire de l'anthropologie et de la sociologie des technologies modernes. Par rapport à mon pays d'origine, le Burundi, c'est la première fois qu'un chercheur empirique local se propose d'investir simultanément deux terrains africains autres que le sien....

Author(s):
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Alka Tomar

Title:
Communicating Climate Change in the UK

Abstract:
Climate change is arguably one of the key political, economic and social issues facing the human race in the 21st Century. Expert predictions relating to climate change are extremely bleak with some arguing that global temperatures are likely to rise by about 3°C by 2100, ranging from 2°C to 5°C (Stern, 2009). The global rise in temperature in the coming decades will bring with it increased instances of flooding, drought and volatile weather patterns. This will have a significant impact on basic water supplies and food production especially if, as predicted, the world's population increases to around 11 billion people by 2050. Climate change will have an impact on all.

This is led many to argue that much more educational activity is required if global citizens are to be persuaded to change their lifestyles and promote more sustainable forms of living. Many commentators look to the growing importance of the media as the key forum for debates about climate change with, it is hoped, increasing information and knowledge likely to impact on public opinion and, ultimately, behavioural change.

Indeed, climate change is more than the transformation of the physical world in reaction to nations emitting CO2 into the air and the resultant warming of the earth's atmosphere. Climate change is seen as an ideological concept, especially in contemporary societies where media bombard us with climate change messages on a daily basis – via billboards, in newspapers, on TV and film and, especially, over the internet – and where various ideas and opinions are expressed and exchanged. Ideas related to climate are intimately linked through cultural meanings to personal and collective identities.

The main aim of the paper is to evaluate the effectiveness of climate change messages in promotional campaigns and the media in the UK. We undertook a series of interview and focus group meetings with young people, aged 16-24, in the UK detailing how their lifestyles change and develop, while supporting this work with interviews with communication professionals, policy makers and politicians. Effectiveness of climate change messages was measured in two ways: 1) Representation -and the degree to which promotional campaigns and other media messages provide information relevant to young people, and; 2) Mobilisation - To what extent can promotional campaigns and media messages play a positive role in the mobilisation of young people towards more sustainable lifestyles?

This articles draws on findings from the UK research undertaken with Indian colleagues and funded by the Indian and UK UKIERI project to provide a geographical and social range of viewpoints and opinions on the issues under question.

Author(s):
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Title:
Western Audiences in the Face of Distant Suffering: A Call to Bring Moral Psychology to the Table.

Abstract:
(498 words)

In her seminal work "Regarding the Pain of Others", Susan Sontag observed that "being a spectator of calamities taking place in another country is a quintessential modern experience". Much has been written about what it means for Western media audiences to get confronted with visuals and narratives of humanitarian disaster in the Global South. The most significant scholarly contributions in this field revolve around issues of empathy, pity and morality (e.g. Boltanski, 1999; Tester, 2001), and their relationship with different modes of representation of humanitarian disaster (most notably Chouliaraki 2006, 2008). However, only few empirical efforts have been undertaken that capitalize on this rich theoretical landscape and only a handful of studies explicitly put their empirical focus on Western audiences' responses to and interpretations of mediated mass suffering in distant lands (see Höijer, 2004; Philo, 2002; Seu, 2010). This scarceness of more systematic empirical explorations has allowed widespread notions on how audiences allegedly respond (or fail to respond) to distant suffering to remain unchallenged. For example, while frequently encountered in both public and scholarly discourse, the Compassion Fatigue thesis, which describes a desensitization in audiences as a result of a constant flow of de-contextualized and simplified depictions of distant suffering (Moeller, 1999), has yet to be addressed empirically.

In this theoretical paper, we argue that in order to advance our understanding of what media depictions of the suffering Other do to Western audiences – and what the audience does to them – there is a need to turn to knowledge located outside of media and communication studies. In particular, this paper explores the potential contribution of insights from social and moral psychology. Here, we encounter an extensive body of research on "moral emotions" such as pity, empathy and compassion (Haidt, 2003; Goetz, Keltner & Simon-Thomas, 2010; Dijker, 2001). We show how these concepts might be applied to instances of suffering that are mentally and geographically far removed – instances in which the victims lack "material solidity" up to the point where "the [suffering] other is, in a profound sense, not present in the world" (Tester, 2001, p. 79). Furthermore, experimental studies are reviewed on moral emotions as triggered by stimuli properties, focusing on characteristics of the victim (e.g. Dijker, 2010) or the number of depicted suffering individuals (Kogut & Ritov, 2005; Slovic, 2007). Particular attention is paid to psychological research on how perceived closeness (Loewenstein & Small, 2007), or "one-ness" (Cialdini, Brown, Lewis, Luce, & Neuberg, 1997) between the observer and a victim can moderate emotional and behavioral responses.

These general insights on what makes people care and act are discussed with respect to their significance to the specific case of witnessing mediated mass suffering. The paper asks how findings from social and moral psychology can advance the body of literature on Western audiences as confronted with mass suffering in the developing world. It thereby aims to both enrich the discussion in the field and also to develop a future research agenda to explore the issue of Western spectatorship of suffering.

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

Abstract:
Almost two decades ago, famous media studies scholar George Gerbner wrote:
For the first time in human history, children are hearing most of the stories, most of the time, not from their parents or schools or churches or neighbors, but from a handful of global conglomerates... (1994, p.40)
These are media conglomerates, and their impact on the lives of children around the globe is still on the rise (Calvert, 1999; Lievruow & Livingstone, 2006) for a variety of reasons ranging from an increase in availability and a decrease in price of media devices to a greater burden of parents' work and therefore diminished opportunities for children-parent interactions (Korhonen & Lahikainen, 2008; Nathanson, 2010). Television especially has contributed to exposing children not only to events that can be commonly encountered in their surrounding settings but also to events that are not habitual for their immediate proximity, and not only to issues that can be easily understood by them but also to issues that are not readily comprehensible for them (Buckingham, 2000; Gotz, Lemish, Aidman, & Moon, 2005). The ways in which children view the world, and the ways in which children come to articulate the relationship between self and world (Korhonen & Lahikainen, 2008, p. 148), are often mediated through television news, and these interconnections have led scholars to formulate the concept of "mediated childhood" (Livingstone, 1998).

Although the media provide a means for children to find out about what happens closer to them or farther away from them, as well as a framework for children to interpret what happens, "children tend to be marginalized by the news media" (Joseph, 2007, p. 289). Children are rarely mentioned in the news reports, and when they appear in such news stories it is in postures of victims of crimes, for example in cases of murdered children or missing children. Children's voices are almost never present on television (Goonasekera, Huang, Eashwar, & Guntaro, 2000), as children are very rarely directly interviewed or indirectly quoted by reporters, even in cases of events that pertain directly to them such as launching a film for young audiences (Joseph, 2007). The idea that "children barely figure on the radar of the news media" is supported not only by "the conspicuous absence of children" either as characters or as speakers in news reporting (Joseph, 2007, p. 189) but also by the low percentage in numerous nations on all continents of children's programming that is information-oriented rather than entertainment-oriented (Lemish, 2007; Asamen, Ellis, & Berry, 2008; Bryant, 2009).

Starting from these observations, that the media affect children's views, yet the media (in particular television news) rarely reference or take into account children's voices, the present study aims at conveying children's views and voices in regards to mediatized events and issues. The article examines opinions of children in the United States, Germany, Sweden, Brazil, and Cuba in reference to the ways in which media accessed by them depicted the events (earthquake, tsunami, and threat of nuclear meltdown) occurring in eastern Japan in March 2011. The data discussed in this article was gathered through an age-appropriate questionnaire encouraging writing as well as drawing administered to preadolescent children 7-13 years of age. In prompting children to discuss and to draw what they know about the events that happened in Japan in 2011, how they learned about these events, and what roles the media (especially television) played in their understanding of these events, the researchers pursuing this study hoped to hear not what various other key players such as producers, parents, or scholars want, but what children want. In uncovering

children's perspectives on the mediatization of the 2011 Japan events, the researchers strived both to document what children think about media coverage of such events and to forge a space where documenting what children think becomes a legitimate scholarly (and mediatic) endeavor.

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Title:

Why Literal Meaning Meaningless: Communication Norms and Implicit Theories in Audience's Information Processing.

Abstract:

Research Question & Significance: The ineffectiveness of communication is widely debated. One confusing finding is that why identical information leads to different effects (e.g. Why the same advertisement would be either regarded as informative or exaggerative? Why same persuasive stimulus is effective in student textbook format but does not work in newspaper?). Extant literatures strive for informational, contextual and individual factors which impair the persuasiveness. However, how does audience's brain work to interpret identical information in various ways? The studies in this underlying mental mechanism are rare. Current research addresses the issue from psychological perspective. The work here may also contribute communication study that the weak effect from mass media while stronger effect from other medium format is the "product" of audience's information processing in brain.Theoretical Background: The authors propose that rather than the literal meaning of information, the communication norms and their pragmatic implication exerts influence in persuasion as well. Communication is theoretically guided by normative principles that are applied both by communicators in transmitting a message and by recipients in comprehending it (Grice, 1975; Higgins, 1981; Schwarz, 1994). Information sender and audience may expect communication as informative, truthful, modest and not exaggerate (Wyer, 2004). The pragmatic intentions of communicating behavior, in this regard, are to inform or persuade me respectively. Such norms are gradually embedded in long term memory as implicit theories taking the form of cognitive schema which influence comprehension, memory, inference and response generation. People's interpretation of incoming information depends on which implicit theory is activated. If contextual cue fires up the implicit theory of informativeness (e.g. Professor's lecture, knowledge from textbook etc), audience may form a presumption that the information is informative and communicator tries to notice me something new. As a result, further elaboration continues and positive evaluation prevails. On the other hand, if people are primed that the message is persuasive or exaggerate (e.g. Advertisement's claim, sales promotion etc), they may consider that somebody want to persuade me and change my belief. So they avoid deeper processing of information and trigger out negative evaluation.Predictions: Our prediction of ambiguity communication effect is that 1) for information conveyed

by mass media format (news paper, TV news, promotion, advertisement), implicit theory of persuasiveness and exaggeration is activated. Audience will generate relevant "self-defensive" expectation and makes communication ineffective. 2) if information is provided by non media format (teacher's lecture, textbook, encyclopedia etc), implicit theory of informativeness and novelty dominates. So audience is more welling to accept the information.Research Design: To test the psychological mechanism, controlled experiment are planned. The design logic is 1) test the existence of two kinds of implicit theories; 2) the corresponding of influence of implicit theories. Experiment I: Replication of former research. This study is to reconfirm that identical information has different effect. IV1: stimulus; IV2: different media (textbook vs news paper); DVs: informativeness rating; persuasiveness rating; evaluation of the information.Experiment II: To test the existence of implicit theories. Because implicit theory constructed latent variable, it must be manipulated and use indirect measurement to test its influence. Different from last experiment, participants do not attend any forms of different media. They just encounter "plain" information. However, they undergo subliminal priming that the "plain" information is either informative or persuasive. Participants are grouped into two batches. One is to read news paper for 20 minutes while the other is to read a textbook for same time. This procedure is the priming of respective implicit theories. After that, both batch read "plain" information, rate their informativeness and persuasiveness, then at last make overall evaluation. By our argumentation, news paper primed batch rates the "plain" as persuasive while textbook primed regards the "plain" as informative. The existence of implicit theories is tested in this case.Experiment III: To test the combined influence of implicit theories. An interactive design is made IV1: Implicit theories priming (this time, two batches are primed in four levels. They read instructions that a) news paper is informative b) news paper is persuasive c) textbook is informative & d) textbook is persuasive); IV2: different media format (news paper vs textbook); DVs same as above experiments. A 4X2 design is ready. The interaction effect is that if news paper is primed as persuasive and later read news paper, then participants rate lower in information. If textbook is primed as informative nd later read textbook, then participants rate higher in information. However, if subjects primed that news paper is informative or textbook is persuasive, a reverse result is made.

Author(s):
Ingunn Hagen

Title:
"Does it Really Matter, or…? An Exploration of the Meaning Children and Young People Make of Internet Related Risks"

Abstract:
A major concern of parents, teachers, politicians and researchers are some of the risks children and young people are exposed to in their everyday usage of Internet. In recent years, researchers have identified a number of risks that children may be exposed to, such as giving out personal information, being exposed to pornography, hateful or violent content, bullying, unwanted sexual comments, and being contacted by strangers that they later may choose to meet (e.g. Hasebrink et al., 2008; Livingstone et al. 2011; Medietilsynet, 2010). Internet is also a great resource for children, so there are dilemmas in restricting usage. Norway, which is the country of our study, has been defined as a high use, and high risk country (e.g. Livingstone and Haddon, 2009).

Despite the important research performed by the EuKidsOnline network, there are gaps in the knowledge about how children themselves understand and cope with what they find problematic or unpleasant on the net. As the above authors note "little is known of how children evaluate websites, determine what is trustworthy, cope with what is problematic and respond to what is dangerous" (s. 5 *Summary of EuKidsOnline: Final Report*). This paper aims to explore what the children themselves define as risky or dangerous and what discourses they draw on to discuss this. Also we are interested in how discussions around risk and safety probably differ with age, and also gender.

This paper is based on the twelve focus group interviews (with 9-10 year olds, 12-13 year olds and 15-16 year olds) we performed in November/December 2011 in some Norwegian schools regarding children's own perceptions of risk. We also collected essays/responses to open questions about children's daily use of Internet, and what they regarded as fun and not so OK from pupils in the two oldest age groups. Children's own construction of risk may differ from or nuance the above-mentioned risks. For example, the children distinguished between "teasing", which was something friends did to each other, and bullying, which could be the same actions and messages sent by someone who was not defined as part of the circle of friends.

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Comic Art Working Group

Author(s):
Naveed Ch
Amna Ashraf

Title:
Political Cartoons: Urdu Press during General Elections 2008 in Pakistan

Abstract:
This paper presents a framing analysis of cartoons published by the Urdu press of Pakistan regarding various issues of General Elections 2008 in Pakistan during Pervaiz Musharraf regime. In addition, the researchers, through in depth interviews of the cartoonists of daily Jang and Nawa-i-Waqt, explore the cartoon policy of the newspapers, trends of practice and choice of the issues to draw. Political cartoons are an integral part of Urdu press of Pakistan, not only because of providing factual satirical representation of the political issues but also due to their visual nature and effectiveness. Cartoons of Daily Jang and Daily Nawa-i-Waqt are popular and as comic visuals offer a more tangible look at the issue, understandable for anyone, no matter the age or literary skill. General Pervaiz Musharraf, as dictator, followed the tradition set by the ancestor Generals to prolong the rule by using various types of elections (Referendum, Local Bodies and General Elections) as tactics. Elections 2008 happened to be the last of this chain and despite all possible efforts by Musharraf to establish a coalition government to support his illegitimate rule, public pressure forced him to leave the Presidency. The study exercises framing analysis to examine the cartoon coverage of General Elections 2008 and the techniques practiced by the cartoon journalists to shed light on various aspects of the issue. It investigates the creative dimensions of the art, pressures on free practice of carton journalism and the sources of inspiration for the comic artists.

Author(s):
Sergio Sánchez

Title:
Mythological Figures, New Heroes in Superhero Movies (Marvel Comics).

Abstract:
The mythologies have not lost their force, in the movies are several examples: Star Wars, Lord of the Rings, Matrix, Harry Potter, that the power of mythological symbols are inexhaustible, and now with the superhero movie genre like the case the Avengers of Marvel Comics, each protagonist, Iron Man, Hulk, Thor and Captain America must play their own journey to restore the order and to unite forces to upset a major threat.

Hermeneutics as a methodological tool for research in Social Sciences and Humanities is used to find meanings and interpret the meanings used in the superhero movies like a mythological retelling is revalued as a carrier of symbols constituting updated and modern Western culture. We live and interpret on condition there is no single interpretation of the world.

The myth serves to make sense of a world that does not, Rollo May says that, "whether the meaning of life is just that to give life thanks to our own strength, as maintained Sartre, like if meaning that we discover, as

stated by Kierkegaard, the result is the same: myths are our way to find this. They are like the beams of a house: not exposed to the outside, are the structure that holds the building so that people can live in it."

The heroes are part of our everyday lives, are idealizations of our fictions and dreams are the stories that beg to be covered but not experienced. Make sense to us in our deepest emotions of our symbolic values are condensations emotional, rational and ideals, offering a projected identification form into a narrative that is necessary for humans.

The director Guillermo del Toro says: "The world needs a new mythology, and that is the superhero. There is a demand for a mythology cool and acceptable to young people. The superhero is the Achilles, Hector today. This is a period of political and human very disconcerting, in which there has been a serious setback in the ethical line of humanity as a species and requires a rethinking of life in heroic terms."

Author(s):
Aparna Khanna
Simran Kalra

Title:
Comics for Edutainment: An Exploratory Study

Abstract:
The study was undertaken to explore the use and potential of comics for edutainment in development communication. The first stage of the study aimed at seeking the opinion of professionals engaged in the development sector regarding comics as a media for development communication.

The professionals were of a view that edutainment comics were an excellent medium in reaching out and delivering messages to the masses in cost effective manner. The comics had high potential in creating awareness on several issues and reaching out to all the sections of the society.

In the second stage of the study, content and layout analysis of 16 edutainment comics (printed in Hindi) was carried out. These comics addressed the issues of HIV and AIDS, domestic violence, women's rights, dowry and environment.

A catalogue of the above edutainment comics was prepared after analyzing their content and layout. The third stage of the study involved seeking views and opinions of the urban working youth regarding comics in general and an edutainment comic 'Pyar Ka Packet' specifically. The youth liked reading comics and 'Pyar Ka Packet' was found to have increased their awareness levels regarding HIV and AIDS. The youth could relate to the storyline of this comic as it related to real life circumstances in their personal and professional environment.

Author(s):
Edgar Meritano

Title:
El cómic y su traducción al cine

Abstract:
El cómic y su traducción al cine

Edgar Meritano Corrales

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El cómic se define como arte secuencial; una secuencia de imágenes que colocadas una después de la otra significan narrativamente y tienen un discurso; pero ésta también es la definición de animación y de cine. Desde el inicio de la cinematografía, ésta se ha nutrido del cómic para existir, en la forma del *storyboard*, el cual es un pequeño cómic que detalla los encuadres que deberá ejecutar la cámara y sus movimientos, así como la acción que ocurre en el guión y sirve de guía gráfica para todos en una producción. La industria cinematográfica sería virtualmente imposible sin la existencia del storyboard, por no mencionar lo importante que es para la animación ya que es el storyboard el que lleva el timming o secuencia temporal que se deberá seguir para que la animación exista.

Por otro lado el cómic es también literatura; aunque no se le reconoce del todo como tal, sin embargo se imprime, se edita, tiene tiraje, se vale de la palabra escrita para existir, cuenta con una narrativa propia, personajes que interactúan en la narrativa e incluso se le llega a conocer con el nombre de "novela gráfica" y hasta se le ha llegado a reconocer en premios que son específicos para literatura, como la nóvela gráfica "Watchmen" de Allan Moore que ganó un Premio Hugo en 1987 por mejor novela de ciencia ficción; pero hay que reconocer que pocos literatos toman al cómic con la seriedad que merece como producto literario vivo y prolífico.

Esto atrapa al cómic entre dos mundos o industrias, por un lado es literatura, pero es difícilmente aceptado como tal y por otro lado es arte secuencial, pero de la misma forma es ignorado durante mucho tiempo por las productoras hasta los últimos años; a pesar de tener algunos intentos con Superman, quien recorre el largo camino de cómic a animación y después a cine en los años 70; no es hasta la aparición de Batman de Tim Burton, en 1989 que la industria fílmica voltea a ver al cómic con buenos ojos.

Tomaré en cuenta tres novelas gráficas y su adaptación fílmica, dos son traducciones literales y dos son adaptaciones con varias licencias, las primeras son 300 y Sin City de Frank Miller y las siguiente Watchmen de Allan Moore y su comparativa gráfica desde el cómic hasta su adaptación a cine tomando en cuenta varias secuencias tanto de su fuente original en papel como su adaptación a escena, estilos visuales, manejo de cámaras, estética general, poniendo énfasis en las similitudes y diferencias de traducción de un medio a otro.

Author(s):
Aparna Khanna
Maku Maku
Sharad Sharma

Title:
Issues and Concerns of communities in North East India: Reflections of youth through Grassroots Comics

Abstract:
The study titled 'Issues and Concerns of communities in North East India: Reflections of youth through Grassroots Comics' was conducted to gain insights into the state of conflict being experienced by youth in the states of North East India. Due to a weak concept of democracy in the region conflict has become a powerful destructive force between people and within organizations. This study was conducted to understand the representation of community issues and concerns as well as conflict experienced by the youth through the medium of Grassroots Comics. The study throws light on the reasons for youth adopting Grassroots Comics as a media to voices their issues and concerns. Grassroots Comics is as sequential art, which emphasizes the pictorial representation of a narrative. They contain symbols and may convey themes using humors or satire. They are easy to prepare, inexpensive and require technology which is uncomplicated. Grassroots Comics have advantages like realism, credibility, leisure of reading, visual appeal, portability and economy of production, replication and distribution. They have added advantage of honestly depicting grassroots realities in raw facts using simple language and minimal drawing skill. The contents of several Grassroots Comics created by the youth were analyzed. Interviews were conducted with youth who had trained as Comic Journalists and created these Comics. It was found that these youth used Grassroots Comics made by them to inform, influence and create a dialogue on the issues being highlighted in their Comics with the community and other stakeholders. This created a platform of mutual sharing of ideas between the Comic creators and the viewers. The Comics were pasted up in all possible locations- village's meeting place, bus stops, shops, offices, schools, on notice-boards and electricity poles or even on trees. The study points out the need for better understanding of the role of youth in the community development process in the region. Equally important, a need exists to better recognize the benefits and

opportunities presented through youth involvement in the community development activities in the region. Analyzing the issues that have emerged in the grassroots comics prepared by the youth brings forth the local developmental concerns. Some of the issues and concerns of the youth were related to freedom of communication and movement. Due to geographical location, this region is far from the coverage of mainstream media and is therefore neglected by it. There is also conflict in the region due to militancy. Further, diverse culture and traditions, several different languages make it more complicated to communicate among the people. An analysis of the issues represented by the youth in their Comics reveals their concern about meeting day-to-day needs as well as the suppression and disconnect they feel from the democratic as well as underground forces in the region. The findings through light on some of the options and solutions that the youth feel can improve the situation of their community.

Author(s):
Nadiezhda Camacho Quiroz

Title:
El friki (geek), un fenómeno posmoderno

Abstract:
La ponencia se divide en tres partes. La primera busca exponer el contexto socio-cultural particular en el que se inscribe el fenómeno que me interesa explicar: la existencia del friki o geek como resultado de las sociedades posmodernas, a partir de lo que autores como Bauman, Maffesoli, Vattimo o Vizer, entienden por 'posmodernidad'. Después, procederé a explicar qué es un friki (castellanización del geek anglosajón), así como por qué lo considero un producto social netamente posmoderno. Finalmente, fundamentaré porque considero de suma importancia su estudio, sobre todo, a partir de su evidente empoderamiento mediático, mismo que se ve reflejado en la producción y éxito de series televisivas como Freaks and Geeks (1999-2000, NBC, EUA), The Big Bang Theory (2007- hasta la fecha, Warner Channel, EUA) o Glee (2009-hasta la fecha, Fox, EUA); o películas como 40 Year Old Virgin (Apatow, 2005, EUA), Paul (Mottola, 2011, EUA) o Los inadaptados (Arrieta, 2011, México).

Author(s):
Jorge Salvador Anaya Martínez

Title:
El animé: arte contemporáneo, belleza y multiculturalidad

Abstract:
La ponencia se divide en tres partes. La primera presenta una aproximación al concepto del animé a través de autores relacionados con el tema como Shinobu Price y Vanina Papalini, a partir de los cambios en la apreciación del arte de la sociedad actual planteados por Eric Hobsbawm y el desprecio con que son vistos por algunos este tipo de productos. En segundo lugar, se explica la multiculturalidad presente en los animé y como éstos han influido en exposiciones artísticas en occidente y en el artista japonés Takashi Murakami, llevandolos a otro plano de acercamiento al público: los museos. Finalmente, se muestra la retroalimentación que el arte tiene dentro de las animaciones japonesas a través de un comparativo de imágenes de las series.

Author(s):
Anne Shumann

Title:
Private wars in Côte d'Ivoire: The role of cartoons in the public debate on gender relations

Abstract:
Drawing on the cover stories of the Ivoirian cartoon newspaper Gbich!, this paper examines the contribution of cartoons to the public debate on changing gender roles in Côte d'Ivoire, as well as their depiction of the economic crisis. In a context where the media is politically controlled and newspapers focusing on 'hard news' belong to political parties, Gbich! is one the few Ivoirian newspapers widely read across the political spectrum. However, Gbich! does not cover exclusively political topics. The major recurrent theme of Gbich! cover stories are the relations between men and women – and more specifically the effect of (the lack of) money on gender relations. Instead of focussing directly on the economic mismanagement of the political

elites, these cartoons depict the impact of the deepening economic crisis on ordinary Ivoirians in their private (and intimate) lives. The cartoons portray the behaviour of men and women as constantly seeking to undermine each other, and as part of an enduring gender-war. While politically affiliated newspapers were caught up in an increasingly virulent debate on the Ivoirian political crisis, the cartoons of Gbich! echoed the broader social discourses of Ivoirian popular culture such as music, TV dramas and comedy. The laughter in the Gbich! cartoons is frequently self-reflexive: rather than holding the authorities to account for the economic crisis, in these cartoons Ivoirians themselves are held responsible for the difficulties they face, and depicted as compounding their problems through their own actions. In this manner, cartoons on gender relations insist on the agency of ordinary Ivoirians rather than focusing on their powerlessness in face of economic decline.

Author(s):
Levi Obonyo

Title:
Doodling in the Digital Age

Abstract:
While the Kenyan media market is relatively small compared to others it is still one of the largest and liveliest in East Africa providing opportunity for many cartoonists to practice their trade. One of the longest serving comic strips runs in Kenya. Nearly every publication in the region has a cartoon strip, an editorial cartoon or some illustration in every issue. Over the last two decades the media industry in Kenya has been slowly adopting new technology, a practice that cartooning is embracing as well. The overall impact of this is that all in the field of journalism have had to assess how they practice their trade. In so doing cartoonists have had to discard some of the tools they previously employed and adopt new ones as well. This paper explores the changes that cartooning is going through with the increasing digitization of the media industry and seeks to assess the impact that these changes are having in the work of cartoonists.

Author(s):
P. Fackler

Title:
Editorial cartoonists: democracy's playful front-line

Abstract:
Editorial cartooning is communication directed to all readers, literate or non-literate, who believe themselves to be stakeholders in the future of the political community. Cartooning, while a serious and competitive business involving artists in tension with political power, is also a form of play. Huizenga's play theory of culture provides a context for understanding the humor, drama, and prophetic call for change that typify editorial cartoonists. Research conducted among cartoonists in Nairobi, Kenya, describes the culture of play and the "power play" in which cartoons are imagined, drawn, distributed, interpreted, and occasionally made landmarks of social change.

Author(s):
John Lent

Title:
Cartooning in Africa: Recent Trends, Issues, and Problems

Abstract:
Until recently, African cartooning did not exist in the eyes of the outside comic art world. But, as a few of us have shown through our research, cartoons and comics have a long, and in some cases, rich tradition on the continent. This presentation is meant to discuss the contemporary situation, updating this author’s book, Cartooning in Africa. Among the trends are more exposure for cartoonists through online presence, the professionalization of comic art through associations, awards, Websites, etc., and the increasing development of comic books and graphic novels. Age-old problems remain, such as strict censorship, public bias, and insufficient funding. Parts of the presentation came from interviews with cartoonists in eleven countries.

Author(s):
John Chithra

Title:
A Study on the Perception as Found with the Readers of Tamil Nadu Dailies Seeing the Cartoons on Kudankulam Issue

Abstract:
A lighter view depiction of a situation in a drawing, conveying a certain message is what we perceive of a Cartoon. Seriousness finds a place in it, in a balanced form along with imagination and humour. As an expression of a socio-political landscape of a milieu, cartoons that combine social and political issues are perceived in different ways by different groups of a society. Such cartoons increase the likelihood of such messages received as intended. These visual depictions are appealing as products of a popular culture and part of our lives. Words and pictures can stand in ironic juxtapositions to one another. Pictures can suggest even what is not said. The ways we look at pictures can be shaped by words. Politics is essentially through words and social functioning is basically through actions and cartoons that combine both make images of them. These socio-political cartoons are more than just humorous works of art and they make us think. Reasoning and attitudes can be shaped with different words, phrases and images. Cartoons can do more by more than merely be entertaining. Images are powerful framing tools, as they are less intrusive than words with less cognitive load. So, naturally the acceptability is more with the impressions they give.Socio-political cartoons create a fictional account for current, news worthy situation. Simultaneously they also come as a mode of opinion news discourse. The public perception of these, result in their being classified and interpreted in meaningful ways.The proposed commissioning of Kudankulam Nuclear Power Project in Tamil Nadu a provincial state in India is a burning issue as the locals are strongly agitated about the safety of their environment. Recently, Tamil Nadu Dailies have come out with such telling cartoons that they do not just illustrate the news, but they also make the readers think and feel about both the agitated and the creators of that situation.The study aims at assessing the perception of the readers belonging to different groups with the selection of the cartoons on the issue.

Author(s):
Sobia Abid
Zahid Bilal

Title:
Mimicry of politicians and audience perception: Analysis of Political comic programs of TV News Channels in Pakistan

Abstract:
This study is an attempt to guage the perception of the audience of political comic programs regarding the political leaders of different mainstream politcal partiies of Pakistan.It is a common observation that in Pakistan with the emergence of private TV news Channels the comic programs that telecast the mimicry of the political leaders of different politcal parties are gaining popularity among the pakistani audience.This popularity seems encouraging to enhance the awarness regarding the political issues and politcal leaders. Perception of the audience will be measured through the survey admnisterd to students of University of Gujrat, Pakistan. This study will unveil the role of comic program in creating the awarness of political issues that is the central to the civic sense and democracy. In the survey, expsoure to the different comic programs broadcast on different mainstream TV channels will be explored. Studies will proceede in light of cultivaion approach keeping in view the percieved reality about the politicians on different political issues. Numbers of studies are evident that the comic way of presentation work more than serious and static treament to the programs telecast on TV Channels. Another aspect of this research is to analyze the influence on the audince in making them more democretic and awared towards recent political devolopments and stance of the political parities over these issue.this study will revolve around the basic question that how much these programs are contributing in the enhancement of political sense and awarness among the heavy and light audience.

Communication and HIV/AIDS Working Group

Author(s):
Nyasha Mboti

Title:
Some Possible Theoretical Reasons Some Public Health Communication Strategies on Behaviour Change may be failing: An introduction to the Slot Model.

Abstract:
Every year many millions of dollars are spent on programmes and strategies to motivate 'at-risk' populations to 'change' their 'behaviour' (Behaviour Change Communication or BCC). At issue in this paper is the efficacy of such programmes and strategies. The Slot model is a simple algorithm I have built to explain some of the seemingly obvious failures of Public Health interventions in Africa targeted at so-called 'Behaviour Change', specifically in the domain of HIV and AIDS campaigns. The model draws on certain unanswered theoretical questions about 'Behaviour Change' (BCC) programmes and strategies and is meant to be a critical commentary on the strategic assumptions of such programmes. In building the model, I argue that the notion of 'Behaviour Change' is too vague, sometimes to the point of uselessness. As such, the model asks the questions that public health opinion leaders seldom or never ask. The Slot model focuses on the interventions targeted at so-called 'multiple-concurrency-partnerism' (MCPs) and the efforts to motivate people to 'stick to one partner'. It uses 'slots' to describe, characterise and reflect on the gaps that conventional Public Health strategies have failed to explain or fill. The model suggests the adoption of more evidence-based modelling of Public Health strategies as opposed to ones that are largely assumption-led. The Slot model is so-called because it comprises of empty "slots" that decrease or increase according to the number of partners in a relationship. I argue that an increase in slots represents the increase in failure of a respective public health intervention.

Author(s):
Rosemary Chikafa
Pauline Mateveke

Title:
Transformative Masculinity: Towards a breaking of gendered and cultural barriers in the dissemination of HIV/AIDS messages

Abstract:
Transformative Masculinity: Towards a breaking of gendered and cultural barriers in disseminating HIV/AIDS messages.

By Ms Rosemary Chikafa (rosasharn48@yahoo.com)

University of Zimbabwe (Department of English and Media Studies)

and Ms Pauline Mateveke (paumateveke@yahoo.com)

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Transformative masculinity is a concept taken from The Ecumenical HIV and AIDS Initiative in Africa (EHAIA) which seeks to ground religious leaders' contribution towards the emergence of communities that celebrate the full humanity of men within the scope of sexual and gender based violence and HIV. The success of this enterprise is based on the church's responsibility in changing notions of masculinity. EHAIA has since published a resource book entitled Transformative Masculinity (Gutu and Chitando, 2012) to this effect. Transformative masculinity is explained as speaking to the need to promote more tolerant, loving and non-violent ways of being male. The resource book tries to meet this endeavour by drawing from the bible, African wisdom and traditions and insights from other parts of the world. This paper seeks to exhibit the viability of this concept and to advocate for its extension to the general HIV/AIDS communication enterprise as opposed to its implicated confinement to the church. The paper seeks to argue for this through an analysis of HIV/AIDS posters in Harare (Zimbabwe) and other HIV/AIDS and related issues information dissemination platforms used in Zimbabwe and how they can also enhance their language use in the direction posited by the concept of transformative masculinity in order to effectively negotiate meaning and

transfer in communicating HIV/AIDS in Africa without also failing to transcend cultural barriers. Interviews with randomly selected males and females and some key stakeholders in the HIV/AIDS message communication initiative will be held to assess the interpretation of the HIV/AIDS communication messages. Transformative Masculinity provides the possibility of ''glocalising'' HIV/AIDS discourse; a number of scholars have argued against disseminating HIV/AIDS messages through global ideals (Banda, 2011; Ahebunwa et al, 2009). The paper will also try to conceptualise on how a balance can be struck on gender equity in encouraging equal commitment to the fight against HIV/AIDS (Beaudoin, 2007).

Author(s):
Vemula Kumar

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

Abstract:
BACKGROUND

The past few years ever since the advent of HIV/AIDS, has shown an increasing use of the concept of sexual health. This upsurge is especially noticeable not only in the field of health education and promotion but also in academic sources. The concept is typically used self-evidently and with widely diverse connotations. This research tries to explore the manner in which various institutions 'educating the masses on sexual health' have evolved, shaped and constructed their own meanings of normative sexual health and safe sex practices. Each construct is supported by an institutional authority, framing the problems and responses to HIV and AIDS, the dominant metaphors and symbols, and the most pressing questions and uncertainties. The present analysis uses Polgar (1995) framework of identification of discourses in the HIV/AIDS context in India in order to help effectively design communication messages. The campaigns have been put into a framework based on these discourses and have been analyzed.

METHODS

Around 150 posters, 35 video spots developed by the National AIDS Control Society, India and various State AIDS control Society have been carefully analysed by categorising them into various discourse frameworks. The method followed are:
1. Textual Analysis of the communication posters/ long standing critically acclaimed communication campaigns in India.
2. In-depth interviews and narratives of the institutions responsible for 'sexual health discourse' in India.

RESULTS

1. The Sexual health Discourse in india has its origins in the population control programmes and HIV & AIDS campaigns are a mere extension of the population control programmes in India.
2. Communication messages are top-down in approach, which have taken various authoritarian stance in 'dictating the normative sexual health discourse' to the general population.
3. Communication messages on HIV/AIDS have systematically constructed the concept of sexual health into the masses-phase wise as the Country's AIDS control programmes progressed from early 80's to till date.The approach have also gone a sea change based on various funding agencies for the AIDS control programme.

CONCLUSION

The development of praxis and the articulation of knowledge based on these dominant theories/models take for granted the voices of marginalised people in the monolithically constructing them as the target audience of persuasive campaigns based on "universal truths" that are defined by dominant values, morals, and ideologies located in individual choices.

Author(s):
Cecilia Strand

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

Abstract:
The Ugandan Anti-Homosexuality Bill of 2009 caused an outcry among human rights organizations and sparked intense debate in both the local and international media. Particularly contentious was the proposal to impose the death penalty for acts of "aggravated homosexuality". Local human rights defenders quickly mobilized to communicate their concerns with the proposed Bill, arguing it was anti-public health, anti-human rights and, ultimately, a piece of legislation affecting all Ugandans and not only sexual minorities.

Through semi-structure interviews with ten local human rights defenders and a quantitative content analysis of 176 items from two main daily newspapers; the government-owned *New Vision* and largest privately-owned, the *Daily Monitor,* over the period October 2009-June 2010, this study explores the attempts made by local human rights defenders to educate the Ugandan public on the implications of the proposed Bill.

The analysis showed that while there were significant differences in the frequency of reporting on the Bill in the two newspapers, neither of the newspapers' news teams devoted any significant attention to the concerns put forward by local human rights organizations prior to international non-governmental and multilateral organizations, as well as political leaders raised similar concerns. Local human rights defenders' agenda building efforts on the proposed Bill was thus, it appears dependent on international validation to be included in the local media's news coverage of the proposed Bill.

The Ugandan case thus highlights not only the importance of establishing international advocacy networks prior to local human rights campaigning, but also calls attention to the relevance of including an analysis of international actors' agenda building efforts to understand access to the local media, as well as final coverage of the campaign issue. The Ugandan case offers an important insights into how a local media agenda is not only the product of local campaign efforts, but also dependent on the existence of coalitions between local and international human rights organizations– especially on issues perceived as controversial locally.

Author(s):
Inonge Nyambe

Title:
WOMEN CEREMONIES AND RITES AS A COMMUNICATION TOOL FOR HIV/AIDS INFORMATION: A ZAMBIAN PERSPECTIVE

Abstract:
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ABSTRACT
Traditional initiation ceremonies and rites are powerful tools that can be used to communicate HIV/AIDS information to women. While a number of studies have examined the relationship between HIV/AIDS and communication, few have investigated the link between women ceremonies and rites and HIV/AIDS information. Women comprise half of the world's population but are generally excluded from active participation in development plans and policies. In order for women to actively participate in development

decisions, they need to be free from diseases such as HIV/AIDS. Traditional women's ceremonies and rites can be used as a valuable tool to communicate HIV/AIDS information to women. The purpose of this study was to investigate whether women ceremonies and rites are used to communicate HIV/AIDS information in Zambia. The study, largely quantitative in nature was conducted in Lusaka, Zambia. Over 100 women participated in the study. A self administered questionnaire was used to gather primary data. The results are reported and include the kinds of puberty rites and ceremonies women are introduced to; kinds of information women receive during puberty rites and ceremonies; the HIV/AIDS information needs of women; and provision of HIV/AIDS information by elderly women to those who under-go puberty rites and women ceremonies.

 Keywords: HIV/AIDS, Women; Zambia, Health, Communication, Development, Information needs, Gender, developing countries.

Author(s):
Perpetua Njuguna

Title:
"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"

Abstract:
This paper is a result of preliminary research done to investigate the

framing of HIV & AIDS in Botswana and Namibia Print Media from 2000, the year that ARV's were rolled out in Botswana while in Namibia from 2001 when ARV's were rolled out in the country to 2009. The research has been specifically looking at two newspapers in Botswana – the largest private and the only government newspaper while in Namibia, the largest English speaking private newspaper and the government newspaper. It is important to note that these two countries have some of the highest HIV prevalence rates in the world despite their small populations of 1.8 and 2.1 million people respectively. This rate has not subsided, despite, for example, Botswana becoming the first in Africa to introduce nationwide access to free ARV's in 2000. There are many reasons given for the continued high prevalence rates and key to this is stigma that still surrounds the disease and those living with it. Due to the researcher's background in print media, the research investigated whether stigma has been present in the mentioned print media during this period of time and if so, whether the presentation of the stigma associated with print media has reduced during the period under review following extensive training of journalists in both countries.

Keywords: Botswana, Namibia, HIV Prevalence Rates, Stigma, Print Media.

Author(s):
Nicola Bulled

Title:
(Re)distribution of Blame: The Politics of Biomedical HIV Knowledge among youth in Lesotho

Abstract:
Until recently the HIV epidemic in low income countries was largely managed through prevention and palliative care efforts given insufficient funds and infrastructure for biomedical interventions. As such, biomedical knowledge of HIV has become an important tool for populations and individuals in the fight against infection promoted by neoliberal policies of privatization and individual agency. A focus on individual agency and responsibility has for the most part disguised the social and political origins of disease, and the responsibilities of the state for promoting and maintaining wellbeing. Much like other biomedical technologies, knowledge has been unequally distributed, is culturally embedded, and a product of a particular historical, political and social context. Three interwoven issues aim to illustrate the significance of biomedical knowledge related to HIV in contemporary debates about health equity. The first addresses how biomedical HIV knowledge is created, circulated, and received given biomedicine's global dominance on perspectives of disease, health and morality. The second explores how biomedical knowledge about HIV is acted-on in particular sociocultural settings, wherein local meanings interweave themselves within global dictates, or offer resistance through contradictory perspectives. Finally, the impact that HIV knowledge has on whom, and why is discussed as much like other biomedical technologies, biomedical knowledge does not simply "flow" from creator to consumer. It is channeled through processes that are structured by inequities of

power and resources, including differential access to communicative technologies. Consequently, divisions are created at the community level based on perceptions of who holds knowledge. In examining global health inequities, this paper explores how the spread of biomedical HIV knowledge through its multitude of government, non-government and private channels, has impacted the explanatory accounts and practices of rural and urban youth in Lesotho. Findings suggest that rather than empowering individuals to utilize knowledge for the maintenance of health by preventing infection, the focus on biomedical knowledge acquisition has disempowered individuals as they are held responsible for the inappropriate lifestyles that result in certain bodily conditions.

Author(s):
Colin Chasi

Title:
Communication and Expressing, Not Speaking, on AIDS

Abstract:
The aim of the proposed paper is not to quibble over the extent, character or purpose of speaking of Africans as people who do not communicate about something that evidence suggests they speak about. The aim is also not to exhaust the theoretical possibilities by which communication can be said to not have taken place – when it is accepted that someone has spoken.The prosed paper will involve meriting as worthy of recognition the participation by which Africans, as the etymology gives us, take their place at the table at which capable humanity competently constructs and is granted a share in the common welfare. For this it seems necessary to address at least three approaches by which Africans have been addressed as not speaking about HIV/AIDS.The paper will thus involve standing in solidarity with those whose communication is denied, presenting a persuasive account that says it is strange and even harmful that Africans are labelled silent when evidence is of them speaking. Further, as the idea of silence is variously investigated it emerges as problematic to simply say silence is not communication. Through all this a key contribution of the paper is that it both encourages and involves investment in new and further theorising of communication. This encouragement may contribute to imagining possible future todays in which mutual respect and recognition in communication may stand a better chance. All told, the idea of silence will be variously examined. Illustrations will be offered of how Africans are described as silent in the face of HIV/AIDS. Then three conceptual ways by which people can be described as not communicating are presented and discussed bearing in mind the issue of how Africans are described as silent in the face of HIV/AIDS. Thereafter a conclusion is advanced which advocates that we avoid repeating without change the history of silencing others.The paper will be an innovative response to the theme of the working group in that it challenges the ways in which Africans have been marginalised by/in the ways in which silence has been used or described in the context of HIV/AIDS.

Author(s):
Liesbeth Rijsdijk
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Title:
Sexual and Reproductive Health and Rights: The View of Adolescents in Uganda and Implications for Comprehensive Sex Education

Abstract:
This paper explores how universally formulated sexual and reproductive health and rights (SRHR) and human rights approaches to sexuality education for young people can become meaningful in local social settings, in this case Uganda. A qualitative study was carried out in two secondary schools in Uganda. Fifty-six boys and girls in the age of 13-17, took part in seven Focus Group Discussions (FGDs): two girls groups, four boys groups and one mixed group. Both girls and boys are knowledgeable about Human Rights and the Universal Declaration of Human Rights. However, we found that there is a discrepancy between universally formulated SRHR and local (religious, socio-cultural, economic and political) realities of young Ugandans. As a result we argue that rights-based approaches towards sexuality education must go beyond abstinence-plus programmes. They should take the local socio-cultural, economic and political realities into account in order to make human rights meaningful for the young people concerned. Implications for the content, form and context of comprehensive rights-based sex education are discussed.

Author(s):
Given Mutinta

Title:
An Explorative Study on the Biological Determinants of Students' Sexual Risk Behaviour and the Scrutinise Campus Campaign at the University of KwaZulu-Natal

Abstract:
Background: In South African universities the prevalence of sexual risk behaviour is 68%; thereby putting many students at high risk of HIV infection. This study explores the biological influences to students' sexual risk-taking behaviour and the Scrutinise Campus Campaign at the University of KwaZulu-Natal (UKZN), South Africa. The study was conducted with both male and female students selected from two UKZN Campuses.

Method: The study uses cross-sectional data obtained between late 2008 and early 2010 at UKZN for the project designed to explore students' sexual risk behaviour and the Scrutinise Campus Campaign. A total of 96 in-depth interviews and four focus group discussions were conducted with an equal representation between male and female students from two campuses and different levels of study. We explored the biological factors influence students' sexual risk behaviour on campuses. More significantly, we sought to understand students' sexual risk behaviour against a background of students having been exposed to the Scrutinise Campus Campaign prevention messages. The data was analysed using thematic analysis, and the themes identified, formed the basis for discussion in this article.

Results: Students' sexual risk behaviour was positively associated with the influence of biological factors. We found that biological factors such as age, early sexual debut, sexual fit, lack of good sex, physical beauty and health appearances encouraged students' sexual risk-taking behaviour.

Conclusion: Most students at UKZN are adolescents and lack experience of the influence of the biological conditions on their sexual risk behaviour, and need education on the biological risk conditions. This poses a bigger challenge for the Scrutinise Campus Campaign to adequately address the biological factors associated with students' sexual risk behaviour if it is to control the HIV epidemic on campuses.

Keywords *Students, Sexual risk behaviour, Biological risk factors, HIV/AIDS, Scrutinise Campus Campaign.*

Author(s):
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Title:
Entertainment Education theory and practice in HIV and AIDS communication: a South - North Perspective

Abstract:
This paper is situated within the field of development communication, a discipline that considers the role of communication within change processes in developing countries and multi-stakeholder relationships. Within the discipline of development communication is Entertainment Education (EE), a strategic communication process that entertains and educates to promote behavioural and pro-social change. The use of EE has grown significantly over the past twenty years and research has demonstrated that EE interventions have a measurable impact on behaviour in areas such as HIV and AIDS prevention. In South Africa, EE strategies have become one of the primary strategic communication approaches used for mass media and smaller scale participatory interventions. Given the transitions in the practice of EE, its increasing importance, and evidence of its impact, EE can now contribute insights into development communication theory and practice, particularly in HIV and AIDS prevention communication.   However, gaps remain in theory and practice. Communication innovations are taking place which either do not incorporate theory or fail to challenge the assumptions of development communication and HIV and AIDS theory. These gaps can lead to the implementation of unsuccessful interventions which either lack theoretical frameworks or uninformed practice, making it difficult to replicate. Comparative research into EE practice can provide insights towards addressing these theoretical and practical gaps. To address this challenge, this paper will explore two dimensions of EE theory and practice. First, it will present data from four comparative EE intervention case

studies, two in South Africa and two in the United Kingdom. Two case studies are mass-media level interventions, and two are participatory interventions. Cross-national comparisons enable the exploration of differences in communication approaches between a developing and developed country, engaging in a South-North dialogue around EE practice. Secondly, it will present insights on the conceptual links between EE and development communication thinking more broadly, based on an analysis of the case studies, literature review, and key informant interviews. Data for this paper was collected through collaboration between The Centre for Communication, Media and Society (CCMS) at the University of KwaZulu-Natal in Durban, South Africa and the School of Agriculture, Policy and Development at the University of Reading in Reading, United Kingdom. Through an exploration of these two dimensions, this paper will reflect some of the contributions which surround EE thinking and how this links to development communication theory and practice.

Author(s):
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Title:
Comparing the Roles of Media Systems in Coverage of HIV/AIDS Topics and Frames in Four Sub-Saharan African Newspapers, 2003-2007

Abstract:
Comparing the Roles of Media Systems in Coverage of HIV/AIDS Topics and Frames in
Four Sub-Saharan African Newspapers, 2002-2007

Macro-level communication research on HIV/AIDS holds that societies make progress in treating and preventing the disease when three institutions—governmental bodies and agencies, non-governmental groups and supra-national NGOs, and the news media—work together. Nowhere in the world are the combined efforts of these institutions needed to deal with HIV/AIDS more than in the countries of sub-Saharan Africa. By the end of 2008, out of an estimated 33.4 million adults and children worldwide diagnosed with the HIV virus or having AIDS symptoms, fully two-thirds, or approximately 22.4 million, lived in this region (UNAIDS, 2009). Annually, in absolute numbers, many more people are infected there than anywhere else in the world: 1.9 million adults and children became infected in 2008, as compared with 280,000 adults and children in South-East Asia, the region with the second highest incidence of cases (AVERT, 2010).

This study investigated HIV/AIDS coverage from 2002-2007 in leading Anglophone newspapers in four sub-Saharan countries: *The Daily Nation* (Kenya), *The Herald* (Zimbabwe), *This Day* (Nigeria), and *The Johannesburg Star* (South Africa). Each country has considerable experience with HIV/AIDS, and a different paper with the same co-authors has explored the relative impact of media system and HIV/AIDS prevalence on HIV/AIDS coverage (Pollock, D'Angelo, et. al., 2010). The current study, however, explores three major questions: (a) What impact did different media systems (derived from the classic Hallin and Mancini "structural pluralist" category), in this study called by the authors "pluralist" and "hegemonic" media systems, have on coverage of HIV/AIDS? (b) How frequently were three story topics commonly investigated in the literature—re: *social costs*, *prevention campaigns*, and *medical developments*—covered in these newspapers? and (c) How often were the same topics linked to either of two frames commonly ascribed to journalistic practice in HIV/AIDS news: *efficacy* (Is the problem getting better or worse, or *progress* vs. *decline*?); and *agency* (Who is taking the initiative to remedy the problem, *government agents* or *society agents*?)?

The theoretical framework of this study is threefold. First, although newspapers are not widely read outside the cities in the four countries under investigation, print media nonetheless play a significant agenda-setting role. Coverage of topics such as medical advances, disease statistics, economic trends, prevention campaigns, social costs and behavioral risks, and lifestyle issues not only tells readers which topics are important (re: the basic agenda-setting function), it also raises public awareness, spurs official policymaking, and energizes both governmental and non-governmental programs and campaigns within a country. Second, the promise of the news media's agenda-setting function is confounded by the fact that, when reporting the news, journalists inevitably *frame* events, people, and issues, at times doing so in ways that reinforce either positive or negative stereotypes and potentially help or hinder both governmental and non-governmental efforts. Third, the news media cover and frame HIV/AIDS topics within broader contexts that include newsroom culture on a meso-level and press-state relationships on the macro-level. In this vein, this

study is the first attempt to explore whether there are associations between a country's media system and (a) the frequency and prominence with which HIV/AIDS topics are covered and (b) patterns with which these topics are framed. Adapting the work of Hallin and Mancini (2004), a typology was formulated for press-state relationships of the countries under investigation: pluralist (Nigeria and South Africa) and hegemonic (Kenya and Zimbabwe). This study aimed to put the agenda-setting function and the press's framing imperative into a broader perspective: Coverage of topic frequency provides an important empirical snapshot of agenda-setting, and news framing is subject to cultural constraints. Yet analysis of topic coverage and framing in light of variations in country press-state systems (hereafter simply "media systems") provides a fuller perspective from which to make normative judgments about press performance in addressing and combating HIV/AIDS within a country.

Utilizing new databases (e.g., AllAfrica.com) and newspaper websites, a total of 1,988 stories were located (search term: "HIV/AIDS") from coverage of the four newspapers during the 2002-2007 time period. A twenty percent sample of the population of stories from each newspaper was randomly drawn: n = 118 for *The Nation*; n = 119 for *This Day*; n = 56 for *The Herald*; n = 100 for *The Johannesburg Star*. The sample thus consisted of 393 stories. Most of the stories were coded as "hard news" (n = 333, or 84.7%). As with most other content analyses of African news coverage of HIV/AIDS, editorials and analysis stories were retained in the population of texts (n = 60, or 15.3 % of the sample).

The study asked the following research questions:

RQ1: How often is each story topic (re: social costs, medical developments, prevention campaigns) covered across all four newspapers? Do the newspapers differ in how often each topic is covered?

RQ2: Is the frequency with which the four newspapers cover each story topic associated with variations in media-political systems where newspapers are located?

RQ3: Ho often do "agency" and "efficacy" frames appear in HIV/AIDS story topics across all four newspapers?

RQ4: How strongly associated are variations in media-political systems with agency and efficacy frames in HIV/AIDS story topics?

Regarding RQ1, results showed that newspapers make clear choices about AIDS topics they choose to emphasize, focusing often on one of three topic areas: 55.2% of stories across all four newspapers had either primary or secondary emphasis on *social costs* (e.g., human interest stories about depleted work forces, social stigma, and families dealing with AIDS), 52.4% of stories had either primary or secondary emphasis on *prevention campaigns* (e.g., campaigns or programs designed to prevent the spread of HIV or care for those with AIDS symptoms), and 38.9 of stories had either primary or secondary emphasis on *medical issues* (e.g., disease epidemiology, scientific discoveries, details of medical treatments). Rank-order correlations (Spearman's rho) showed strong, negative correlations among the topics, indicating that, typically, a story that contained one of the topics in the headline or first three paragraphs (for primary emphasis) did not contain the other two topics in a primary position. In addition, chi-square analyses showed no significant differences for topic emphasis across each newspaper, indicating that each topic tended to be equally prominent in coverage of each country's newspaper.

Log-linear analysis was used to answer RQs 2-4. On the topic level, there were no significant interactions between a country's media system and how frequently or prominently the topic of social costs was covered. On the frame level, social costs were framed more often in terms of decline than progress (p < .001), regardless of media system. Also, social costs were framed more often in terms of society agents than government agents (p < .05). However, with this frame, there was a significant interaction between media system and frame: in newspapers situated in pluralist media systems, more so than in newspapers situated in hegemonic systems, the role of government role in dealing with social costs was emphasized (p < .05). (Note: These would be stories where the *topics* of social costs and prevention campaigns intermingled.)

As with stories with a social costs topic, coverage of the frequency and prominence of the topic of prevention campaigns was also linked to variations in media systems. In pluralist media systems, compared to hegemonic media systems, stories with a prominent prevention campaign topic occurred more often (p. < .05). On the frame level, no interaction was found between media system and the agent frame: stories with a prevention campaign topic were framed with both non-governmental and governmental agents as taking the initiative to remedy HIV/AIDS. However, a pattern was found for the efficacy frame: In pluralist media

systems, compared to hegemonic media systems, stories on prevention topics were framed more often in terms of progress (p. < .10).

This study found substantial evidence that variations in media systems should be taken into account in explaining and contextualizing the press's agenda-setting role in a society's response to HIV/AIDS, particularly in countries where the disease has reached epidemic levels. Coverage in four sub-Saharan newspapers, two representing press systems that can be considered "pluralist", another two representing press systems that can be considered "hegemonic", revealed varied patterns.

Three specific topics most often associated with AIDS coverage in sub-Saharan Anglophone African papers were examined: social costs, disease prevention campaigns, and medical developments. Although no significant associations were uncovered between media systems and the topic of medical developments, the other two topics did manifest systematic connections. In pluralist media systems, "social costs" stories, government (as opposed to society) is accorded a bigger role in dealing with HIV/AIDS. Technically, our data offer little evidence that governments are either generally praised or criticized for how they deal with HIV/AIDS. From a normative standpoint, however, we interpret this pattern to suggest that coverage in pluralist media systems plays a more constructive agenda-setting role than does coverage in hegemonic media systems. In the former, coverage of government activity is tantamount to social endorsement of the appropriateness of government action, even if such coverage is at times tinged with a negatively-valenced decline frame.

A related pattern is apparent as well regarding prevention campaigns. Overall, journalists typically tell a "progress" story when the topic is prevention campaigns. And even though neither government nor non-government agents stand out in these stories as taking the initiative, compared to coverage in hegemonic media systems, prevention campaigns are framed as being more efficacious in pluralist media systems. We interpret this result, too, to suggest that coverage in pluralist media systems plays a more constructive agenda-setting role than does coverage in hegemonic counterparts. In the former, when the story topic emphasizes details, costs, or implementation of a campaign or a policy (whether initiated by government or non-government agents), journalists in pluralist media systems are apt to stress its potential success, thereby providing a catalyst for positive change.

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Author(s):
Robin Stevens

Title:
The Color of AIDS: U.S. Newspaper Coverage of HIV/AIDS from 1992-2007

Abstract:
While HIV rates have declined in the U.S. over the past two decades, these declines are accompanied by steady growth in infection rates among African Americans, creating persistent disparities in HIV infection. News media have been instrumental in educating and informing the public about the epidemic. This content analytic study examines the frequency and content of coverage of HIV/AIDS in national U.S. daily newspapers from 1992-2007 with a focus on the presentation of risk by population sub groups. Methods: A computerized search term was used to identify HIV/AIDS related news coverage from 24 daily U.S. newspapers and one wire service across a 14 year period (N = 53,934 articles). Human and computerized

coding methods were used to examine patterns in frequency and content in the sample. The resulting data from the content analysis were entered into a Microsoft Access database and were analyzed to understand trends in HIV/AIDS coverage, with a particular focus on risk portrayal and race. Stata version 11 was used to conduct independent sample T tests of racialized risk categories. Patterns that arose from the qualitative data were evaluated against the quantitative findings. Results: Results indicate a decline in coverage of the epidemic over the study period. In addition, there was a marked shift in the portrayal of risk in the U.S. such that the focus on HIV/AIDS domestically was replaced with an international focus. When coverage did address HIV/AIDS among groups with disproportionately high risk in the U.S., it typically lacked contextualization of the disparity beyond individual behavioral risk factors. Conclusions: The meta-message of news coverage of HIV during this period may have reduced the visibility of the impact of HIV/AIDS on Americans. The practice of reporting the disparity without providing any context may have consequences for the interpretation of disparities in HIV/AIDS among the general public. As news coverage influences individual behavior as well as the public agenda, increased reporting should not only cover the raging epidemic in the United States, but also the structural determinants that influence transmission.

Author(s):
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Title:
Insights into the Coping Mechanisms Adopted by Women Living with HIV/AIDS in Delhi, India

Abstract:
The implication of HIV/AIDS is becoming increasingly important with rising HIV incidence among women. The epidemic has hit women hard; yet, the HIV-related needs of women continue to receive minimal attention. Their heightened vulnerability has both biological and socio-economic reasons. The impact of the epidemic falls primarily on women as they shoulder the increased burden of care within the household and the community, in addition to their domestic work and economic responsibilities.

The paper explores the lives of HIV positive women, impact of HIV infection and widowhood on their socio-economic status. It also documents the coping mechanisms adopted by them in dealing with the stigma and discrimination faced. The paper is based on data collected in face-to face interviews with women availing counselling services, educational and nutritional support for their children and support to start an enterprise, either from the government hospitals or voluntary organisations in Delhi, India.

HIV diagnosis is a life-changing event causing shock, grief and a sense of loss of control over one's life. It was observed that women had little control over keeping their status confidential since many were tested either at the time of their husband's prolonged sickness or after their husband's death. Hence family members became aware of their HIV status. One of the matters of concern was that a few women reported that their spouses did not share their HIV status with them. In majority of the cases, in-laws began taunting, scolding and blaming the women to be the cause of bringing the infection home. A significant number of widows were deserted by their in-laws after the death of their husbands. Owing to social stigma attached to HIV/AIDS and because of the general notion that the disease is primarily transmitted through sexual contact, majority of the women chose not to disclose their status to distant relatives and neighbours. Sharing with children was noticed with children in their adolescence. All the women who had disclosed their status to their children received full support from them.

The study findings reveal that parental support was valued the most since it reduced the stress level and helped them cope with the situation. The counselling of family members if they were aware of the HIV status of the woman was very important. The responsibility of care giving to their children also helped women to cope with the situation. Some respondents also engaged in religious activities, to avoid the thoughts of their infection. At the same time, being associated with a network of HIV positive women through the NGOs provided a lot of relief. The study recommends that the counsellors of the government hospitals encourage HIV positive women to seek support from NGOs working in the area. Women availed various additional services from the NGOs including essentials like uniform and shoes for their children, reimbursement of their children's tuition fee, ration for the family, financial support for income generating activities, reimbursement of medical bills, etc.

Author(s):
Joseph Muyangata
Ghislaine Youmbi

Title:
HIV and AIDS Counseling Among Church Leaders in Charismatic Churches in Malawi

Abstract:
HIV and AIDS Counseling Among Church Leaders in Charismatic Churches in Malawi   By Joseph Muyangata and Ghislaine Youmbi   The HIV epidemic has brought with it a lot of stress, pain and suffering. Church leaders have had to spend considerable time counseling people living with and affected by HIV. However, the need to improve counseling skills for various levels of church leaders has been noted in Malawi, a country that has not been spared by this epidemic. In fact, Malawi has about 12% of its total population of 13 million people infected with HIV. Hence, the need and the rise of HIV and AIDS counseling by the Charismatic churches Pastors.   Aims: This papers aims at tackling counseling done by church leaders to the people infected and affected by HIV from a theological and educational point of view.   It will however further address contemporary counseling issues in accessible language, but ensuring that it takes into account both the academic and lay readers (audiences).   Method: This paper is a based cross-sectional study done among the charismatic churches pastors in Malawi. It also employs a cluster randomized sampling method to obtain data. A questionnaire is furthermore designed to be used alongside interviews aimed at collecting data on the individual knowledge, attitude on HIV and AIDS.   Findings and Results: Many Charismatic Pastors and not fully informed in the area of HIV and AIDS counseling yet they are doing so much to curb HIV and AIDS. The few that are knowledgeable and are doing HIV and AIDS counseling are being hit with burn out. There is however a great openness in this field of counseling among Charismatic(s).   Recommendations: There is a great need to train many more Charismatic Pastors in the area of counseling and AIDS in general.

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Title:
Social networks as a platform to discuss sexual networks: Intersexions and Facebook as catalysts for social change

Abstract:
Social media has become a new medium for creating ongoing dialogue, discussion and social networks. In South Africa alone, over 4.175 million people are on Facebook, representing approximately 8.5% of the total population of the country. Given the extensive usage of social media in South Africa, this paper will discuss a study conducted by staff and students at the University of KwaZulu-Natal to investigate the role social media can play in HIV prevention, treatment, care and support. A group of 19 students conducted a qualitative reception analysis of all comments posted on Facebook after the screening of 26 episodes the entertainment education drama series, Intersexions. Intersexions, is a unique episodic drama series produced by Curious Pictures and Johns Hopkins Health and Education in South Africa (JHHESA) which follows an HIV and AIDS infection chain through 25 inter-connected but independent stories with the final episode bringing all the storyline together. Facebook participants regularly commented on each episode sharing their views, thoughts and ideas about, the storylines, the behaviour they observed on screen, the issues raised and their own personal experiences and preferences regarding sexual relationships and HIV and AIDS. The data collected from the Facebook Intersexions page was coded using the software package NVivo and thematic analysis was used to categorise common themes that emerged from the discussions. This paper uses Kincaid's Meta-theory of Health Communication to make sense of the data collected and explore the role of social media in HIV and AIDS communication and prevention. It further discusses some of the key findings of the study which indicate that social media can extend dialogue and 'diffuse ideas,' contribute to social learning, increase positive behaviour outcomes and can serve as vehicle of communication and knowledge exchange.

Author(s):
Ludek Stavinoha

Title:
AIDS, Africa and the Normative Violence of Media Frames

Abstract:
The media are a central site in which struggles over our affective and political response to poverty, disease and the suffering of 'distant others' take place. Drawing on Judith Butler's concept of 'normative violence' – a violence that arises out of the circulation of frames in the public sphere which render certain lives less valuable than others, such that violence can be done against them without eliciting remorse or grief and without leaving a mark in our collective memory – and a content analysis of select UK and pan-European newspapers, this paper explores changing representations of the HIV/AIDS crisis in sub-Saharan Africa in the UK media and Northern popular culture at large.

This paper argues that the dominant frames through which the 'African AIDS pandemic' is represented implicitly draw on deeply embedded Western narratives of Africa, poverty and disease. By localising responsibility for Africa's AIDS crisis primarily *within* Africa itself – be it its 'primitive' culture, its endemic economic underdevelopment or Africans' 'hyper-sexuality' – the explanatory themes advanced by the media for the strikingly unequal global distribution of the pandemic and its concentration amongst the most marginalised sections of African societies, obfuscate the way these are, at least partially, attributable to the effects of neoliberal globalization visited upon the continent in recent decades.

The hegemony of these frames was temporarily ruptured in the early 2000s by a transnational AIDS activist movement, in which Southern civil society often took the lead (e.g. Treatment Action Campaign) and successfully re-framed the AIDS crisis in the South as a deeply political issue. It exposed the moral and political economy of a global order that had for so long denied access to life-saving treatment to millions of people across the global South and contributed to the mobilisation of resources for the protection of their lives. However, recent years have witnessed the proliferation of various philanthrocapitalist schemes in the North (e.g. Product (RED), Live8, Fashion against AIDS, and most recently Digital Death), which have adopted the suffering of Africans as their *cause célèbre*. Consequently, the HIV/AIDS crisis in Africa has become normalised within popular culture, subsumed by the logic of commodity fetishism. This has led to a renewed depoliticisation of the AIDS crisis, silencing the voices of Southern AIDS activists and civil society, and thereby threatening to undo the important cultural work the global AIDS movement. As the HIV/AIDS pandemic enters into its fourth decade and the global AIDS response is facing an acute funding crisis, this paper aims to contribute to a critique of the normative violence that the cultural frames circulating in the public sphere perform by masking the transnational relations of responsibility for the unequal distribution of risk, vulnerability and death.

Author(s):
Ngoni Muwonwa

Title:
Typhoid Outbreak, Discourses of 'Othering' and 'Resistance': Dynamics of Health Reporting in Zimbabwean Media

Abstract:
The paper engages first with discourses of health as represented in mainstream health news in the print media. Recent media reports of the typhoid outbreak in Harare as reported by The Herald, Sunday Mail which are both pro-government newspapers and Newsday, an independent and mostly anti-government newspaper are used in this paper as contesting texts caught up in processes of creating discourses of 'othering'. On one hand the reports position individual community members as inadequate and blameworthy for creating health crisis such as the typhoid outbreak and on the other hand attack authorial figures for the crisis. The 'gap' that such reports create leaves polarities of action that prevent holistic responses to health issues at large. The second objective of the paper is to show that new spaces have been created to extend the topical issues of health matters, allowing access of the ordinary person to contribute, resist, imagine against the 'master narratives' of health issues. Responses of individual 'bloggers' on internet newspaper sites shall be analysed to discuss the textures and dimensions of these debates. The paper argues that the responses of ordinary citizens are highly subversive against professional, medical and political representations of health matters as they proffer antagonistic perspectives. The paper highlights the failure of media to connect and bridge the gaps between policy makers, health workers and community members to

combat disease. As a result the media is contributing to the marginalisation and exclusion of vulnerable groups within society. The media have failed to function within a framework that engenders and advocates for social change to effectively challenge the reproduction of inequalities. Responses of individual 'bloggers' reveal that citizen contribution to health matters are integral and need to be incorporated in health policies and implementation processes. The media becomes the connecting thread when its communication model evolves from one that is 'othering' to one that is accommodative of all discourses of health issues. The paper concludes that health reporting must be undertaken within a participatory communication model that incorporates rather than marginalises voices of communities that bear the brunt of health crises.

Author(s):
Astrid Treffry-Goatley

Title:
Communicating HIV/AIDS in a post-apartheid context: a politico economic analysis of the influence of film industry structure on public health communication

Abstract:
The commercial feature film industry has the potential to be a powerful vehicle for public health communication because local and international distribution and exhibition systems are well established and products can have a wide reach. The question is whether this industry can be harnessed in South Africa to facilitate public health communication about HIV/AIDS. This article presents a detailed politico-economic analysis of the prevailing conditions of the South African film industry. It stems from the author's PhD on post‑apartheid cinema at the University of Cape Town (2007‑2010) and her current research at the Africa Centre for Health and Population Studies. Research included a review of relevant academic and commercial media, textual analyses of local feature films and qualitative interviews with film industry professionals. The results suggest that although South Africa has a well-established film industry, certain factors pose a serious challenge to it being harnessed as a site for HIV/AIDS communication. Firstly, filmmaking and film viewing have long been subject to racial stratification. There are just a few black filmmakers and the majority of cinema houses are located in traditionally 'white' neighbourhoods. Secondly, since inception, this industry has been dominated by Hollywood. These conditions have resulted in a small, mostly white cinema going audience that has a strong preference for large budget, American films that adhere to classical conventions. Furthermore, although the post-apartheid state has invested quite significantly in the film industry, these interventions have been framed within the neoliberal, market-driven, free-trade paradigm of current state policy. Therefore, the major changes needed to overall the structure of the industry have not occurred and the state has failed to protect local product from Hollywood hegemony or to grow an equitable film industry. Market-orientation has resulted in a proliferation of light-hearted, slap stick comedies on the local scene that have proven success with audiences. Few filmmakers have had the courage to broach difficult-to-talk about subjects such as HIV/AIDS. Those who have tended to frame their work within conventional formats and have tailored their products to meet the knowledge cultural expectations of international audiences. This has had an impact on the potential public health relevance of these films with local audiences. Therefore, although feature films about HIV/AIDS in South Africa are important and should continue to be developed, from the perspective of public health communication it would seem more productive if artists continue to explore other, more democratic mass media communication platforms such as television or radio that serve a larger and more diverse local audience.

Author(s):
Nkosinothando Mpofu

Title:
Contributions of HIV/AIDS Social Networking Sites Towards HIV/AIDS Reduction Among the Youths in South Africa: A Case of Rhodes University Students

Abstract:
This study examined the contributions of HIV/AIDS social networking sites, in particular MYMsta.mobi, in support of HIV/AIDS reduction amongst the youths, who in this case are represented by Rhodes University students. To measure the contributions of MYMsta.mobi in supporting HIV/AIDS reduction amongst the youths, the study focused on: 1) awareness of HIV/AIDS social networking sites and MYMsta.mobi amongst the youth 2) whether HIV/AIDIS social networking sites like MYMsta.mobi have managed to extend current knowledge base on HIV/AIDS and its related issues among the youths 3) whether MYMsta.mobi social networking site has involved youths in the process of their own development with regards to issues

concerning HIV and AIDS and 4) whether MYMsta.mobi has motivated attitude change towards HIV/AIDS amongst the youth. A survey research design was employed, with a questionnaire as the main instrument for data collection. 270 questionnaire copies were randomly distributed amongst Rhodes students; with a 70% response rate. In addition, 30 respondents, from the same sample, responded to short essay questions. Results show that HIV/AIDS social networking sites, in particular MYMsta.mobi, have contributed in support of HIV reduction amongst the youth by expanding their knowledge of HIV/AIDS, increasing their ability to discuss and deal with concerns relating to HIV/AIDS as well as motivating attitude change towards HIV/AIDS. Although HIV/AIDS social networking sites enable the expansion of knowledge amongst users, there are problems associated with the use of social sites which must be addressed in order to intensify the positive effect of such networks in supporting HIV/AIDS reduction amongst the youth. Conclusively, HIV/AIDS social networking sites hold much potential in the fight against HIV/AIDS amongst the youth and as such demand high prioritization for inclusion in HIV/AIDS communication strategies. Keywords: HIV/AIDS Social Networking Sites, Youths, HIV/AIDS, Rhodes University Students

Author(s):
Innocent Yekeye

Title:
No Longer One Without the Other: Examining the Emerging Link Between Socio-Economic Empowerment and Willingness to Adopt Sexual Behaviour Change by Out-of-School Youths in Four Rural Communities in Zimbabwe

Abstract:
Zimbabwe is one of the countries with high HIV prevalence (14%) and one of the countries to have instituted a strong multi-sectoral response. Youths (15-24) contribute the highest percentage of new infections (incidence) and have been targeted with HIV prevention communication. Prevention communication has largely focused on the Abstinence, Be faithful and Correct and Consistent Condom use (ABC) approach. This paper discusses findings from a study from four Zimbabwean rural communities of Chivero, Raffingora, Mutasa and Muzokomba where young people were exposed to the Join-in-Circuit (JIC) behaviour change communication tool under the Zimbabwe HIV Prevention Project (HPZ) funded by GIZ. While the tool has been tested and adapted, qualitative discussions with targeted young people are revealing an elevated need for economic empowerment along with HIV behaviour change communication. While the tool focuses on promoting safe sexual and reproductive health behaviours, young people are placing salience on programmes aimed at uplifting their socio economic and material well-being. The paper is informed by the communication for social change approach with focus on empowerment. It explores implications of continued focus on sexual and reproductive health information against growing resistance from target groups. It further explores avenues of redesigning programmes where socio-economic empowerment can be a means towards promoting sustainable positive sexual and reproductive health behaviour among young people. The paper also explores possibilities of strengthening approaches for translating emerging communication programming evidence into communication programming decisions and methodological adjustments. Lastly, the paper examines the feasibility of adapting global approaches in local communities with unique contextual realities.

Author(s):
Janine Baudach

Title:
Entertainment-Education as a Tool for South-North Dialogue for Development Education and Health Communication

Abstract:
Entertainment-Education (EE), as a form of communication for development, uses channels such as mass media to educate audiences about social issues such as health and gender, to foster behaviour and social change. The entertaining factor of radio dramas, TV soap operas and theatre supports the likelihood that audiences, especially young people, will engage with these programs and their educational messages. The narrative and storylines, incorporating role models, create room for interpretation, reflection and adoption of the behaviours and attitudes represented. Sensitive issues such as HIV/AIDS can therefore be communicated without intimidating the audiences while still raising awareness of challenging topics such as treatment and prevention.Whereas EE has been widely and successfully used in the global South in HIV/AIDS interventions, it remains unclear how much EE is used in social interventions in the West. So

suggest findings from a study by the University of Reading and the University of KwaZulu-Natal that EE is used very little in UK HIV/AIDS interventions. Experiences in the field of development education show the opportunities of asymmetric information flows between the South and the North, not only to break with stereotypes and generate mutual understanding. Keeping this in mind, in combination with the result of the findings by the Reading/KwaZulu-Natal study, EE seems to be a useful base for the analysis of cross-cultural communication structures in a globalised media system. This paper will therefore contribute to a South-North dialogue about the use of EE for development education and health communication. This paper will present some initial findings from a study entitled, “Entertainment Education as a tool for behaviour change in HIV/AIDS education – A comparative reception analysis in the UK and South Africa”. The empirical portion of this study will consist of comparative reception analysis of EE programmes broadcast in the UK and South Africa. Audiences will consist of UK and South African undergraduate and post-graduate students. Audiences will view both UK and South African EE interventions, and reception analysis will be done to compare their engagement with the materials. This paper will present findings from the UK portion of the study, analysing the reception of South African and UK mass media EE interventions amongst UK university students. In particular, the paper will reflect upon UK audience engagement with South African EE interventions. Findings will be analysed within the frame of South-North dialogue: what can UK students, and do UK students, learn from these South African EE interventions? What are practices that could be incorporated into UK EE interventions, drawing upon the analysis of the South African intervention? Implications for EE theory and practice will be articulated with special regard to the potential of EE as a cross-cultural communication and (development) education tool.

Author(s):
Satarupa Dasgupta

Title:
Contextualization of Sexual Health Behavior among Commercial Female Sex Workers: A Study in India

Abstract:
   In health communication research it is often found that an increase in awareness on the part of audiences does not always precipitate desired results like implementation and maintenance of positive health behavior. This is especially true in HIV/AIDS intervention programs among commercial sex workers among whom the lack of correlation between sexual knowledge and sexual behavior has been noted repeatedly. A thorough understanding of the environmental and structural factors that precipitate unsafe sexual practices, is necessary for HIV/AIDS prevention research and an effective formulation of intervention programs. The current research analyzes how barriers to health, like poverty and stigmatization, can influence sexual health practices of commercial sex workers by examining the case of the Sonagachi Project.   The Sonagachi Project is a community-based HIV/AIDS intervention program undertaken in a red light district of Calcutta, India. The Sonagachi Project operates as a peer outreach oriented communication intervention program spearheaded by the sex workers themselves in one of the biggest red light areas of South Asia. The original aim of the project was to disseminate awareness information about STDs and HIV/AIDS among sex workers, and arrest the infection incidence among the latter. Statistics from UNAIDS and National AIDS Control Organization (NACO) of India show a significant reduction in the incidence of HIV infection and a significant increase in condom usage in Sonagachi after the project was implemented. In addition to the targeted goals, the project achieved outcomes like unionization of the sex workers, and establishing micro-credit societies and vocational training centers for the sex workers.   The findings of the current paper are based on ethnographic research, and structured and semi-structured interviews, which were conducted among 37commercial female sex workers of Sonagachi between 2010 and 2011. The study shows that sex work, poverty and health did not have a paradoxical relationship in Sonagachi, for poverty ensured that the sex workers complied with safe sex practices and remained healthy. Unionization of the sex workers and a re-articulation of sex work formed a part of a multilayered strategy to address stigmatization that served as structural barrier impeding condom compliance and positive health behavior on part of sex workers. The results of this study call for HIV/AIDS interventions among sex workers to incorporate the impact of contextualization of health behavior by factors such as poverty and stigmatization. The findings of the study imply that successful interventions among high-risk marginalized populations like commercial sex workers need to incorporate a sustainable mechanism for addressing structural barriers to health.

Author(s):

Melissa Cobbler

Title:

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

Abstract:

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From 2005, the Québec Ministry of Education cut what was five (5) hours of sex education (STIs, HIV/AIDS, gender, sexual diversity, etc.) per year from the secondary school curriculum. Consequently, in the context of the education reform, teachers holding specializations in English and Art, Science & Technology and Moral and Religious Education were persuaded to integrate sexuality in their course.

Being highly sexualized sites, high schools act as a channel for sexual initiation and exploration. Thus, teachers can be catalysts to providing valuable and life altering information around HIV/AIDS to their students. Through a qualitative case study, teacher narratives were collected to identify their classroom structure; strategies; awareness of HIV/AIDS; and the challenges encountered when discussing the subject in their classroom. Overall, implicating communication processes were an essential factor in uncovering the subtle, yet, uncomfortable silences found in this study.

The surface-level understanding around HIV/AIDS and a lack of consistent training and access to accurate resources identified how teachers understood and valued HIV/AIDS information. Ultimately, such familiarity corresponded to how their students comprehended the virus and viewed the marginalized communities most affected. Theoretical frameworks connected to Paulo Freire's *Engaged Pedagogy* and Nel Noddings's *Pedagogy of Care*, were considered as tools for empowering teachers when imparting knowledge on HIV/AIDS.

Author(s):

Dr.Patama Sataweden

Title:

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

Abstract:

The current statistics revealed that almost two millions around the world are found dead from HIV/AIDS and that then leads the infection to be a leading cause of death (World Health Organization, 2011a). As a Thai, tragically, although an effort to reduce a number of those who affected by HIV, that figure is still there and is the highest, compared to other countries in South-East Asia (World Health Organization, 2011b, p.32). Probably without an appropriate, effective health direction, non-residents are, moreover, susceptible to HIV/AIDS (International Organization of Migration, 2008, p.196-197). Presently, about 1,200 aliens in Thailand are uncovered as having sexually transmitted infection (Department of Disease Control, Bureau of Epidemiology, Ministry of Public Health, 2010). A strategic communication plan is, therefore, a key of success for this developing country. In other words, studying a communication source is of the importance of this study. Many studies appear to study either media representation or audience response. A criticism is, however, made that little evidence was clearly given why the results are proposed as in the media or audience studies. Easily speaking, comprehensive understanding of how strategic communication is planned is the significant, coherent rationale to the outcomes as such particular studies addressed. The contribution also goes to the development of a health policy for the residents and the unfamiliar because now how non-residents' well-being should be managed and treated is out of sight, out of mind (Baker, Holumyong, & Thianlai, 2010, p.viii). Last but not least, a national strategic communication programme on HIV/AIDS for Thais and migrants may be re-thought. Together with conducting in-depth interviews, documents and manuscripts relevant to the Land of Smile's strategic communication plan including previous studies, country reports, health-related organisation reports, and the like are collected, reviewed, and analysed. The country's HIV/AIDS situations will be explained and discussed first. It is followed by the analytical presentation from the data collected from the interviews and a wide range of the documents.

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Author(s):
Darlington Muyambwa

Title:
Leading from the Rear; giving power to communities in SBCC interventions: A case of the Right to Respect Campaign in Zimbabwe's Tertiary Institutions

Orthodox Social and Behavioral Change Communication in the HIV response in Zimbabwe has been expert driven mainly because of the justification for evidence based approaches that are deeply rooted in theoretical postulations. Within this expert approach power has been ascribed to development workers as the ones with the "knowledge" and "power over" communities. Given the arguably dwindling effectiveness of most SBCC interventions in the country there is need to rethink this model of power and leadership in these critical communication processes. Overtime community based and led Behavioral Change interventions have been rendered insignificant if they were not implemented within the confines of the National Behavioral Change Strategy and training manuals signifying the traditional problem solving approach. Recent literature on process facilitation however tend to challenge this approach of power over but instead it is now emphasizing the ideals of power to motivate. Similarly there has been talk that Sponsors of HIV prevention programs should forge strong working partnerships with affected communities to ensure that programs are optimally tailored to local circumstances and needs and are ethically conducted[1]. Sweat, 1995 also notes that social researchers have come to realize that because complex health behaviours such as sex take place in context, socio-cultural factors surrounding the individual must be considered in designing prevention interventions, a point that the expert approach has come to ignore. This paper emphasizes a new thinking of having practitioners in HIV leading from the rear by facilitating appreciative enquiry as a tool of enhancing SBCC interventions because of how such an approach allows communities to appreciate what is, envision what might be, engage in dialogue on what should be and eventually innovate what will be. To provide evidence for this thinking the paper will present the Right to Respect Campaign in Zimbabwean tertiary institutions as a model of empowering communities through exploring the work of student campaign managers who were able to run an effective campaign that engaged students and challenged sexual harassment, encouraged consent on sex and condom use as key aspects in preventing HIV amongst students in Zimbabwe. The paper will outline how SAYWHAT as an organisation simply facilitated the process of students designing and implementing the project in their own approach that made sense to their context.

[1] Behavior Change and HIV Prevention: (Re)Considerations for the 21st Century, August 2008

Author(s):
Maya Corneille
Lemuria Carter

Title:
Acceptability and Intention to use a text-message based health intervention

Abstract:
Introduction: African American young adults are disproportionately impacted by sexually transmitted infections (STIs), especially HIV (CDC, 2009). The literature suggests that technology-based interventions may promote healthy sexual behaviors; however, few studies have explored people's willingness to participate in technology mediated interventions. This study uses the Diffusion of Innovation Theory to identify technology adoption factors that influence one's intention to use a text-message service to receive sexual health information. Perceived complexity, perceived compatibility, and relative advantage are all predicted to Increase intention to use a text-message intervention. Concerns about information privacy, improper access, errors, unauthorized secondary use, and medical mistrust are predicted to decrease use intentions.

Method: Participants include 120 African American college men and women attending a Historically Black College/University (HBCU). Participants completed a survey online or in-person. Multiple linear regression analysis was used to examine the impact of technology-related and psychosocial factors on acceptability of a technology intervention to promote healthy sexual behaviors.

Results: The results indicate that both technology adoption factors and privacy concerns impact one's intention to use a text-message intervention. In particular, the relative advantages of a text-message intervention, as compared to traditional face-to-face programs, had a positive impact on the participants' willingness to use a text-message intervention. On the contrary, the fear that one's personal information would be accessed by an unauthorized user decreased participants' adoption intentions. The proposed model explains over 70% of the variance in intention to use a text-message intervention (adjusted r square = 0.737, F= 31.483, p <.0001).

Discussion: The findings of this study have significant implications for innovative uses of technology to promote global health. In particular, the study indicates that decreasing concerns about the improper access of sensitive medical information is a critical component for user adoption of technology mediated sexual health interventions.

Author(s):
Maya Corneille

Title:
Targeted messaging and health communication: using community involvement to reframe HIV awareness messages

Abstract:
INTRODUCTION: Many health communication efforts have emphasized presenting information about HIV prevalence within a community' to promote awareness and motivate behavior change. However, there is the potential for such approaches to have unintended consequences, such as stigmatizing or blaming groups as responsible for the epidemic. Participatory communication theory calls for community participation, involvement, and management of media messages. The current study examines if African American young adults perceive race-based HIV awareness messages as stigmatizing. The study also examines participants' ideas about reframing HIV awareness messages for the African American community.

METHOD: Semi-structured interviews were conducted with 30 African American young adult men and women (ages 18-23). Presentation of statistics about the disproportionate impact of HIV on the African American community were employed as a type of targeted HIV awareness message. Participants' perceptions of this messaging strategy were assessed. Participants described their ideas about effective HIV awareness messages for the African American community.

RESULTS: Data analysis is guided by the Consensual Qualitative Research (CQR) approach. Data will be analyzed for themes that emerge related to active (e.g. resistance, activism) and passive (e.g. avoidance,

internalization, denial) responses to stigma. Participants' perspectives on reframing messages will be analyzed for themes.

DISCUSSION: The study contributes to the literature that examines how marginalized groups respond to targeted health messages. The study also has implications for how community participation in health message formation can be used to minimize stigma

Author(s):
Jyotika Ramaprasad
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Title:
Male Circumcision for HIV Prevention: Predicting Behavioral Intention and Attitude Using the Health Belief Model

Abstract:
Three studies in Africa indicated that male circumcision (MC) reduces the risk of female-to-male transmission of HIV by 60%. UNAIDS/WHO recommend scaling up MC efforts; it is critical that any scale up effort include communication that is based on formative research.

This study is an attempt to provide such research. It tests the Health Belief Model which posits that perceived susceptibility (to HIV), perceived severity (of HIV), perceived benefits of the behavior (male circumcision), perceived barriers to adopting the behavior, self efficacy (confidence in ability to perform behavior), and cues to action (exposure to factors that prompt behavior) explain attitudes and intent to behave. In this study, the perceived benefits of the HBM were divided into true and mythical benefits (given the prevalence of these and the need to correct them if they emerge as critical in the research). The study has permission from Institutional Review Boards both in Uganda and the US.

The method was a survey; the questionnaire was administered in two economically disadvantaged communities in Kampala, Uganda, through personal interview of males between 18 and 49, starting randomly at one household and skipping to every fifth household (N=100).

Respondents agreed that the disease was very harmful and that MC had the benefits of cleanliness, of healthfulness, and of lowering the risk of HIV. They somewhat agreed that MC had some myth benefits and that they had self efficacy (courage to undergo MC). They agreed that they had cues to action and somewhat agreed that pain and stigma were barriers to MC.

On a scale of 1 to 5, where 1 indicates greater strength/agreement, mean attitude was 2.29 and mean intent to behave was 1.96, indicating reasonably favorable attitude and intent to adopt MC. The now seven (mythical benefits added) independent variables contributed significantly (F = 2.237, p. = .039) to explaining behavioral intention (adjusted R^2 = .153) jointly; none made a unique contribution to explaining the 15.3% variance in intention.

The seven independent variables significantly (F = 17.233, p. = .000) explained attitude towards MC (adjusted R^2 = .581). True benefits, perceived barriers, and cues to action made significant unique contributions to explaining attitude. Perceived barriers was negatively related to attitude, meaning the higher the perceived barriers, the less favorable the attitude. For other variables, the greater the perceived true benefits and prompts to action, the more favorable the attitude.

Thus communication efforts for MC adoption must reiterate the true benefits of MC. In line with current thinking in social change, societal variables must also be ignited through partnerships with other agencies and dialoguing with community and families—these were the cues to action measured in this study (have received information but also support from family/community and have access to resources such as a hospital). While many acceptability and medical studies have been conducted on MC, this study's value lies in its use of a theoretical model; such investigation both advances knowledge and guides communication practice, the next phase of this project.

Author(s):
Michael David Tan

Title:
Deaf Talks: Knowledge and the Effects on it of Sources of Information on HIV, AIDS and Safer Sex among Selected Deaf Men who have Sex with Men in the Philippines

Abstract:
It has been said that being deaf, MSM and infected with HIV is a "triple whammy" – that is, with each of the three groups belonging to marginalized groups, being all three would mean being a minority in an already minoritized group. However, it is rare to find any study dealing with this group. This is even more so in a country like the Philippines, where no study – until now – has been done on this.

This pioneering quantitative study was designed to look into the knowledge of HIV, AIDS and safer sex of selected deaf Filipino MSM, as well as their sources of information and how these affect their levels of knowledge. Self-administered survey questionnaires were answered by 61 deaf MSM respondents from cities in Metro Manila and Davao City. Inferential statistics were utilized for the cross-analysis of the relations among the variables.

The study found that most of the respondents showed a considerably low level of knowledge of HIV, AIDS, modes of transmission, most at-risk populations, prevention, and treatment and diagnosis of HIV and AIDS. Sources and access to information can help better knowledge and attitude, but the respondents mainly accessed informal channels, getting erroneous safer sex information that adversely affected their knowledge and attitudes, thus the practice of unsafe sex that puts them at high risk for HIV infection.

The study highlights how members of the Deaf community are similarly at risk for HIV infection. In fact, because they are unable to access existing materials, and because service providers are not trained to deal with them, they can be said to be more at risk. Thus, further efforts are necessary to improve the knowledge of deaf Filipino MSM in order to effect better sexual practices.

Author(s):
Esi Thompson
Abena Yeboah

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

Abstract:
For health communication, the mass media is a critical channel for disseminating information as well as educating the public. But in countries (such as Ghana) where illiteracy levels are high, media platforms such as print have tended to be exclusive of certain segments of the population and therefore not wholly effective in reaching the masses with health information. In Ghana, this barrier between literacy, media and audiences is blurring, however, as radio converges with print such that newspaper stories of the day form the basis for morning radio discussions. This way, information that may have been accessed only by the literate from newspapers is now being conveyed to the non-English literate via radio morning shows (GMSIP 2009). What implications does this converged platform have for expanding the spaces for setting the public's agenda on health? In this paper, we propose to use content analysis of the Ghana's leading newspaper (Daily Graphic) and morning radio show (Kokrokoo) to examine the extent to which newspaper stories on three health conditions (Malaria, HIV/AIDS and Hepatitis) gain prominence or suffer neglect as they transit from print through morning radio into the domain of the masses. Primarily, we seek to find out (1) whether such stories published by the newspapers, are guaranteed access into radio discussions, (2) the nature of treatment (prominence etc.) accorded such stories once they are selected for attention on morning radio and (3) judging from listener input/feedback, whether the public demonstrate a visible interest in health issues. Academic research into the Ghanaian media's attention to health issues points to a paucity of coverage (Laar, 2010). While these researches have been conducted on specific media (radio, TV, print etc), there appears to be no study of the converging platforms as regards the spaces they provide for educating the public on health issues. We believe it is a useful exercise to examine these for the ways in which they are opening up or closing the spaces for public health education. Such research holds the dual promise of creating knowledge on the 'convergence' of media platforms in Ghana and its implications for public

education and, providing health education planners with information on the usefulness or otherwise of such converged platforms for their work.

Author(s):
James Lees

Title:
HIV prevention and re-creating communication in South Africa

Abstract:
Despite tremendous scholarly advances, front line HIV prevention in sub-Saharan Africa continues to be framed within the confines of the 25 year-old dominant northern bio-medical story of HIV. Media itself plays a substantial role in cultivating African people as consumers of large-scale HIV prevention strategies rather than seeing their potential as being individual, local and collective creators of them. The parallel to over six decades of international 'development' done 'to' African peoples with little to show for it is easy to see, a 'development' that constructed African people as unable to fix their own problems and needing 'help' from the north. The very construction of a 'fight against AIDS' that has come from the dominant story of HIV contradicts indigenous cosmologies that seek meaning in disease events as it negates the possibility of collective visions of greater humanity as a mechanism for moving Africa beyond AIDS. In 1967, Kenneth Kaunda, first democratically elected president of Zambia, wrote: "Let the West have its technology and Asia its mysticism. Africa's gift to the world must be in the realm of human relationships!" It is this sense of Africa as holding a profound offering to the world, an offering that is very much about HIV (as HIV certainly is about human relationships) that has been subsumed by the dominant story of AIDS with the help of mainstream, large scale, internationally-funded media mechanisms. In South Africa, however, at the University of the Western Cape, we have been able to develop a methodology that promotes intergenerational conversations about HIV while still using social media (e.g., MTV's *Shuga* series and the still-relevant film *The Ryan White Story*) that successfully transform families relationship to HIV and to each other, making all family members invested partners in preventing new HIV infections within the family and responding to family members who already have HIV. Participants think and struggle together to re-discover HIV, to reframe the dominant story of HIV into their own story. They then work to rediscover themselves and take ownership to the epidemic and of their individual and collective lives. Finally, they create new ways of working together in an on-going way to respond to HIV. The approach is grounded in the notion that communities will not be unable to deal effectively with HIV until families can themselves address the many complex issues HIV presents to individuals and groups. Family members participating in the work collectively create their own HIV response strategies and on their own have been gathering extended family members, neighbours, work and church colleagues and friends to join in new kinds of conversations about HIV, breaking the silence around HIV that still pervades most sub-Saharan families and communities. In a very real way, our participants have created their own 'social networking' response to HIV, bypassing *facebook* and other technological innovations (which they cannot afford) to re-establish some of what the history of apartheid robbed from South African families and communities – a concern for each other expressed through individual and collective communication within families and with neighbours. 'Talking over the fence' is then transformed from gossip to communication that involves healing and restoring humanness that itself goes a long way to creating the outer and inner conditions conducive to the prevention of HIV.

Author(s):
Nanna Engebretsen

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

Abstract:
In 2009, ten young TV-producers from five different East-African countries (Ethiopia, Kenya, Rwanda, Tanzania and Uganda) gathered in Nairobi, Kenya, to attend a 10-day workshop in TV-documentary making. The course was a part of the project *UNESCO's Network of Young TV Producers on HIV and AIDS* that supports capacity building of young TV professionals in developing countries for accurate, credible and sensitive reporting on HIV and AIDS.

Two years later in the very same city, ten mini-documentaries made at the workshop were screened to 25 semi-randomly chosen people participating in focus group discussions. A local HIV expert had gathered persons with various social backgrounds, and political and religious views, alongside with people representing sexual minorities and persons living with HIV. This was the first time such a study was conducted within the UNESCO-project where content analyses and reception studies earlier have been ignored.

The main questions in the reception study are:

1) How did the audience think people with HIV were represented in these videos, and how did people actually living with the virus thought they were represented?

2) In addition, what kind of discussions (including emotions, attitudes, prejudices and misconceptions) did topics as HIV and AIDS, female circumcision or homosexual sex workers generate?

The theoretical inspiration derives from cultural studies with keywords as *representation*, *difference* and *power.* According to Stuart Hall, power is an exercise to represent some one or something in a certain way within a 'regime of representation', also using 'symbolic power', while *stereotyping* means building symbolic frontiers between Us and Them – marking the difference (Hall 1997/2003).

The analyses of the discussions show at times, borrowing Hall's definitions from his essay *Encoding, Decoding* (1980), how 'selective perception' takes place - that 'misunderstandings' can occur and that the audience is not always operating within the 'dominant' or 'preferred codes'. In this study for example, the video with only close-ups of the main character's body (used to hide his identity being a homosexual sex worker living with HIV) was interpreted by many informants to be a 'natural choice' from producer's side to prove the 'normality' of the character's body.

The paper discusses whether the Young producer's actually succeed in managing their (journalistic) power according to the audience that described the videos all the way from 'warm' and 'humoristic' to 'stigmatising' and 'disgusting'. Did they think the Young Producers represented people living with HIV with respect, stereotypically, by stigmatising them - or would they just have liked to switch the channel?

Author(s):
Nicola Jones

Title:
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.

Abstract:
Well recognised. Shepperson (2000) asserts that press reporting and analysis plays an important role in developing public understanding of key elements of the pandemic, and also promotes understanding amongst professionals working in the field. "Health workers, for example, often cite newspapers as their main source of regular information on HIV/Aids research. In addition, the press also play an important role in mediating response to HIV/Aids policy issues, and provide a forum for discourse". He argues that this role has been well evidenced in media engagement of controversies such as Sarafina 2, Virodene, and the HIV/Aids causality debate. Wallack and Dorfman (2001) argue that news media influences public policy to change the conditions that sustain public health problems and in this regard fulfil a complementary role to specific health communication campaigns, which tend to have a primary focus on increasing personal knowledge and behaviour change rather than on promoting collective action or policy change.

The media is thus perceived as central to social response to the pandemic, and has a very powerful role to play in shaping people's perceptions about HIV/Aids. However, HIV/Aids remains an extremely difficult issue on which to report, not least because of the sensitive nature of the pandemic. Fear, prejudice, ignorance and denial, and a reluctance to discuss sex openly, in addition to Aids related politics and economics, are all powerful factors which complicate the reporting process. And other conflicts, such as those between the public interest and the individual interest, are not easy to resolve. There is also the challenge of keeping the issue of HIV/Aids newsworthy and topical, rather than repetitive.

The aim of this paper is to attempt to understand the way in which the Independent Group of newspapers in South Africa reports the HIV/Aids pandemic. It will begin as a brief attempt to unravel the ideological and political construction of the pandemic as represented on the Independent Group's website (www.iol.co.za) from 1 January 2004 to 12 February 2004, and 1 April to 31 May 2011.[i] The paper looks for trends in both periods to help demonstrate the way in which certain events have been selected and depicted. It briefly examines the ways in which the discourse of news was constructed and how this was mediated through the online stories. It will also examine various factors that affect reporting on violent conflict, in order to demonstrate how these same factors affect the coverage of HIV/Aids. The advocacy role of the media vis-à-vis HIV/Aids reporting will be briefly addressed. This paper will ultimately attempt to map out some ethical guidelines for the coverage of HIV/Aids in South Africa.

[i] The Independent Online website is used because it is currently the biggest South African newspaper website in the country, running stories from 14 national and regional newspapers. It is also reasonably representative of mainstream media coverage in South Africa.

Author(s):
Ndeti Ndati

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

Abstract:
The basic question that this study set out to answer was why there are disparities between knowledge of HIV and AIDS and behavior change among the youth in Kenya. The overall objective of this study was to investigate the role of interpersonal communication in shaping and influencing behavioral responses to possible risks of HIV infection among the youth with a view to identifying the existing gaps.

The study was guided by the Social Construction Theory and the Symbolic Interaction Theory. The study was conducted among students in public secondary schools in Lang'ata District, Nairobi County. The research design was mixed methods. Quantitative data was collected from a sample of 340 respondents using a self-administered questionnaire. Respondents for the survey were selected using multi-stage sampling technique. Qualitative data were collected from focus group discussions and key informants. Participants in the FGDs and the key informants were selected purposively. Ten FGDs each with eight participants were held while 10 key informants were interviewed.

Descriptive and inferential statistics were used to interpret the quantitative data obtained on variables relevant to the study objectives. The themes in qualitative data were interpreted using thematic analysis. The data collected were triangulated to enhance the reliability and validity of the results.
The study found that the youth used interpersonal communication to engage in discourses that generate meanings, interpretations and understanding of HIV and AIDS with their peers. The interpersonal discourses generated form a common stock of lay knowledge from which the youth made decisions about their behavioral responses to HIV and AIDS.

The study concluded that the HIV and AIDS preventive behaviors are not only the outcome of an individual decision but are "rational" decisions stemming from a blending of lay discourses juxtaposed with limited bio-medical knowledge. Therefore, interpersonal exchange is important in mediating mass media campaigns' influences on people's attitudes and beliefs.

The study recommended that media initiatives that are already objects of young people's exchanges be used as channels for disseminating HIV and AIDS preventive messages because they have a greater chance of becoming part of the youth's discourses.   The study recommends further research to establish the extent of interpersonal networks among the youth and how these networks impact on their behavior.

Author(s):
Corne Davis

Title:
HIV/AIDS Organisational Theatre from a Luhmannian Perspective

Abstract:
COMMUNICATION AND HIV/AIDS WORKING GROUP

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This paper will explore organisasional theatre as an intervention that contributes to creating organisational reality based on Niklas Luhmann's theorising about communication. Luhmann (1986; 1995; 2002) argues that communication, and *only* communication regular, creates social systems, such as organisations through the unity of the synthesis of three selections: information, utterance, and understanding. The application in this paper is UJ's use of the organisational theatre production titled "*Khululeka: Breaking the silence*" that was presented as part of an HIV/Aids intervention programme.

Khululeka: Breaking the silence is a generic HIV/Aids play that forms part of a trilogy addressing HIV/Aids related issues. The central message of this production focuses on de-stigmatization and associated meanings created across social contexts. Organisational (or industrial) theatre is a relatively unexplored area in communication and organisation studies and with its emphasis on social systems and multi-level analysis, Luhmann's theorising enables the creation of a communication framework that can be aligned with critical discourse analysis. Organisational theatre is a recognised organisational intervention that is often used in South Africa to address issues surrounding HIV and Aids in a variety of organisational contexts. It was deployed in a generic form at the University of Johannesburg as part of the programmatic efforts of the Institutional Office for HIV and Aids (IOHA) to communicate with organisational members. IOHA's overall focus falls specifically on UJ youth/students which are a particularly high risk part of the general and higher education population. The university's utilisation of organisational theatre was also informed by various relevant national and organisational policies and strategies, such as the UJ HIV/Aids policy and the HEAIDS programme. The discussion aims to place the focus on the operational closure and self-referentiality of social systems, such as UJ and its communication that emerges through strategic interventions such as organisational theatre.

Word count: 329

Author(s):
Laura Myers
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Title:
Interpersonal Communication and Self-Reported Behaviour Change Attributed to a Television Drama Series, Intersexions

Abstract:
Background: Intersexions is a television drama series developed and produced in South Africa. The series portrayed the risks of multiple and concurrent partnerships by mapping a fictional sexual network across 26 episodes. The series utilised novel and original story-telling firmly embedded in research to set it apart from other entertainment-education series.

Methods: A qualitative post-broadcast evaluation consisting of 12 focus groups and 11 interviews was conducted across six provinces with 87 regular viewers of the series. Participants needed to have watched

at least half the episodes. Participants reflected a mix of urban, peri-urban and rural localities. All discussions were audio-recorded, transcribed verbatim, coded and analysed using qualitative data software.

Findings: Overall, the series' aims and educational objectives were met, and often times, exceeded expectations. There was a strong sense that Intersexions depicted what happens in reality and genuine South African issues. Reported instances of interpersonal communication highlight the relevance of the drama series as a useful tool to communicate sexual and reproductive health content and life lessons with sexual partners, family members, friends and others. Social media was used for spontaneous, informal communication driven by viewers about storylines, personal reflections, relationships and HIV risk, and the cautioning of peers about sexual risk behaviour. In addition to increased knowledge and self-reflection, there were several self-reported accounts of demonstrable behaviour change that participants linked directly to Intersexions: primarily HIV testing, followed by reported action related to condom use, communication between sexual partners, alcohol and sex, and reduction in number of partners.

Conclusion: The impact of the series on regular viewers took various forms, including personal reflection, identification with characters and storylines, and even extended to taking action to reduce risks of HIV infection. The power of mass media created much needed spaces for interpersonal dialogue and action about critical sexual and reproductive health outcomes.

Author(s):
Verena Thomas
Kate Britton
Joys Eggains

Title:
Incorporating Indigenous Values in HIV and AIDS Communication

Abstract:
Despite increased efforts in regards to HIV prevention and education in to the South Pacific, the reduction of HIV infection rates remains a challenge in countries such as Papua New Guinea, due to factors of accessibility, illiteracy, and cultural and linguistic diversity. While studies of localized programs, such as of community theatre, have shown some success, there has been a general lack of engagement in understanding respondents' reactions to HIV messages in the context of indigenous Pacific values.

This paper discusses the Komuniti Tok Piksa project, conducted in Papua New Guinea, which sought to address the lack of involvement of indigenous and community understandings in creating HIV messages. By using creative, and predominantly visual tools, the project involved community members in the creation of their own HIV messages, developing an approach that is adaptable to the knowledge level and values of the communities.

The project's results, apart from developing better understandings of community values, suggest a 4-stage gradual approach to HIV awareness: dialogue and reflection, visual learning and identification, community mobilization and individual action, ownership and advocacy. The Komuniti Tok Piksa project was able to allow respondents to develop willingness to listen to HIV messages and to provide a comfortable space for them to obtain more information. This paper suggests a re-framing of HIV and AIDS communication in the Pacific by developing education strategies that are able to adapt to indigenous values and ways of life, and thus addresses the current lack of indigenous approaches and theory in HIV and AIDS communication.

Author(s):
Armstrong Tingwane
Julia Carter

Title:
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

Abstract:

Background: Based in D'Kar, Botswana, KFO Community Health Programme's goal is to allow rural area communities to understand their rights, duties and responsibilities as citizens leading healthy lives through effective communications and social mobilisation which in turn will increase their access to health care. Current health communications efforts on HIV/AIDS in Botswana are largely developed on a national scale and do not reflect the specific needs of the various marginalised and indigenous language groups. They are largely influenced and guided by "proven" strategies from the North and disregard specific needs of the local populations.Rather than adopt a Western model, top down approaches or the communication materials geared to the general population of Botswana, KFO's programme specifically focuses on facilitating the conceptualization, development and implementation of health campaigns that are culturally and contextually relevant to the specific to our communities.

Methods: Methods: The KFO health team produces original, adapts and reconstructs Health Communication materials that are culturally relevant to the San. The centre offers outreach and mobilization support with a strong advocacy focus to facilitate optimum use of these strategies.

Although in line with Botswana's National BCIC Strategies and Objectives in the prevention, care and treatment of HIV/AIDS and TB; a lot of effort is put into exploring alternative and more suitable methods to communicate these health messages.

Our emphasis is on language, we wholly emphasize that we communicate, produce IEC (information, education & communication) materials and host educational programs in the local languages of our communities. Most of our clients are from San communities, many of whom are challenged with high rates of illiteracy. Thus, we find that participatory pictorial and audio-visual materials have proven to be effective tools. These methods allow us to communicate with the most marginalized and impoverished groups who would otherwise be ignored, remote area communities and those whose language is not written.

Results: KFO Community Health has had a large impact in reaching San communities through targeted health communication strategies:

- Our constructive advocacy efforts have positively influenced an increase in equitable access and availability of health services.
- We   successfully advocated for local language translators in hospitals and the expansion of the Community TB Care Programme.
- We deliberately engage local language VCT Lay-counselors.
- We increased communication material contexually specific to San communities
- We fostered positive working relationships with the Ministry of Health and are valued participants in both district and national level fora.
- Some of our health communication materials are recognized by the Ministry of Health Botswana National TB Program and are replicated for national distribution

Conclusions and Recommendations: Equitable health communication services to all those who need it is still a global challenge. Health communications strategies have largely been influenced by western norms and values, which as a result, has created a lack of openess and socio economic understanding within the Southern African Region. Dialogue regarding HIV/AIDS and TB can only begin to improve by breaking the South-North barrier created by a top down approach and moving towards various grass roots health communication approaches. It is of utmost importance to strengthen our grassroots advocacy efforts to ensure our communication campaigns truly are relevant. In moving forward, we need to continually engage and mobilise community members, experts and policy makers in a dialogue about the health communication issues specific to the remote areas of western Botswana.

Communication Policy and Technology Section

Author(s):
Minzheong Song

Title:
A study on changing value networks & business issues

Abstract:
This paper aims to analyze the changing digital audio-visual landscape with hybrid IPTV acceptance of ITU-T and market performance of a satellite TV, *kt Skylife*, which serves as a guideline to better understanding hybrid value networks and user practices with this technology.

This paper shows the so called "hybrid IPTV, online and off-air TV delivery," defined by ITU-T. It is an alternative approach for the delivery of linear TV like terrestrial digital TV or digital satellite TV enabling the end-users' IPTV device to receive the broadcast signal from the broadcaster, e.g., via traditional off-air distribution techniques. This will then be combined with on-demand content delivered over the network from the network provider.

A hybrid IPTV platform can help off-air network operators increase user practices, whilst eliminating expensive duplication in network infrastructure investment. IPTV customer-premises equipment (CPE) allows them to deploy the future of home entertainment, with video telephony, surveillance, gaming, shopping, e-government and interactive services amongst the service mix that can be offered, creating a new consumer TV experience for subscribers.

This study especially focuses on the *kt Skylife*'s effort to offer the hybrid IPTV services based on legacy channel services. Before this study, it shows previous cases of the other countries which have same or similar ways. One of the leaders in the hybrid IPTV Set-top box market is Advanced Digital Broadcast (ADB) having launched its first hybrid digital terrestrial (DTT) and IPTV set-top box in 2003 that provided Telefónica with the digital TV platform for its *Imagenio* service at the end of 2004. This company provided Europe's first three-way hybrid digital TV platform of Polish digital satellite operator that enables its subscribers to view content delivered via satellite, digital terrestrial, and IP networks.

After the introduction of previous cases, it analyzes the changed profit structure and bargaining power of kt Skylife after the hybrid IPTV platform approach and also discusses future issues in terms of business and media policy.

Keywords: Hybrid IPTV, Satellite TV, Business issue

Author(s):
Dong-Hee Shin

Title:
Network Neutrality in Korea

Abstract:
This study investigates the network neutrality issue in Korea by focusing on the debates among the stakeholders. It examines the dynamic discussions of the issues by identifying how diverse groups of stakeholders are affected by various actions taken by the emergence of network neutrality. It also presents a quantitative analysis that reveals the factors implicated in the net neutrality debate and statistically significant differences among individuals on opposite sides of the debate. A qualitative analysis reveals insights into the connection between specific factors and positions in the net neutrality debate. The findings show that the issue of net neutrality is not only complicated, but also as complex as the parties’ diverse interests. The paper concludes that a careful combination of government intervention and market forces is an effective way to govern net neutrality.

Author(s):
Qiaolei Jiang

Title:
Exploring the Internet Nest Phenomenon in China

Abstract:
The continued diffusion of Internet café has played an important role in the rapid development of the Internet in China. Unlike in many other countries, Internet cafés in China have become recreation centers, providing a wide variety of services. However, the popularity of Internet cafés has also caused various social problems in China. Thus, this study investigated the phenomenon which can be called "Internet nest", by adopting multiple methods, and examined how it contributes to Internet addiction and other risk-taking behaviors. Archive analysis was used to depict the general situation of the Internet nest phenomenon in China, including both the services and the patrons. As one of the first few studies conducted among Internet addicts, 618 clinical records of the clients at a well-known Internet addiction clinic in China were retrieved so as to find out the relationship between their Internet use and relevant problems. Internet nest patronage is found to be closely related to Internet addiction. Internet nest users demonstrate much more Internet addiction symptoms and risk-taking behaviors than home users. To supplement the findings based on quantitative data analysis, a total of 36 young people that were diagnosed with Internet addiction were interviewed at the clinic with their parents. The interviews further confirmed the findings that Internet nest patronage with excessive online gaming was closely related to kinds of problems among these young people. Thus, the Internet nest phenomenon poses serious social, educational, legal, and mental health problems in China. Anyone who wants to look into Internet activities among young people in China will invariably encounter the Internet nest phenomenon. The findings generated in this research can offer insight for parents, educators, professionals, and policy makers. As the public interest required, especially for the youth who are lack of self-control and more vulnerable, the governmental regulation and policies of Internet nests are still in need to raise more awareness-knowledge among the public.

Author(s):
Katie Brown
Shahab Mobasheri

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

Abstract:
In recent years, as part of a natural process, social activists have utilized modern communication tools like virtual networks, communities, and sites in order to promote their ideas. State authorities can be suspicious of such activities, as the inertia of new-media players and their accompanying push for change from citizen journalists and members of virtual social networking services can threaten existing regimes. The Iranian "Green Movement," established in 2009 to protest the results of the presidential election and other violations threatening social rights, is an example of one such movement. This led to a severe confrontation between state authorities and social activists. Movements of this sort in the Middle East came to a head and garnered international news attention in early 2011, now known as the "Arab Spring." Deepening emphasis on such a discourse is now representing a new dimension in digital divide, as a challenge in modern societies facilitated with digital and information technologies. The emerging scholarly literature, as well as public and news discourse, have used the phrase "Soft War" to describe revolutions that take root in a virtual environment. In order to develop a characteristic system identifying the various aspects of soft war, as an existent reality, not necessarily a favorable truth that could be believed, as well as to understand the components of such a war, the current research project conducts a content analysis of major news publications in the U.S., Europe, Middle-East, with special attention to Iran, and their coverage of such the discourse of "Soft War" in the context of the Arab Spring.

This research builds on the "South-North Conversations" theme of the conference, but opens conversation in all directions. That is, while essentially about East-West conversations, the notion of Soft War and news coverage of this concept is both applicable to and has repercussions for global dialogue, and existence, at large.

Author(s):
Fanbin Zeng

Title:
Mobile Communication Competence and Mobile Communication usage: Based on College Students' Analysis

Abstract:
Based on a survey on college students in XX University (N=1218) using mobile communication at present, this study develops a measure of college students' mobile communication competence and mobile communication usage. By conducting an exploratory factor analysis on mobile communication competence, this study identifies three latent constructs: technique -efficacy factor, preference-affection factor and communication-appropriateness factor; along with conducting an exploratory factor analysis on mobile communication usage, this study identifies two latent constructs: leisure-entertainment factor and communication - interaction factor. This study also discusses the impact of mobile communication competence on mobile communication usage in multiple regressions analysis. Results show that the two factors of mobile communication usage are significantly positively predicted by the three factors of mobile communication competence. In the theoretical significance, this study simplifies the measurement and variable of mobile communication competence through empirical analysis of mobile communication competence and mobile communication usage. Based on these data, this study argues the theoretical model of mobile communication competence and mobile communication usage includes 3 independent variables and 2 dependent variables. In addition, this study investigated communalities in mobile communication competence in Chinese college students and summed up the effect of mobile communication competence on mobile communication usages was significant. This study found out that mobile communication competence is one strong predictor, which compiles technique -efficacy factor, preference-affection factor and communication-appropriateness factor, on mobile communication usages after controlling other influence factors. It expands the application of mobile communication competence and revealed more about the effect factors on mobile communication usages. However, this study has some limitations. On the one hand, the sample of this study did not be totally selected randomly so that the statistic of sample did not match the statistic of overall due to lack of money and management. On the other hand, though the college students can represent the people who use mobile communication in some extent, it did not directly infer to the whole population. What's more, due to the limit of questionnaire capacity, this study deleted other measurements of mobile communication usage so that the conclusion could only explore the relation between mobile communication competence and major communication usage, instead of involving all the mobile communication usages. Finally, this study failed to analyze and compare the concept of mobile communication competence with other concepts which have an effect on mobile communication usages。 Therefore, future research should randomly selected the whole population as respondents, which could apply the concept of mobile communication competence into more segments of population, instead of college students only. In addition, all various usage of mobile communication should be analyzed in the future study in order to reveal if mobile communication competence is the predictor of mobile communication usage. Finally, It will be more useful to understand why some students are more competent in mobile communication than showing the positive relationship between mobile communication competence and type of mobile phone usage to answer the mobile communication "divide" problem in the future study.

Author(s):
Oliver Quiring
Stefan Geiß
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Title:
The future of information technology, ICT media, and society: Trends spotted by ICT journalists in Germany

Abstract:
Rapidly emerging technologies cause uncertainty among consumers and manufacturers. Consumers are unsure about the quality, necessity, and reasonability of the new products. Manufacturers are unsure about the acceptance of the products. ICT journalists fill the information gap between consumers and manufacturers and provide yardsticks for both. Thereby, ICT journalists emerge as not only trend spotters but also trend setters upon whose decisions the success of products/technologies depends. Their judgment of emerging trends of IC technology and ICT's impact on society is interesting not only as an expert judgment, but also as a possibly self-fulfilling prophecy. This proceeding seeks to map the ICT journalists' construction of the future of ICT.

Method
A survey of full-time journalists employed at ICT media was conducted September 2010—February 2011 with an estimated response rate of 27 per cent. The survey mapped the journalists' perception of future trends, along with other variables.

Findings

In accord with our conception, ICT journalists define their role in terms of diffusing innovations and guiding decisions of both manufacturers and consumers. Hence, their perceptions of trends matter.

Product/technology/industry trends.

ICT journalists of different ICT sections (hardware, software, games, web, mobile) agree on the emerging trends of ICT products across the board. They believe in technological trends like increasing interactivity, and mobility of products. However, they are uncertain about the future development of usability and complexity as well as the pace of product development and product marketing. ICT journalists agree that both competition in and volume of ICT consumer markets will increase, however they are uncertain about the fate of smaller ICT businesses and how increasing competition will affect product quality.

Media trends.

ICT journalists agree that competition in ICT journalism has increased, and they believe that user generated content poses a serious challenge for professional ICT journalism; however, they disagree on future developments in ICT journalism. They are divided on whether ICT journalism will focus on advertising rather than sales for revenues, and whether online media will displace print media. They are unsure whether technical or journalistic expertise will become more important in the future.

Social trends.

ICT journalists agree that the range and importance of privacy issues are increasing (especially because people unwittingly give away data). They think that establishing regulation of ICT markets is possible to some degree. They believe that new technologies directly impact people's daily lives in terms of mediatization (e.g. "networked home"); they sense no "renaissance" of reality at the expense of virtual reality.

Discussion

The evidence yields two major conclusions: First, ICT journalists agree on only a few trends, most of them from the domains of technology. But they also agree on the increasing relevance of privacy issues and the challenges of user generated content. Second, ICT journalists are divided with regard to other trends rather than completely dismissing them. When viewing this not only as an expert judgment, but also as a potentially self-fulfilling prophecy, trends that are unanimously accepted hold the potential of fulfilling themselves by influencing both consumers and manufacturers.

Author(s):
Antwuan Wallace

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

Abstract:
The research examines Digital Inclusion (DI) initiatives, a contemporary development of publicly subsidized and privately provisioned broadband Internet access and ICT infrastructures targeting poor individuals in un-served and underserved U.S. communities. Of particular interest, are local strategies designed to spur broadband adoption to alleviate poverty and promote other socioeconomic development goals thereby, achieving the anchor component of DI policy. The central research question considers how and to what extent do DI goals shape the way poor individuals and families in underserved communities access broadband-enabled infrastructures, the Internet and attending information communication technologies? Specifically, how extra-market support for working poor individuals, their familial interactions, and

institutional affiliations amplify or reinforce actions to locate assistance to secure, or not secure, broadband adoption?

He proposal will use Diffusion of Innovations ("DOI") theoretical assumptions and ascriptions of two categories: (1) late adopters1 and (2) laggards2 (Rogers 2003), respectively, to make predictions about poor individual and familial responses to broadband-enabled technologies to inform new digital divide measures that appreciate the impact of DI plans. This reframing is important for three important reasons. First, it helps identify a group of poor individuals and families described in the Information Society (Castells 1999; van Dijk). Second, it may help calculate the economic costs of government intervention relative to the benefits for late adopters and laggards, who may not want to adopt broadband-enabled Internet access at home. Finally, it reorients "second tier" theorization popularly accepted in addressing digital divide and welfare economics regarding state intervention in private market technology-related expenses (Servon 2003). These questions are indirectly relevant to embeddedness in social networks (Grannovetter 1999) and directly relevant to opinion leadership, where an agent who is an active media user and who interprets the meaning of media messages or content for lower-end media users is held in high esteem by those that accept his or her opinions (Rogers 2003; Larzarfeld and Katz 1957). Comparative evaluation exists on how broadband adoption is a continuum for poor families (Horrigan 2003; Dailey et al 2008) yet less empirical data exists about broadband adoption phenomenon spurred within DI programs - the variations and disparate impacts. Using an inter-disciplinary, multi-method approach, this proposal presents collective case studies based upon 72 interviews, 34 focus groups and 200 randomly sampled, stratified, clustered surveys.

Author(s):
Adelina Mbinjama

Title:
Challenges to the Bill of Rights for Cyber-ethics: social media use within selected South African NGOs

Abstract:
The issue of ethics on World Wide Web has become complicated due to a number of people placing material onto cyberspace. Virtual organisations, of all forms, are increasingly using social media to promote their products and services. This form of advertising has been considered successful and effective by most organisations including non-government organisations (NGOs) abroad. There is as yet not much literature, however, on how cyber-ethics and social media is implemented or observed within these organisations. Additionally, social media is being used by NGOs from Third World countries- which elicit questions about how these social platforms adhere to cyber laws. This study offers a critical perspective of how organisations are challenged by cyber-criminality and how they respond to it by exploring procedures implemented by 10 selected South African NGOs to protect online users from cyber criminals. The study approaches these issues by conducting in-depth interviews with 10 employers, one from each NGO, as well as distributing questionnaires to 150 employees of the NGOs- to determine their experiences with social sites. The research investigates the social contexts of the selected NGOs and the safety measures they implement to protect their reputations and corporate identities. The study entails looking at unethical behaviours that persist, or have been dealt with, within the selected virtual organisations of the NGOs and investigates the ethical guidelines they follow in order to deal with these breaches of ethics. The study offers the examinations of the communication patterns within the NGOs, together with their online target audiences, to ascertain the nature of cyber-ethics in the communication process. The study concludes with the notion that as communities develop, socially, economically and political, so should its policies. Results of the study consolidate and argue towards the amendment of the South African Bill of Rights, it also raises implications which it may have on the following; cyber-users, cyber-criminals, global organisations and traditional media. Keywords: cyber-ethics, social media, organisational communication, non-government organisation, social marketing.

Author(s):
Lore Dupont

Title:
Risk factors for exclusion and strategies for inclusion

Abstract:
Over the course of the previous years, social and digital exclusion has been researched thoroughly. Much has been written on inclusion and exclusion as well as on factors that elevate the risk of becoming socially and digitally excluded. This paper presents an analysis of social and digital exclusion risk factors which was

based on an extensive literature review and expert interviews. Moreover, a model of determinants presenting successful inclusion strategies for specific vulnerable groups is discussed.

In the analysis, eight categories of risk factors surfaced, namely socio-economical and socio-demographical factors, disability, cognitive characteristics, social support resources, motivation, lifestyles, life phase transitions and geographical isolation. Furthermore, vulnerable groups for social and digital exclusion (elderly, youngsters and children, the poor, ethnic minorities, disabled people, insecure and unmotivated people and women) are discussed. Significant conclusions that have been drawn include the fact that social and digital exclusion often occur together. It appears that the distinction between vulnerable groups for exclusion, risk factors and the resulting exclusion is not easily made. Moreover, the interplay of risk factors and vulnerable groups makes this topic into a complex puzzle that hasn't been solved completely yet.

Based on the analysis of risk factors for social and digital exclusion, on a state-of-the-art overview of existing IT-based inclusion initiatives and on focus group sessions with experts, a model of determinants was constructed. In this model, the strategies used by existing initiatives are linked to specific vulnerable groups and risk factors. For each vulnerable group, the most successful inclusion strategies are identified. At the moment of writing this abstract, the model of determinants has not been finished yet. However, the findings and conclusions will be thoroughly discussed in the full paper.

This paper is based on interim results achieved in the context of a four-year Flemish research project called EMSOC (User Empowerment in a Social Media Culture). Between 2010 and 2014 the interdisciplinary research consortium investigates the empowering and disempowering role of social media on the levels of inclusion, literacy and privacy.

Author(s):
Sandra Braman
Cheikh Drame

Title:
Africa in the Internet Design Process

Abstract:
At the close of 2011 there were almost 2.1 billion Internet users in the world, 5.7% of whom are in Africa. There are internationalized domain names using local language character sets, and there are more country codes in the Internet domain name addressing system than there are Member States of the United Nations or are recognized by a country such as the United States.

The extent to which the Internet is genuinely international is, however, a matter of deep concern. Asymmetries in attention to the diversity of user needs as they vary across cultures, gender, age group, legal and political conditions, and the material realities of weather and geography fuel ongoing conflict over Internet governance issues as they play out at the global, international, regional, national, and local levels. The technical design of the Internet – its architecture – is among the factors to be considered.
The documentary record makes clear that the network concept was international from the moment of inception. Several processes interacted to make that concept a reality. These included international participation in the design conversation, contributions to the design process by international organizations and associations, discussion of international issues as design problems, affordances for internationalization embedded in design criteria, and the actual extension of the network itself to countries other than the United States. During the first 40 years of the Internet design process (1969-2009), authors associated with organizations headquartered in 44 different countries had contributed to the technical document series through which design decision-making for the Internet takes place, the Internet Requests for Comments (RFCs) series. Matters involving a total of 187 countries were discussed during the design process as documented in this series.

This paper will analyze the ways in which ideas from or expressions of concerns about issues of importance to those in Africa influenced the Internet design process, 1969-2009, as recorded in the Internet RFCs. This document series is useful as evidence of diverse dimensions of internationalization of the Internet because the RFCs function as an international discourse that provides institutional legitimacy for Internet design decisions, and because the series provides a history of the means by which informal ad hoc decision-making became formal international contract-based governance.

The paper will open with a brief look at the historical context of telecommunications network diffusion in Africa, explores the impact of early decision-making frames on the processes through which the Internet ultimately diffused throughout Africa, reviews the means by which the Internet design was internationalized during the first 40 years of that process, and analyzes in detail the over two dozen RFCs specifically discussing or involving Africa. Interactions between the Internet design process and the actual take-up and use of the network on the ground in Africa will then be examined using the West African region as a set of exemplars, with a particular focus on Senegal.

The research reported upon here will go significantly beyond but build upon earlier research on internationalization of the Internet by the first author that was produced as part of a larger project involving a comprehensive inductive analysis of the legal and policy discussions embedded in the first 40 years of the RFCs. The West African analysis will build upon interviews and secondary research currently in progress by the second author.

Author(s):
Zhengjia Liu

Title:
The double dealer: Website hosting companies and the virtual surveillance in China

Abstract:
The 2010 Nobel Peace Price winner, Liu Xiaobo published his opinion piece entitled, "The internet is God's present to China" for *The Times* (Liu, 2009). Ironically, Liu's experience later becomes a counterexample of his own opinion. He was jailed for "threatening" the regime. This "threat" came through his online activity of collecting signatures on *Charter 08*, a petition of democratic reform. When he was in prison and nominated for the Nobel Peace Price, his name joined "Dalai Lama"　"June 4" as another banned term in China's cyberspace.
The Chinese government faces the dilemma of how to use the Internet to promote the economic boom while also efficiently preventing the online dissemination of "threatening" ideas. By the end of June 2010, China's Internet population hit 420 million, with an increase of 36 million in a six-month period (CNNIC, 2010). To address the dilemma, the government has established a powerful virtual surveillance system, which monitors the Internet industry.
However, the website hosting companies are not simply victims of the system but can also benefit from it by relying on the state protection to compete with the incoming international media giants. They are actually playing a double-dealer role, being both monitored by the State and monitoring their users. As a result, the government can efficiently monitor this huge online population. Therefore, this study focuses on a deeper understanding of the website hosting companies' role in the surveillance system.
The theoretical framework of the study is based on the concepts of *panopticism* (Bentham, 1995), *discipline* (Gandy, 1993; Foucault, 1995), *post-panopticism* (Poster, 1996) and *the simulation of surveillance* (Bogard, 1996). The theoretical notion of efficient surveillance can be traced back to Jeremy Bentham's (1995) idea of prison architecture. The basic notion is that the prisoners are visible to the inspector, but the inspector is invisible to the prisoners. The prisoners always believe they are being watched, so actually watch themselves. In this way, one inspector can monitor hundreds of prisoners. Therefore, self-watching is the key for efficient surveillance. Today, technology changes the surveillance formation and characteristics. Likewise, digital technology further increases the quantity and quality of information collection and processing.
To understand the interaction between the State's and the corporations' power, it is vital to analyze the legal relationships between the corporations, the government and the net users, by a close reading of the *Terms of service* (TOS) contracts. In this study, ten Mainland China online forums (TOS) are selected and a textual analysis is conducted to identify the themes of the documents.
In summary, the study aims to shed the light on the connection between governmental and corporate panopticism in a concrete socially controlled system.

Author(s):
Luke Heemsbergen

Title:
'Past' Radical Transparency: An Empirical Critique of Past, Present and Future Governing Through Openness.

Abstract:

The proposed paper contextualises the implications of governing through networked transparency in a post-
The proposed paper contextualises the implications of governing through networked transparency in a post-
Wikileaks era. To do so, it traces parallels in the origins, implementations and effects of 'radical' transparency projects between digital media in the network society and historical 'new' media of past eras. Exploratory empirical evidence is drawn from the radical publication of parliamentary debates in late 18th Century England and the Bolshevik open diplomacy policies of 1917. These are compared to the evolving case study of Wikileaks, AnonLeaks and OpenLeaks. An evolutionary pattern that emerges from the data suggests that in specific cases and circumstances, radical 'new' media transparency projects, have, and will continue to, become institutionalised in democratic governing.

However, the paper aims to add to the literature on communication policy and technology by hypothesising that the evolutionary pattern of mediated transparency projects has two dimensions. While a 'forward' evolution of opportunity can be measured through the degradation of secrecy in governing, transparency of government also forks 'sideways' to specific political-ideological policy expectations. Building from Carolyn Ball's (2009) conceptualisation of transparency, our theoretical framework interprets iterations of transparency as contextualised expectations of organisational conduct. These expectations are explained through a heuristic of open(ing) government that reveals liberal, deliberative, marxist and radical-pluralist policy paradigms. To some extent, the diversity of these paradigms explains adversarial branching of transparency policy and practice in society. The heuristic also engenders a critique of literature that limits 'post-Wikileaks' transparency within a technophilic ideology. Finally, and most relevant to the policy and practices of empowerment through digital media, the heuristic provides a second set of variables in addition to 'less secrecy' with which to measure potential autonomy in post-Wikileaks transparency. In other words, the paper examines not only opportunity and risk of digital transparency in the co-evolution of media technologies and society, but exposes to whom, how and why these opportunities and risks are afforded.

Author(s):
Faheem Hussain
Mohammad Ullah

Title:
Youth in Cyberspace and Vulnerability: Experience from Bangladesh

Abstract:
Connectivity in social and economic spheres using ICT options is a global phenomenon. This level of communication signifies more for Southern countries too: a mean to develop, a way to come out of poverty, a path towards an equitable society. According to Dowding, (2011; Movius, (2009); Livingstone, (2005), this relationship between new technologies and society is complex, primarily due to their multidimensional effects in personal and social lives. Absence of a proper policy guideline and infrastructure to nurture the new ICTs potentials can leave the users vulnerable in an increasingly flattened world. Youths of the developing societies, who have a very high representation in ICT usage (Tongia, 2005) hence face greater risks in terms of privacy violation and involuntary personal data commodification. This paper specifically looks into the vulnerability of Bangladeshi youth population in cyberspace. As one of the emerging economies in South Asia, Bangladesh has a thriving ICT industry with an ever growing number of online users, majority of who are young. This research shows that there is no integrated or significant system available to guarantee privacy and security of the users till now in Bangladesh. Based on a nationwide survey with 301 respondents this paper is shown that a significant number of the younger generation (both male and female) are unaware about the concept of privacy in the 'Digital Age' and also have little or no idea about possible risks involved with sharing information in a common cyber space. Male respondents are found to be more frequent in technology usage and in up or downloading contents (both urban and rural) than females. Urban population has been found that the value added services (e.g. ringtone and song download, education, and healthcare service) more than the people from rural areas. The level of trust with the social network is also significantly high across the country among all respondents.

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Author(s):
Gwang Han

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

Abstract:
Today's media landscape is more vibrant than ever, offering faster and cheaper distribution networks, fewer barriers to entry, and more ways to consume both news and entertainment. Choice abounds. TV networks/stations, newspapers and a flood of innovative web start-ups are now using a dazzling array of digital tools to improve the way they gather/create and disseminate the news and entertainment materials—not just nationally but internationally. The digital tools are providing powerful new ways to consume, share and even report the news as well as create entertainment contents. In the turmoil of communications revolution, however, nobody knows where we are floating to.

. This paper attempts to figure out where we are moving to, and what we need to do now, by integrating the experiences of both the US where everything is happening, and Korea where the best overall ICT infrastructure is ready. A comparative examination of today's convoluted media landscape in both countries during the last 30 years or so reveals some interesting common trends in technology use as well as in policy making and implementation processes. For example, the overall media transformation during the last three decades results in four distinctive but intertwined shifts: time shift, place shift, two different levels of power shift – from broadcasters /operators /ISPs to audiences/users/ consumers, and from distributors/platforms to content creators.

Some questions we would explore in the paper include: Whose interest is the public interest? Can the public interest still be justified? or mystified by pursuing a private interest under the name of public interest? Can we achieve pluralism in the era of convergence? Then, what's the role of government in policy making? Just to name a few. My paper attempts to provide some answers for these questions by employing the TPC model(a triangulation of Technology/industry, Policy, and Culture/consumers) in his combined analysis of broadband, mobile TV/DMB, and smartphones and tablet PCs.

Author(s):
Francesca Musiani

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

Abstract:
Recent years have witnessed numerous attempts, founded in academic research and start-up contexts, to build "alternative" Internet-based services - search engines, social networks, data storage facilities - on a peer-to-peer (P2P) architecture. This implies a shift in development choices from a client-server approach to a repartition of tasks and/or workloads among equipotent nodes in the system.This paper explores how decentralization is envisaged, qualified, defined and implemented by developers of P2P Internet-based services. It builds on two case studies - a peer-to-peer search engine and a distributed data storage system - analyzed with methodological tools derived from the field of Science and Technology Studies (STS).The paper addresses the different modifications that, over time and depending on the intended use of the application, have concerned the presence and the role of a central server in the two case studies: from the repeated tentatives to eliminate it completely, to the acknowledgment that specific functions are better served by a gradual reconversion to a (more) centralized model. The paper aims at showing how - at the very same time when developers are supposedly aiming at simply "getting rid of the server" in order to

enhance the specificity and originality of their products with respect to their widespread, more famous rivals like Google or Facebook - these de- and re-centralization approaches lead to a reshaping and rethinking of the very definition of what a server is and what it does, ranging from main backup and safeguard for otherwise distributed data, to primary node assuring the redundancy of a network of nodes/users, or again, to the guarantee of the application's stability in the bootstrapping phase.

Author(s):
Dominique Nduhura

Title:
Citizen Journalism in the Rwandan Media: Real Revolution or Sheer Hype?

Abstract:
The interest of this article stemmed from the fact that the Internet and other new media have been mushrooming for quite a while and have become widespread in the Rwandan media sector. As the media industry goes more and more convergent, its future is undeniably linked with new media. Media workers will be in dire need of cyber journalism for their daily tasks. However, in Rwanda, no studies have been conducted to establish to what uses these important tools are put by the media outlets and to what extent the latter provide an adequate platform for public debate. Those are the main issues investigated in this study. The theoretical framework dwells on amongst other the concepts the involvement of audience in the media, which is commonly known as conversational journalism. I also explore the contours of citizen journalism and democracy and the controversy that surrounds its relationship with the mainstream media The field data were drawn from a sample including print, online and broadcast media. I therefore selected Radio Rwanda; Rwanda TV and two local newspapers such as La Nouvelle Relève and The New Times. I also analyzed one online information portal called as Igihe.com. The study aimed to determine what kinds of contents are contributed by the audiences and how professionally those media use citizen’s ideas in their daily publishing. Amongst the main findings, the study established that in general, citizen journalism in Rwanda is still in its infancy and can barely foster democracy in the country. The contents contributed by citizens abound in the category of “comments” and news per se is scarcely contributed. It also turned out that generally the user generated contents are not put to appropriate use by the media, which ushers in some distrust in audiences. Evidence for this is that in some cases, the contributed contents are censored, not at all considered or simply not given any adequate follow up. Therefore, I would conquer with Banda (2010) on the fact that citizen journalism in this part of Africa (East African Region) still hinges on a number of things, most of which rotate around financial means. The author argues that the financial viability of citizen journalism, for instance via advertisement or sponsorship is an important way for citizen journalists to sustain their activism.

Author(s):
Hongzhe Wang

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

Abstract:
As a pre-history of Chinese internet, this paper traces back the formation process of personal computer (PC) in the 1980s China, which articulates IAMCR2012's specific theme, giving a deeper understanding of how transnational techno transfer gives ways to *communicative empowerment* and *the positive potential of media and communication in and from the 'Global South'.*With a focus on the political discourse of PC in the 1980s China, this study examines how the concept of PC (personal computer or home microcomputer,個人電腦) was introduced into the country and conceived by key players at that time, how such discourse led to the production and consumption of PC-similar products (like education computer, 學習機) by different actors in certain ways, and how this process triggered the transformation of hegemony and practice related to computer-mediated labor relationship, and finally how such a historical formation was conditioned by the post-cold war structure in East Asia, as well as struggles between Maoist socialist legacy and cross boundary neo-liberalism ideology, with its counter-culture antecedent. As computer is becoming the machine of the *empire,* so China the factory and market of the *empire*, and Chinese the labor and consumer of, this article contributes to disclosing several important historical moments and expanding theoretical concerns related to Chinese internet research.

Due to geopolitical structure of Cold War, unlike other East Asia countries or regions, such as Korea, Taiwan, and Hong Kong, before 1980s China had developed its own computer technology for more than 10

years. More particularly, this development was not just under the techno-nationalism ideology, which mainly help to fulfill military aim, but also embedded into proletariat political debates, like Dallas Smythe (1994) discovered during his trip to China in the early 1970s, even though at that time Smythe also saw a trends to regard "technique and technology as autonomous and non-political" by some Chinese officers and scientists. In 1975, the Eve of Chinese "reform and opening up", a round table conference on computer was held by the "Gong of Four (四人幫)"-controlled journal *Dialectics of Nature*(《自然辯證法》), with a theme "develop computers on a large scale according to the principle of autonomy and self-reliance". This round table may be the last time people from all walks of life getting together to talk about the "philosophical issues of technology". Issues proposed by the conference were never replied then. Instead, the post-Mao leadership under Deng Xiaoping responded to external Cold War pressures and the profound internal crises of state socialism by brushing aside the "socialist" versus "capitalist" question through the famous "black cat, white cat" mantra, which actually led to a massive market-oriented "reform and open-up" process (Zhao, 2007). It is during the same period that the self-reliance computer industry system was replaced step-by-step by a western-oriented pattern, which was represented by the popularity of Alvin Toffler's book *The Third Wave* in 1980s China.

Rather than focus on policy or institutional aspects, this paper following Raymond Williams' materialistic and cultural approach to media technology, tries to probe the social role of PC in 1980s China, that is how the Chinese society imaged, discussed, and installed PC in their daily life at the time when the machine emerging in this country, and how the social imaginations and power relations around PC conditioned the production, diffusion, and consumption of the machine in certain ways, and how the materialistic installation of PC led to certain disputes related to social change.

Moreover, unlike television, which defined by Williams as a "media technology", computer as a productive machine has more complicated metaphors to do with the whole society's modes of production. In this sense, Williams and Silverstone's "politics of media technology", is not enough for theorizing computer. The complexities of this digital machine hails a Marxism theoretical concern which regards computer as an instrument of production, and then gives ways to explore labor related issues. As Marx already declared in *The Communist Manifesto, "The bourgeoisie cannot exist without constantly revolutionizing the instruments of production, and thereby the relations of production, and with them the whole relations of society",* via concern of "computer-mediated labor relationship", this study tries to build a bridge linking William and Marx, and then inquire for a deeper understanding of the path forwarding to Chinese information society and factory nowadays. Besides, more importantly, this study also tries to touch what being excluded by the current path, "the alternative historical possibilities that failed to come through", and according which hopefully we can pave ways to alternative imaginations for the future.

Author(s):
Camila Franciscon
Leandro Carrera
Fabio Josgrilberg
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Title:
Communications, Internet and Open Government: a comparative analysis of municipalities in Brazil

Abstract:
In current participatory communications debate, increasing the communicational flow and the collaborative processes based on the internet with the various social actors might be a prerequisite for a democratic system, even though digital networks may not guarantee a priori a better representation of society in the elaboration and decision-making processes regarding the course of politics and government actions. What is at stake is the possibility to reinvent the relation between civil spheres and political representatives. These issues are addressed in this paper under the overall definition of open government. This exploratory research investigates what conditions lead to the presence of internet-based open government initiatives at municipal level in Brazil. The analysis used fuzzy-set qualitative comparative analysis (fsQCA) . The findings reveal that different social arrangements lead to municipal open government initiatives, not withstanding variations in Human Development Index, access conditions to the internet and municipal governments´ political party positions. The research analyzed 615 municipalities who have claimed to have telecentres and a digital inclusion plan, according to the Brazilian municipal census. Findings allow for concluding that open government initiatives are scarce, but also for indicating that, when such projects occur, cities with higher HDI and internet access, with populations lower than 751 thousand inhabitants may be more likely to present government openness on the internet.

Author(s):
Jhessica Reia

Title:
Digitization process, social media and citizen empowerment in Brazil

Abstract:
The paper presents the results of a research entitled Mapping Digital Media conducted by the Center for Technology and Society developed from 2010 to 2012, coordinated by the Open Society Foudations, which sought to map and analyze the impacts of the digitization process on the communication scenario in North-South countries, in order to obtain comparative material in which governments can rely on to formulate appropriate policies coherent with the demands of the information society. The research in Brazil was conducted based on the theoretical discussion of citizen empowerment through new technologies and how they have changed the production, distribution and consumption of information, knowledge and culture in recent decades - decentralizing access to information, once before concentrated on mass media in a quite unilateral way. The methods used were basically the collection of data from different national and international sources, conduction of semi-structured interviews and application of surveys that culminated on a consistent database. Here are presented some results of empirical research, which are related to the discussion of citizen empowerment through new technologies - especially social media – as much as to the increase of democracy and to the critical analysis of access to information that exists today. Brazil has made significant economic growth, being characterized as the 6th largest economy in the world (passing North countries like United Kingdom) and making several attempts to promote the penetration of new technologies in its society with government broadband policies, for example. Nonetheless, the country still faces profound social and economic inequalities, with only 34 per cent of its population having Internet access, which is generally dial up connection and it is concentrated in higher income classes. The digitization process is still paradoxical, since ICT instruments like social media are proliferating fast (Brazil is one of the countries with the highest penetration of social networks in the world), and reinforcing the potential for communicative empowerment and the public expression of minorities; on the other hand, the collected data shows that the idea of empowerment actually is still limited. The research tries to present the diverse range of examples about the explosion of social networks and political movements that emerged from it in the country, also discussing the promotion of empowerment and effective changes in the Brazilian reality, despite the digital divide and technological inequalities that challenge the policy formulation.

Author(s):
José Damásio
Sara Henriques
Inês Teixeira Botelho

Title:
Social interaction with technologies: the role of access

Abstract:
Information and communication technologies are gaining an increasingly relevant role in social relationships and patterns of behaviour, supporting great levels of communication exchange and intra-communities interaction. The present paper will approach the use of online social platforms for communication, particularly, the use of those type of platforms via mobile internet. According to contemporary academic research, mobile internet is increasing exponentially and the question of which outcomes may occur is central, calling for empirical research testing on the consequences such process has in terms of social experiences, forms interaction, type of users accessing the internet, type of services used and time spent when going online.

The present study examines whether changes in the access mode will also change the nature of user's experience analysing if accessing the internet via mobile have any influence on the type of activities performed, the levels of participation and the satisfaction with that process. The scope of the paper is, either, to characterise the dissemination of mobile internet in Portugal, users profiles, forms of access, motivations to use, most popular activities undertaken via mobile access and its comparison with fixed access to the internet, and to focus on evaluating the consequences of mobile access and on the relevance of mobility, not only for internet access, but also as a driving force for social involvement and interaction. As central objectives, the study intends to analyse the contribution of these technologies to the maintenance and creation of social groups and to examine the relevance of mobility for the levels of social involvement

depicted by users and its consequences on what concerns the accumulation and reproduction of social capital, both bonding and bridging nature of the concept.

The paper will present the analysis and results achieved with a quantitative inquiry applied to a representative sample of the Portuguese population. The inquiry intends to answer some of the previous explained questions on what concerns mobile internet access, particularly the type of activities performed via mobile and via fixed access, levels of participation and satisfaction with that process, and contribute to the debate of how social practices, both online and offline, are changing with new mobile media.

Author(s):
Bart Cammaerts

Title:
Copyright Activism: CopyLeft, CopyRiot and the Pirate Party

Abstract:
There are those that resist within the copyright paradigm and those that reject the copyright paradigm. In the first category we find the CopyLeft movement and those advocating for the strengthening of a creative commons (cf. Lessig's Free Culture and Stallman's General Public License). It will be argued though that it also includes companies such as YouTube negotiating a deal with the content industry to enable their users to appropriate digital content for remix purposes (cf. Brat Pack Mashups). Here the idea is to use copyright law to protect the public domain or to provide an easy straightforward legal way of enabling internet users to use copyright protected popular content. This could be seen as a reformist answer to the challenges to copyright brought about by the digital age.

The CopyRiot movement led by Pirate Bay, and supported by hackers, crackers and sharers can be positioned in the second category and represents a more radical response. They reject the current copyright paradigm on the grounds that '[c]opyright is well out of touch with today's cultural landscape. It has evolved into an obstacle to creativity, particularly grass roots creativity.'. Furthermore, they demand the expansion of 'the right to anonymity in communication' and that 'the secrecy of correspondence should encompass all digital communication' (Uppsala Declaration of the Europe Pirate Platform, 2009)[1]. As this quote demonstrates, in 22 countries Pirate Parties emerged, forming a Pirate Parties International. In Germany, Spain, Switzerland and the Czech Republic they were elected to municipal councils and/or regional parliaments and in Sweden two MEPs were elected to the European Parliament. The European Pirate Parties are influenced by the early hacker/hacktivist cultures in the EU and US such as the Hacker Computer Clubs and the Electronic Frontier Foundation and seem to increasingly appeal part of the population in the EU with their calls to radically review copyright as well as patent law in the interests of creativity and freedom, to increase government transparency further and to strengthen the privacy protections for citizens.

In this paper through desk-research, discourse analysis and interviews centering around the Anti-ACTA campaigns, I will analyse the similarities and divergences of both types of copyright activists in relation to the movement frames they develop, the strategic choices they make, and the mediation opportunities and constraints they face in their respective wars of position with the content industry. It will be argued that there are certainly overlaps between both types of copyright activism, such as sharing similar diagnostic frames, and potentially showing the Janus-faced potentials of reformist and radical movements, but there are also differences, which situate themselves more at the level of prognostic frames as well as the motivational frames (Snow and Benford, 1988). While both argue for legal change to adapt to changing circumstances, the radical wing has surprisingly taken it that step further by seeking to be represented within the formal democratic structures, something which reformist elements of social movements used to aspire to.

[1] http://www.piratpartiet.se/nyheter/european_pirate_platform_2009

Author(s):
Amy Wozniak

Title:
Human Rights in Cyberspace?: Understanding the Evolution of the Internet Freedom Agenda through a Computer-Assisted Content Analysis of Secretary Clinton's Remarks

Abstract:
The purpose of this paper is to better understand the factors influencing the evolution of the Internet Freedom agenda as illustrated through the US Secretary of State Hillary Clinton. In January of 2010, Secretary Clinton let the world know that promoting Internet Freedom, and access to information, would become a staple of U.S. foreign policy (Welch, 2011; Morozov, 2010). Internet Freedom has been promoted as not only a policy for equality in access to information, but also national security. Secretary Clinton has promoted the Internet Freedom agenda through her remarks domestically and abroad, while the White House released its International Strategy for Cyberspace in May 2011. Scholars have been exploring the impact the Internet has had on changing the communication environment in which civil societies and governments’ interact (Kirkpatrick, 2011; Palfrey and Zittrain, 2011). Of recent interest has been the impact of social network sites, like facebook and Twitter (Boyd and Ellison, 2004). Most social scientists analyzing Secretary Clinton’s statements are using very small samples (Major, 2010; Winthrop, 2010). We have used automated web-scraping tools in order to compile every public remark made by Secretary Clinton since taking office in January 2009 (available publicly at www.state. gov). This paper uses computer-assisted content analysis tools to analyze the Clinton Dataset (n=2,456), asking the following research questions: (1) What are the characteristics of the Internet Freedom agenda as characterized by Secretary Clinton?; (2) How did the Internet Freedom agenda arise, and how has it evolved? (3) Is there a relationship between geographic region and the presentation of the Internet Freedom agenda by Secretary Clinton? (4) Are there world events (i.e. revolutions or natural disasters) that have coincided with emphasis of the Internet Freedom agenda? One overarching goal of this project is to determine the degree of geographic consistency with which the Internet Freedom agenda is being promoted and if the fundamental ideas have changed over time?   For submission to the Communication Policy and Technology Section at IAMCR 2012 in Durban, South Africa.

Author(s):
Ana Castillo

Title:
Practices for identity construction through audiovisual fiction on Facebook

Abstract:
Media Convergence Theory (Jenkins, 2003; 2009) and Networked Communication Theory (Castells, 2009), discuss about the growing power of united Media and Communication Networks, and the link between information, spectacle and other kind of media business. At the same time, these theories are worried about alternatives created by people to escape this homogenizing convergence through the individualized use of media, and the private selection of content to consume. The person as the center of the communicative galaxy seems to be "the way things work" on Social Network Sites, which is what this paper is about.

Audiovisual Fiction is a main character in the theories mentioned before; the business around its production is influential because of the power of television shows (and also webseries) have as ideology spreaders and agenda creators.

This theoretical umbrella supports the qualitative work that explores, through group interviews (realized during December 2011 in Valparaíso, Chile), the practices with audiovisual fiction in Social Network Sites, especially on Facebook, of communication students in Chile. This paper aims to show the observation of students' practices with audiovisual fiction not just as a representation object, but also as an object of symbolic exchange to identity construction (Gergen, 2010) and social relations consolidation (Baym, 2010; Gergen, 2009).

Baym argues that digital identity cues -such as avatars or the content people share on their sites- are "signals of social position" (Baym, 2010: 114) based on socioeconomic factors. These factors, at the same time, shape social practices (Bourdieu, 2010). This paper observes those practices with audiovisual fiction on Facebook.

As a conclusion, the paper organizes the findings and the final discussion into the family of categories "Audiovisual Fiction, Identity and Relations", taking account of all the data collected in the interviews in order to establish the analysis. This analysis, bases on 1) Audiovisual Fiction as a memory element, 2) Audiovisual Fiction as an element for empathy, 3) Audiovisual Fiction as a form of self presentation, 4) Audiovisual Fiction as a representation of ideal forms of relation with others.

Author(s):
Mohammadu Careem Rasmin

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

Abstract:
Sri Lanka is a great sign of a country where the media policy and media law were seriously considered as matters in allowing the government position to be more dominant during the conflict and post conflict era. Voice of the real democracy wasn't heard, Freedom of speech, freedom of expression, freedom of independent media and freedom of public service broadcasting did not become a reality over the government domination of media policy which made reconciliation the only reality in government's aspect.

 Sri Lanka had the greatest paper work in terms of written law – Article 18(1)(g) of the 1972 Constitution of Sri Lanka recognizes the right to freedom of expression for every citizen as a fundamental right. Similarly, Article 14(1) (a) of the Constitution of the Democratic, Socialist Republic of Sri Lanka promulgated in 1978 also guaranteed the freedom of speech and expression, including publication to every citizen.

But however, the same rule has been undermined most strategically, in a manner that media couldn't be reflective beyond the interest of the government. Alternative media had to find a different set of language to reflect the ground reality within the government interest. Government media were monopolized and many media played a significant role in enforcing the sense of superiorism among the majorities, and controlling the media focus on the reality of war and reconciliation.

The freedom of speech and expression including publication is not an absolute or unbridled right but is subject to numerous restrictions - Parliamentary (Powers and Privileges) Act, The legal principles applicable to situations of sub judiciary and the contempt of court proceedings, Laws relating to Civil and Criminal defamation, Press Council Law, Profane Publications Act, Obscene Publications Ordinance, Official Secret Act, Newspaper Ordinance, Printers and Publishers Ordinance, Printing Presses Ordinance, Telegram Copyright Ordinance, ,Regulation 14 of The Emergency (Miscellaneous Provisions and Powers).

Amended Broadcasting Act No. 48 of 1988 gave many political privileges and power to the state broadcasting corporation known as SLBC. When it comes to television the amended Sri Lanka Rupavahini Corporation Act 43 of 1988 gave similar privilege to the national television cooperation (SLRC). Further, even though the current government promised to implement a law on the right to information, that hasn't become a reality yet. For the last 25 years, the effort for the successful implementation of the right to information Act (RTI) has become a failure for various political reasons.

In this context hundreds of journalists were killed, journalists were kidnapped, assaulted, imprisoned, number of media institutions were closed, political parties were given free TRC licence, war reporting was controlled, Reporters were not allowed to write about post conflict movements. The sense of an independent media is almost diluted. The sense of a need in new media policy is not focussed. The full paper would focus how the media policy could be a matter during conflict and post conflict era.

Author(s):
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Title:
Interactive Affordances and Problematic Online Game Playing: A Qualitative Investigation of MMOG Players™ Addictive Behavior

Abstract:
Massively Multiplayer Online Games (MMOGs) are a form of online games that enable large number of players to experience a virtual life through their avatars and enjoy joint activities in the rich and unpredictable 3-D environments (Meredith, Hussain, & Griffiths, 2009). MMOGs are among the most popular form of entertainment around the world. World of Warcraft boasts the largest current share of online game subscribers at more than 10 million around the globe (Blizzard Entertainment, 2012).

With such expanding popularity of MMOGs, the overuse of these games has also caused growing concerns. Although it is difficult to estimate how widespread the problematic game playing is, official reports estimate

that up to 90 percent of American youngsters play video games and more than 15 percent of them might be addicted (Tanner, 2007). In Asia, about 29 percent of Taiwanese online game players fulfilled the diagnostic criteria for modest addiction group, and 2.4 percent of them belonged to high addiction group (Lu & Wang, 2008). Some countries have created programs to help young people coming out of game addiction (i.e; Detox Center for Video Game Addiction in Amsterdam) (CBSNews.com, 2006). It is obvious that the prevalence of problematic online gaming is a significant concern.

To understand video game problematic use, the academics mainly approached addictive behavior from players' personality traits (Caplan, Williams, & Yee, 2009; D. King & Delfabbro, 2009; Ng & Wiemer-Hastings, 2005). The literature found that players' personality traits such as loneliness and introversion, social inhibition, aggression and hostility are significantly related to online game addiction (Kuss & Griffiths, 2011). Although such findings are important, they are not sufficient in explaining addictive behavior. Previous research found that specific types of video games such as MMOGs are more addictive than other type of games (Stetina, Kothgassner, Lehenbauer, & Kryspin-Exner, 2011; Thomas & Martin, 2010). One explanation is that specific affordances unique to MMOGs such as competition and social interaction contribute to excessive game playing (Karlsen, 2011; Taylor, 2003). Hence, some scholars argue that video game structural characteristics play a significant role in shaping players' experiences (Westwood & Griffiths, 2010; Wood, Griffiths, Chappell, & Davies, 2004). Following this line of research, this project attempts to investigate the role of interactivity in players' addictive behaviors.

More specifically, this paper presents a comprehensive model of interactive affordances (actionable properties) in MMOGs that influence players' experiences such as addiction. Through think aloud protocol and semi-structured in-depth interview with hardcore players of World of Warcraft, the most popular MMOG this research investigates how players' addictive behaviors were induced by affordances that players use to interact with other players or the game.

By looking at the effects of interactivity on problematic game playing, this project can provide insights to the specific features of the game that lead to problematic gaming and subsequently control these features to moderate excessive playing.

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Author(s):
Elizabeth Hove

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

Abstract:
Of Pandora and *Pandora's Box*? The Internet as an Avenue of Hope: A Zimbabwean Perspective

Greek mythology relates of a box that contained all the evils of the world. When Prometheus stole fire from heaven and gave it to mortals, Zeus took vengeance by presenting Pandora to Epimetheus, Prometheus' brother. With her, Pandora was given a box, which according to the tale contained all the evil in the world. Along the way, she opened the box out of curiosity and all its contents except for one item were released in the world. In an era where the internet has come to dominate and anything can be 'googled', an era in which the internet has become a source of anxiety on social and national security, in the face of ethical issues such as child pornography, hate speech, issues which most countries including Zimbabwe are trying to grapple with, the internet seems like a Pandora's Box. The usually untold part of the tale of *Pandora's Box* is that after all the evil is released into the world there is one item still left in the box; Hope. The paper argues that the internet and new communication technologies, offer hope for democracy and a space in which diverse views can be aired. As in the colonial era, radio was used as an avenue to register alternative voices and years later during the year 2000 and after a period characterised by much political turmoil, stations such as Studio 7, Voice of America hosted by Zimbabwean journalists abroad provided an outlet which gave room to voices other than those of the ruling party. In the same vein this paper argues that the internet provides such an outlet. The internet offers access and an alternative voice in a heavily regulated Zimbabwean media. The paper takes a closer look at internet newspapers that are not available on the streets as hardcopy, as potential and powerful avenues of alternative voices. These papers include, *New Zimbabwe.com*, *Zim Daily*, *the Zimbawean*, *Change Zimbabwe.com* and *Zim News 263*. The paper further examines the nature and ownership of these alternative voices against arguments that they are merely voices of cultural imperialism and a tool to further entrench western hegemony globally.

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

Abstract:
This paper analyzes the policies of copyright in relation to the content produced by the users and published by the Spanish daily newspapers´ websites. The emergence of participatory journalism and interactivity selective transition to a productive interaction has an impact not only in journalistic principles (Deuze et al, 2007; Edo, 2010) but also and primarily in terms of regulation of the rights of the user and News Media Companies over the content (Milstein, 2007, Latham, Butzer and Brown, 2008; Boortz, 2008; Montagnani, 2009; Corredoira, 2012, 2011, 2008; Lee, 2009). Research questions are:
- Which is the "status quo" of copyright regarding the users´ contributions to news websites in Spain?
- Which are the core issues of the "Terms of service" issued by News Media Companies?

- How experts in the academic and profesional sectors evaluate the legal boundaries to participatory journalism and its impact on the practice.

In order to give answers to the main research questions, we analyzed not only the legal policies published in the websites of a sample of 30% of the Spanish daily newspapers submitted to Spain's circulation audit bureau (OJD), but the correspondent legal framework. Also, interviews with a sample 100 deans and Chairs of Journalism, experts in Communication Law and Online Journalism and newspapers editors and journalists were conducted through a standardized questionnaire. Five lists of questions were developed to measure the perceived range of protection of the user´s and companies´ rights regarding content and authorship and the steps taken by news media corporations to avoid legal liabilities. Measures were designed on the basis of previous results as well as literature and existing questionnaires (Vujnovic et al, 2010; García de Torres et al., 2010, 2011; Lewis et al, 2011; Hanitzsch et al., 2011).

Results were statistically mapped and similarities and differences analyzed in the view of the participants groups´ profiles and existing legal policies, to produce a deeper understanding and reflect on the impact of participation in the future of Journalism.

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

Abstract:
The business model of social networking sites has resulted in a number of new challenges to the right to privacy and the protection of personal data in Europe. Behavioural advertising, user profiling, and policies that promote concepts such as 'frictionless sharing' are testing bedrock principles of European data protection law such as 'consent', 'controller' and even the very concept of personal data itself. Both the amended E-privacy Directive and the European Commission's proposal for a new Data Protection Regulation aim to safeguard the relevance and effectiveness of the EU's legal framework against such challenges, including by creating novel legal concepts such as 'the right to be forgotten'. At the same time both social networking sites and the advertising industry have tried to address these challenges by initiating self-regulation initiatives, such as the IAB's 'Online Behavioral Advertising (OBA) Framework' or the 'Safer Social Networking Principles for the EU.'

This article will analyze on the basis of desk-research of relevant legal texts, policy documents, and (self) regulation literature, whether there is a gap between these 'voluntary' self-regulation initiatives and the EU's legal 'command-and-control' regulation from a privacy and data protection point of view. After comparing the assets and drawbacks of both these voluntary initiatives and the EU's top down regulation, this article will reflect on the usefulness in a European context of Ira Rubinstein's (New York University School of Law) theory that co-regulatory approaches (in which a governmental actor plays a role in setting requirements for industry guidelines and imposing sanctions for non-compliance) offer the best protection of the right to privacy.

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

Abstract:
A Tunisian fruit vendor set himself on fire in a public square which serving as a catalyst for protests that would bring down dictators in Tunisia, Egypt and Libya, shake regimes in Syria, Yemen and Bahrain and lead to a crackdown on internet access in China. Protests spread to Asia and Europe and eventually to the United States and the birth of the Occupy Wall Street movement. The events in Tahrir Square (Freedom or Liberty Square) in Cairo, Syntagma Square in Athens, Revolution Square in Moscow and Zuccotti Park in New York (to name a few) have led to the study of how communication technologies and policies shape these movements.

Some public squares have become symbols of revolution. This at a time when we discuss the 'global public square." The communicative significance of the public square has returned; yet this transformation takes place against the backdrop of urban planning policy that limits the availability of open spaces in which citizens might congregate, the development of gated communities and exclusive parks which represent a steady movement toward privatization of space.

The potency of the public square as a medium of political expression dates back to antiquity but today alternate ways exist as never before enable protesters. There are diverse new media public spaces offering ways to raise awareness and visibility. Much attention has been trained on contemporary protesters's use of mobile media and social media platforms, yet the importance of the public square as a much older medium of communication in these revolts has earned less attention. Contemporary public spaces of are environments in which embedded technologies are present in the environment (e.g. big screen, building

skins, CCTV etc.), augmented with the introduction of mobile media (e.g.mobile phones, GPS, ebooks, handheld games, laptops/netbooks, PDAs, surveillance drones, even old fashioned portable radios, books, and newspapers etc.). In this paper the authors explore how public space has been altered by technology which has and is changing, the use of public space. An urban communication approach will be utilized in this study. This framework foregrounds communication perspectives, variables and theories to examine policies and practices in the urban landscape. The paper considers policy, regulation and design challenges of the transformed square.

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Title:
How Safe do Teenagers Behave on Facebook? An Observational Study.

Abstract:
The emerging use of social network sites (SNS) by teenagers, has been raising concerns about privacy and security. This has resulted in a large body of research focusing on the actual behavior of young people on SNS, mostly relying on self-report (Hew, 2011). To overcome problems inherent to this research method, e.g., social desirability (Phillips & Clansy, 1972), alternative research designs are needed. Therefore, to counter this and other shortcomings in the state-of-the-art –e.g. a lack of research regarding public profiles of teenagers - an observational study of 1050 Facebook-profiles of 13 to 18-year olds was conducted. It was investigated (1) what kind of information teenagers put on their profile, (2) to what extent they protect this information using privacy-settings, (3) how much risky information they have on their profile and (4) to what extent differences are being observed with regard to age, education form and gender.

To answer these questions, all Facebook profile elements accessible at the time of observation were coded, e.g., profile picture, name, interests, wall posts, pictures, etc. Moreover, for particular information types (interests, pictures, wall posts, videos, notes) it was coded if and how much *risky information* was present, eg. signs of alcohol- or drug abuse, partying, swim- or underwear, hate messages, commercial messages,... Further, it was taken into account that privacy-settings on Facebook are managed as such that for most information types, one chooses between visibility for friends, friends-of-friends, or everyone. To determine information visibility for "everyone", the profile was analyzed when being logged out of Facebook. To determine what information types were visible for friends-of friends, the proportion of information visible on friends' pages was compared with the proportion of information accessible on the friends-of-friends' pages. A difference between these last two categories indicates that youngsters set their privacy-settings so that only friends can see this information.

It was found that young people mostly put pictures, interests and some basic personal information on their profile. Some of them manage their privacy-settings so that this information is reserved for friends' eyes only, but a lot of (risky) information is – unguarded - accessible on the friends-of-friends' pages. Moreover, it was found that the older teenagers are, the more (risky) information they put on their profile page, while there is no raise in applying their privacy settings. Girls also tend to post more risky information than boys. Teenagers enrolled in different education forms did not behave differently on Facebook. Implications of the results are discussed.

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

Abstract:

This paper is part of the panel "Pushing Back Responsibilization: An Interdisciplinary Project on Security And Privacy In Online Social Networks".

As part of the goal of the interdisciplinary project to mitigate the process of responsibilization, we plan to develop educational solutions that can be implemented in schools to raise the awareness about the risks on social network sites (SNS). Indeed, the school as an organization has a responsibility in empowering youngsters to use SNS as safely as possible. More specific, as the partner of the project with an educational view, we focus on raising the awareness of risks of youngsters between 12 and 18 years old. We would like to untangle the role that schools can play in educating youngsters by giving them information about the safe use of SNS.

In this panel, we will outline the state of the art for this research line. An extensive search at existing educational materials in Flanders, resulted in finding a variety of educational packages about safety and security in SNS. However, in focus groups an indication was given that SNS are often blocked and the use of them is prohibited in a lot of secondary schools. This way, schools claim to have taken their responsibility, while they do not put effort in raising the awareness of their pupils.

Therefore, in a survey study in which 638 pupils out of 43 secondary school classes participated, the following research questions were put forth: (1) Are existing educational packages used? (2) Is there attention for safer use of SNS in schools in general, e.g. courses, workshops, thematic weeks? and (3) Does attention for the topic in schools lead to safer behavior on SNS? It was found that the attention for safer use of SNS in schools is extremely limited and not organized in the curriculum. 99.5% of pupils and teachers had never heard of any educational package on the topic. However, it is found that any attention given, lowers unsafe behavior on SNS, by raising privacy care with the pupils.

To understand the reasons why these packages are not known, nor used, a focus group was organized with teachers and people involved in educational settings. The following questions were put forth: (1) How do teachers feel about the existing educational packages? and (2) What criteria of educational packages are experienced as important? Moreover, a literature study was conducted, to define critical guidelines to develop educational materials. Implications of results will be discussed.

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

Abstract:

Our research on the mediation of cultural diversity focuses on Canadian film and television producers and asks how the limited opportunities available for telling stories in the Canadian screen media are allocated. We employ the concept of mediation to refer to the social, institutional, and economic processes that shape the transformation of stories and ideas into media outputs. Remedies to the low degree of diversity in screen media that focus on employment targets in firms and public institutions do not address the root problem of exclusionary labour markets and unequal opportunity structures in highly networked, reputation-based, project-based industries like the independent production sector of the screen industry. Employment equity measures do not apply in labour markets that work on the basis of reputation, affinity, and other informal mechanisms of inclusion or exclusion.

Based on Social Science and Hummanities Research Council of Canada- funded research conducted between 2010-2012, this paper will take an original look at the issue of cultural diversity in the Canadian media by investigating experiences of the mediation of cultural diversity - specifically, how ethnic diversity matters in the film, television, and interactive media segments of the Ontario screen industry. In a series of interviews conducted with film and television producers in 2010-11,we asked how creative and economic barriers to success present themselves uniquely to visible minority screen media creative professionals. These interview data are complimented with analysis of surveys conducted with the membership of various key gatekeeping professional organizations in the sector

In this paper, we will argue that the mediation of cultural diversity in the Canadian screen media production industry is defined by a series of factors including: diversity being poorly defined and inadequately monitored by regulation, the under-representation of minorities in production careers (in particular, in crucial gatekeeping roles), the existence of exclusionary professional networks, the tendency for "the audience" for Canadian productions to be defined in homogenous terms, the practice of inter-mediation-wherein minorities are often forced into partnership with non-minorities, the absence of infrastructure allowing for greater leveraging of global opportunity structures could be available to Canadian minority creative media professionals, and a pervasive narrative of the "self-made" media career.

We reflect on the policy implications of our research and consider strategies for activism and reform. This discussion is of relevance generally to the issue of cultural diversity in media, but in particular to IAMCR members from smaller countries trying to balance cultural and economic imperatives in their media production industries.

Author(s):
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Jo Pierson

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

Abstract:
Panel title: Pushing Back Responsibilization: An Interdisciplinary Project on Security And Privacy In Online Social Networks

This paper discusses the novel access control models of social network sites (SNS) that rely on the topology of the network and representations of these in concepts like "friends, circles, or group'. The social requirements of group based access control on SNS are discussed, so it can be better adjusted to capabilities and needs of the individual user. Social requirements are defined as the user' needs related to the user of the social product in interaction with others. Our central research question therefore outlines the social requirements of group based access control models for SNS.

SNS can be empowering for the user to announce an online identity and manage their social network. Announcing the identity is the social process in which a person claims an identity and presents it towards others. Taking into account privacy when identity processes take place can be a difficult task for the user and depends strongly on how the situation is defined. In an offline environment a more or less clear definition of the situation can exist, whereas in an online environment the definition of the situation in time and space is often lacking. No sense of spatial boundaries, context collision, persistence and forced disclosure all refer to additional social privacy problems, causing a lot of concern for the individual SNS user. Large centralized SNS providers have introduced the possibility of segmenting the one big group into smaller ones on SNS, similar to the offline world. Following this reasoning, the user should have a clearer view of the definition is time and space. Hence, privacy could be better safeguarded. However, it is not known how groups are formed online and how this differs from an offline setting.

The theoretical framework of Ervin Goffman on the presentation of self in everyday life is used and applied in online setting. In this symbolic interactionism perspective special attention goes to the concepts of front and back stage. We performed a qualitative ethnographic study. More specifically the closed (groups) and open (newsfeed) environment of Facebook is studied and compared with how offline groups are perceived and made. A total of 20 members of a youth community are interviewed, consisting of 15 adolescents and 5 young adults. Preliminary results indicate that users find it difficult to, and therefore do not, categorize their friends online; however, when they do, they rely heavily on groups that already exist offline. Still we found that both realities are perceived differently. We conclude that offline and online world have subtle differences and similarities. Hence, group based access control models should be operationalized accordingly.

Author(s):
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Title:
From Digital Divide to Digital Inclusion. The influence of theory on international collaboration in higher education.

Abstract:
During the last two decades the concept of the digital divide underwent an undeniable transition from a mono-causal issue of access to a multidimensional and highly complex phenomenon characterized by access, motivation, skills and usage. In the 1990s, the concept referred to the gap between those who had access to computers and the Internet and those who did not have access, both within countries and between countries. In the mean time the concept of the *digital divide* has not only become much more complex and multi-dimensional, but more recent notions such as *digital inequality* and *digital inclusion* point to a more nuanced handling of the analytic/descriptive and policy/prescriptive aspects of the issue. Whereas the concept of *digital inequality* refers to the negative barriers and elements in explaining and understanding the relation between ICTs and inequality, the concept of *digital inclusion* refers to positive measures and actions at the strategic and policy level to overcome the *digital divide*.

The first part of this paper will map and describe the shifting theoretical debate in relation with the digital divide over the last 2 decades. This will be used as a backdrop for our empirical research that consists of a case study about the collaboration between the University of the Western Cape and different Flemish Universities in relation to ICTs and the digital divide. The Dynamics of Building a Better Society project is a 10 year collaboration project (2003-2013) in 7 areas to support the University of the Western Cape. One of the key areas is ICTs.

We start from the observation that the concept of digital divide has changed significantly during the course of this collaboration and has therefore had an impact on this collaboration. Our main research questions are:

- To what extent has the shifting concept of the digital divide had an impact on the concrete working of the ICT component within the DBBS project?
- To what extent is the long-term rather static collaboration model used by the Flemish Interuniversity Council conducive to collaboration in fast moving areas such as ICTs?
- What can be learned from this collaboration in terms of strategies for collaboration in fast moving areas?
- What can be learned from this collaboration for strategies in relation with ICTs and the digital divide.?

Methodologically the research is based on 1) desk research reviewing all project documents and evaluation documents, 2) interviews with key researchers, project officers and academics involved in the collaboration over the last 10 years. The interviews will allow us to link individuals' shifting views on the digital divide and the role of ICTs in overcoming inequality, with changing concepts in relation to the digital divide. Apart from using expert-interviews as mere information gathering tools, we will use expert-interviews as theory generating tools posing questions on belief and value systems in relation to ICTs and the digital divide (Bogner & Menz, 2002). This research forms part of the final evaluation exercise of the DBBS project to be completed by end of May 2012.

Author(s):
Amit Schejter

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

Abstract:
This study investigates the media and telecommunications needs of teachers in Bedouin schools in Israel. Interviews conducted in Israel in 2011 with more than 40 teachers and administrators in two schools in "unrecognized Bedouin villages" (also known as "the Bedouin diaspora") as well as site visits to the schools question whether their communication and information needs are answered.

Schools in the Bedouin diaspora in Israel represent a unique phenomenon in Israeli society in general and in

the Israeli educational system in particular. While the majority of Bedouins either fled from or were deported by the Israeli armed forces in 1948, in a manner reminiscent of the fate of the rest of the Palestinian population, the 11,000 Bedouin that stayed behind were put under military administration (which lasted until the mid 1960s) and concentrated into one area, coined "the restricted area." As a result Bedouin settlement consists of three main "forms": About half of the Bedouin agreed to resettle since the 1970s in urban townships, seven of which were built for them by the State; the latter reside either in their original villages (if they are included within "the restricted area") or in makeshift villages within "the restricted area" (if they were deported from their original place of dwelling). These villages are "unrecognized," meaning, in practical terms, that while they are home for Israeli citizens, they are not connected to the national infrastructure and therefore lack access to water, electricity and telecommunications.

The State, however has been forced by the courts to provide education to Bedouin children even if they are residents of "unrecognized villages," and the lack of teachers in the area has led to the migration of Palestinian-Israelis from the north of the country to teach in the Bedouin schools.

The data gathered highlights the information and communication needs of those teachers, as well as of their Bedouin counterparts. It focuses on the needs of diasporic communities for communications for a variety of uses and demonstrates a unique and rarely discussed "north-south" sets of relationships between populations with different information needs that share a common system: the Bedouin, who inhabit the south of Israel and the rest of Israeli society, and the "southern," Bedouin teachers and their "northern" Palestinian colleagues.

In order to identify the information needs of these communities, the study employed the "information use environments" framework as developed by Taylor.

Traditional communication and information policy formation employs a utilitarian framework that dictates the ultimate policy design. Utilitarian frameworks, however, are focused on the utility of the policy for the aggregate, disregarding the needs of the most disadvantaged. Based on this case study, I propose to adopt a new paradigm of communications policy that is justice, rather than utility based and whose goal is bettering the position of the least advantaged. It is rooted in John Rawls' "Theory of Justice" (1971).

Author(s):
Brendan Van Alsenoy

Title:
A hedge between keeps friendship green … should data protection legislation apply to private individuals online?

Abstract:
Panel title: Pushing Back Responsibilization: An Interdisciplinary Project on Security And Privacy In Online Social Network Services

Web 2.0, often referred to as "the participatory web", has empowered individuals to engage with what is essentially an unlimited audience. While a leap forward in terms of individual empowerment, these new forms of communication also create the potential for large-scale privacy violations. Case law has demonstrated that the privacy interests of individuals is not only threatened by governments or corporations, but may just easily be jeopardized by their peers. The purpose of this paper is to analyze whether online activities of private individuals should fall within the remit of EU data protection law. The use of online social networks (OSNs) serves as a case study to frame this analysis.

In principle, EU data protection legislation applies to all automated processing of personal data unless one of the exemptions of art. 3 (2) of the Data Protection Directive applies. Among these exemptions is the so-called "household" exception or the exception of "personal use" (art. 3, 2). The European Court of Justice held that this exception does not apply where the processing of personal data consists in "publication on the internet so that those data are made accessible to an indefinite number of people". This paper analyzes whether or not policymakers should consider expanding the scope of the existing personal use exemption. Specifically, it shall be evaluated to what extent private individuals should be able to avail themselves from this exemption when interacting with other individuals online.

The paper starts by outlining the contours of the personal use exemption as it exists today. It then proceeds to investigate the underlying rationale of the personal use exemption and how it fits within the general

regulatory framework of data protection legislation. Next, a critical evaluation is made of guidance issued by regulators which has applied this exemption in the context of online social networks. After identifying some of the conceptual flaws of the current approaches, the paper articulates alternative mechanisms of legal protection to safeguard the privacy interests of affected individuals. Specific focus is placed on the horizontal application of fundamental rights and the allocation of responsibility upon service providers. In performing this analysis, it evaluates to what extent these mechanisms can provide a more 'balanced' approach, taking into account the various interests at stake. In conclusion, recommendations shall be articulated for future policy initiatives in this field.

Author(s):
Ilse Marien
Leo Van Audenhove

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

Abstract:
Current research points out the highly complex and multidimensional character of digital inequality. Various issues related to access, motivation and digital skills influence usage behaviour. Hence, stimulating general usage of ICT and the Internet calls for an all-round approach that focuses on aspects such as qualitative access to ICT-equipment, user-friendly content and applications; the enhancement of learning trajectories related to the various digital skills; or the realization of ICT-rich communities in which individuals can develop their social and cultural capital. The development and implementation of such an all-round digital inclusion policy asks for a multi-stakeholder approach in which various actors collaborate intensively.

Over the past 10 years, the city of Ghent, Belgium, has developed and deployed an extensive digital inclusion program, called Digitaal.Talent. At European level, this program is considered to be a best practice as it consists of a strategic all-round policy approach to counter digital inequality in which sustainability of initiatives and collaboration between various stakeholders is key. However, it remains unclear which actors are to be involved to deploy a successful digital inclusion policy, and moreover, which actions fit under the responsibilities of each of the actors involved.

This study entails 1) a theoretical exploration of the characteristics of an ideal digital inclusion policy; 2) an in-depth identification and analysis of the role of the various stakeholders; and 3) an empirical analysis of Ghent's digital inclusion policy and the Digitaal.Talent program.

Results show that vertical and horizontal policy integration of the main components of digital inclusion in different policy fields such as employment, citizenship, education or wellbeing is essential for success. Also, private-public partnerships are brought to the fore as crucial for the deployment of qualitative in-home and public access and content. Furthermore, grassroots organisations were identified as key partners to counter the digital and social exclusion of at-risk groups by way of providing free low barrier public access points to ICT and the Internet; and by delivering access to an extensive range of informal learning initiatives. Investing in research and pilot-projects upholds the innovative character and future-oriented nature of a digital inclusion policy program and as such, ensures that a program stays in line with the rapid evolution of the Internet and related applications and tools.

Author(s):
Gerard Goggen

Title:
'Mobile Media and Disability: Communication Policy Challenges and Opportunities'

Abstract:
This paper addresses the new technologies and practices associated with disability and mobile media. It argues that there are historical policy challenges but also opportunities associated with the distinctive formations of this epoch. Not only has disability emerged as a communications policy object, but mobile media puts traditional policy frameworks — and their previously separate domains — under severe pressure. To develop the argument, the paper falls into four parts.

Firstly, I discuss the new technologies of disability associated with mobile media. In particular, I consider the dialectic between accessibility and disability found in leading smartphone and tablet platforms, such as Apple's iPhone and iPad, Google's Android, and Windows Mobile. Further, I look at the wave of disability innovation to be found in the 'apps' phenomenon, as well as the availability of mobile social media more generally, something that has catalyzed new kinds of practice by users with disability.

Secondly, I look at the issues of disability and 'low-cost' mobile media, faced by the majority of the world's mobile media users, located in the global south. Advanced multimedia mobile devices, including smartphones, are still too expensive for billions of users, so there is an emerging movement to identify and address disability and accessibility design issues for low-cost new, recycled, and shared mobiles phones.

Thirdly, I consider locative mobile media and disability. A complex ensemble of technologies, applications, and practices, locative media poses questions, not least because it engages domains — such as urban design and policy, mapping, positioning, sensing and other technology sectors — which have been typically not well incorporated, if at all, into formal communication and media policy frameworks, institutions, and procedures.

Finally, I look at the emergence of disability as a policy object in communications, especially related to the policy paradigms of telecommunications and Internet. I explore the new relationships between contemporary policy formulation that seek to grasp convergent media, on the one hand, and new national laws and policies, and international treaties, that put disability firmly on the agenda. Having established this new policy moment, I then proceed, with my analysis of mobile media in mind, to identify key elements of the policy agenda for disability and communications policy. The view from disability and mobile media, I conclude, might initially seem disorienting, but in actual fact offers important lessons for how to reconceive and better conceptualize the complex policy terrain in which we are presently embroiled.

Author(s):
Shu-Chu Li

Title:
Lifestyles and the Adoption of Three Types of Technologies including information technologies, entertainment technologies, and interpersonal technologies in Taiwan

Abstract:
Lifestyles measure people's attitudes, interests, and activities to reflect their psychological preferences. Individuals express parts of themselves by developing different types of lifestyles, and thus lifestyles become a key indicator for understanding the psychological world of consumers. One motive for consuming new technologies is for social identity (Rogers, 1995), and thus lifestyles are a powerful predictor for technology adoption. The existing literature shows that only a few studies have investigated the relationship between lifestyles and technology adoption and that these few studies have found that lifestyles are able to predict technology adoption (Chan & Leung, 2005; Leung, 1998; Li, 2004; Mazzonia, Castaldia & Addeob, 2007). Using Rogers' diffusion of innovation model, the purpose of this study is to examine the relationship between lifestyles and the adoption of three types of technologies including information technologies, entertainment technologies, and interpersonal technologies. This study investigated the adoption of three information technologies that were notebooks, tablet computers, and scanners, the adoption of three entertainment technologies that were WIIs, Kinects, and Digital Videos, and the adoption of three interpersonal technologies that were Internet phones, MSN, and social network platforms.

Based on Rogers' diffusion of innovation model, this study uses three factors to predict the adoption of three types of technologies in Taiwan, which are (1) lifestyles, (2) mass media use, the empirical findings show that mass media exposure is important because it facilitates the awareness of an innovation (Chan-Olmsted & Chang, 2006; Leung & Wei, 1998; Leung & Wei, 1999; Lin, 2004; Rogers, 1995), and (3) demographics, Rogers' model predicts that early adopters are younger, better educated, and more upscale than non-adopters (Atkin et al., 2003; Wei, 2001, 2006; Leung & Wei, 1998; Lin, 1998).

This study adopted computer assisted telephone interviews (CATI) to conduct a telephone survey. Using stratified random sampling method, the telephone survey was administered in September, 2011 and supervised by the researcher, with 20 research assistants conducting the telephone interviews. The most recent telephone books for every city and county in Taiwan were used for random sampling. Whenever a number was chosen from a telephone book, a "one" was added to the number to avoid any biases existing in the telephone directory (Chyu, 2000; Wimmer & Dominick, 2010). The study resulted in 1,125 valid

questionnaires, representing a response rate of 62.8%. The week-long telephone survey was conducted in a central location and supervised by the researcher

Author(s):
Joan Ramon Rodriguez-Amat
Katharine Sarikakis

Title:
"I am your father": crossmedia authorship and intellectual property

Abstract:
Crossmedia productions "are a media property, service, story or experience distributed across media platforms using a variety of media forms Hayes (2006). This form of production is a major trend exploited by global entertainment actors: Harry Potter, The Matrix, Pokémon, 24, Starwars are examples of productions that transcended the forms of one single story in one single medium. They are cases of stories that have gone transmedia.

An important, yet invisible, aspect of any process of transmedia storytelling is the figure of the author. The 'phantom' of the author is entangled in the making of the stories, the content produced in these digital platforms, and raises new questions about legal (and moral) rights related to authorship. The role of the 'author' in the governance of the process of production, distribution and consumption of this multiplex of stories is not limited to philosophical or literary discussions but instead, it extends to address 'pragmatic' concerns: on the one hand, the process of profit making through cultural products and on the other, the implications of the principle of profit making, hence ownership of authorship. In turn, ownership of authorship and related rights do not concern merely the question of 'who is the author' of a specific cultural artefact. The functions of legal frameworks and profit strategies of publishers, creators or performers constitute complex and multilevel structures under which definitions of 'author' and 'right holder' often conflate.

This paper explores how the question of intellectual property in crossmedia productions brings three narratives to surface. These are the debates on the characteristics, potential and challenges of transmedia storytelling, the question of copyright and intellectual property, and the issues of authorship. Their meeting- or clashing- point is an intersection of financial aims of the creative industries to protect their investments combined with the dispersion of technological devices, modes of use and geographic range of products and the new conditions for easy publication and distribution. This triangle of interests defines a fertile field for theoretical enquiry on the governance of intellectual property regimes and might offer tools to critically discuss the global transformations taking place under regulations and bodies like the Anti-Counterfeit Trade Agreement (ACTA) or the Trans-Pacific Partnership (TPP).

After an overview of definitional features of the cross-media productions, this paper explores briefly the notion of authorship as a cultural construct related to authority and to the identity of the texts before facing the question of authorship in the case of crossmedia productions; after that, the text focuses on the legal debates concerning authorship and ownership and then extends these debates to the cases of the crossmedia products. The conclusion reflects on the conceptual and legal difficulties posed by multimodal products with the aim to explaining the urgency and pressure that some actors exercise in implementing a new world-wide framework of regulation of Intellectual property; but also can the new conditions of participative production that cross-media strategies seem to promise.

Author(s):
Seda Gurses
Ralf De Wolf
Ellen Vanderhoven
Brendan Van Alsenoy
Jo Pierson

Title:
Pushing Back Responsibilization: An Interdisciplinary Project on Security And Privacy In Online Social Network Services

Abstract:
In many countries, the introduction of online Social Network Services (SNS) has had a transformative effect on the way people organize their lives, communicate, and relate to their institutions. While these transformations bring benefits to the social and economic fabric of these societies, various stakeholders have recognized that SNS also introduce new risks - especially those related to privacy, such as the aggregation of digital dossiers, cyberstalking, context collision, and reputational harm. More often than not, the affected individuals are left to their own devices - even though many of these privacy and security hurdles are created by the SNS themselves.

 "Responsibilization" refers to a process "whereby subjects are rendered individually responsible for a task which previously would have been the duty of another – usually a state agency – or would not have been recognized as a responsibility at all" [See SAGE Dictionary of Policing]. In the context of SNS, we use the term to refer the tendency to focus exclusively or predominantly on individuals' responsibility for correctly managing novel privacy and security hurdles presented by the use of SNSs.

The main objective of the our project is to research and propose technical, educational, social and policy mechanisms that would help mitigate the negative effects of responsibilization in the context of SNS. Specifically, we plan to develop solutions that can be implemented by the various organizations that have an interest in mitigating the risks incurred through SNS use (e.g. service providers, schools, policy makers). These solutions would ideally not only reduce the burden bestowed on users, but also empower them in their decisions with respect to the (non)use of SNS.

The objective of our panel is to present our proposals for mitigating responsibilization informed by our ongoing interdisciplinary collaboration in our project. Our first paper focuses on the responsibility of schools in educating youngsters about safe SNS use. Specifically, it describes what efforts schools are currently putting in raising awareness, which educational solutions are currently available, and whether and how are they used.

Our social science perspective explores what social requirements users may have in making disclosures to different groups of friends. By identifying the differences between their online and offline experience, it reflects upon how these differences may be translated into SNS design.

Our legal perspective is aimed at evaluating whether private individuals should fall within the remit of EU data protection law. Many SNS users are currently subject to data protection law, theoretically requiring them to comply with its requirements during their daily interactions, a responsibility unfit for an individual user.

Finally, if we accept that certain values can be designed into socio-technical systems, it is interesting to explore approaches for developing SNS in a way that tackles privacy and responsibilization. We will present an interdisciplinary and socio-technically informed practice that attempts to do this using "boundary objects". While we do not address the North-South relationship in our panel, we do believe that the concept of responsibilization is of global nature. Hence the papers we are presenting may serve as metaphors for recognizing in a greater context a global trend towards making users responsible for risks externalized by organizations.

Author(s):
Vicky Breeman
Joris van Hoboken

Title:
Freedom of Expression Implications of Europe's proposed Right to be Forgotten

Abstract:
On 25 January 2012, the European Commission announced its proposals for the reform of the European data protection framework. One of the Commission's focus points is the 'right to be forgotten' in Article 17 of the proposed Regulation, a right to have personal data deleted when their processing is no longer necessary. Since it was announced by Commissioner Reding, the idea for a right to be forgotten has spurred considerable debate. Now that an actual proposal has been made and the new right has been specifically drafted, this debate can move forward. In particular, the question can be raised whether the new right really has added value or merely elaborates on existing data protection concepts such as the data minimisation principle. Another issue is whether it could give rise to a difference between what people expect and what

the law actually says. And then there is of course the possible tension with the right to freedom of expression.

Covering an issue related to a regulatory initiative on privacy and data protection in the EU, this contribution aims to critically assess what implications the right to be forgotten might have for freedom of expression. To that end, the proposed right to be forgotten will be analysed and the connection will be sought with its theoretical foundations as discussed in scholarly literature. Special attention will be given to the media exception in Article 17(3)(a) in conjunction with Article 80, that sees on "processing of personal data carried out solely for journalistic purposes (…) in order to reconcile the right to the protection of personal data with the rules governing freedom of expression." As the issue implies a conflict between the fundamental rights of privacy on the one hand and freedom of expression on the other hand, the Article 8 and 10 caselaw of the European Court of Human Rights (ECtHR) will constitute an important part of the theoretical framework: both national and European Court of Justice cases refer to these established principles. For example, the ECtHR emphasises the societal interest in reliable and comprehensive archives and stresses the importance of this secondary function of the press next to its primary 'watchdog function'. Erasure of information is likely to collide with this principle.

After this, the article will concentrate on determining the position of the proposed right to be forgotten in the existing data protection framework. In doing so, 'standard cases' in the sphere of erasure requests will be reconstructed, to examine what the outcome would be under the proposed right to be forgotten. Publications in both offline and online media (such as newspapers and online archives respectively) will be considered to compare the possible impact of the Commission's proposal.

Author(s):
Seda Gurses
Jo Pierson

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

Abstract:
Together with the digitalization of communication technologies and the convergence of the media landscape, we observe how the communication between people is being increasingly enriched with forms of many-to-many communication, as in SNS, denoted as mass self-communication. The design and appearance of these systems are not sui generis, but are the result of many choices by different technical and non-technical stakeholders. This makes novel approaches to designing systems with the objective of translating stakeholders' interests and values into systems an interesting topic of inquiry.

A central and intensely discussed issue in relation to SNS is the topic of privacy and the responsibilization of the users with respect to privacy risks externalized through them. However there are a number of challenges that arise when addressing these issues during design. First, privacy is often conceptualized vaguely - the vagueness being part of its protective power - making its translation into design non-trivial. Second, privacy may be subjective, requiring empirical analysis and negotiation of the privacy perspectives of the users, user communities and other SNS stakeholders. And third, privacy often gets translated into technical solutions that change the way in which data is collected, where it resides and how it is used (or processed) with the help of algorithms. While these solutions are informed by societal and organizational values, they are also driven by - what we would call - 'properties' of networked digital systems (in short systems) and our evolving understanding of them.

In computer science, some of these system properties are popularly understood as: (1) ease of data replication; (2) the indistinguishability of the copy from the original; (3) the unpredictability of the life-time of data; (4) and the potential of inferential analysis. Further, these system properties largely concur with the particular socially-oriented charactertistics of 'networked public' as identified by danah boyd (2008). boyd characterizes these as: (1) scalability; (2) replicability; (3) persistence; and (4) searchability.

While system properties may limit how far we can control what happens with data in systems, they can also create new affordances. Similarly, the latter characteristics hold the social risk of destabilizing core assumptions people make when engaging in social life, and they offer affordances for new ways of identity construction. Hence, all of the above are imminent to design decisions, inform the values that stakeholders assert, and co-determine the type of values that can be embedded into systems.

The objective of our paper is to present a socio-technical approach for mitigating privacy risks and tackling responsibilization we used with a team of researchers in an interdisciplinary project. This approach provides the possibility to make explicit the assumptions about system properties and understandings of the characteristics of the networked public through the introduction of 'boundary objects' (Star, 1989). Specifically, we use boundary objects as tools for researchers from different disciplines with the aim of mutually understanding, discussing and – possibly – converging towards common meanings on the notion of privacy and responsibilization in SNS. Concretely, we used conceptual maps and requirements analysis templates in the initial conceptualization of four privacy solutions during our project. This paper will present the approaches we used as well as the lessons learned from their application.

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Author(s):
Nathalie Hyde-Clarke

Title:
Talking politics: Young South Africans and political participation in mobile and social media

Abstract:
Perceptions about Mobilising the Youth for Political Purposes through Mobile Technology: A South African studySocial media networks such as Twitter and Facebook have become platforms for the mobilisation of social and political forces, allowing the previously disenfranchised to voice their concerns and aspirations. In South Africa, there is renewed and increased interest in the opportunities that new media offers citizens to engage with and challenge existing political leadership. This paper explores the potential that mobile technology offers youth to participate in the political process, and to what extent the youth would actually use it for this purpose. Findings are based on a survey conducted in May 2011 with 200 university students registered in second year Communication Studies at the University of Johannesburg, and a subsequent focus group discussion with postgraduates on those findings, and their own perceptions and experiences. While the results may not be generalised to the greater South African population, it does provide an insight into perceptions and uses of this technology for political purposes among young voters. Interviews have also been held with the two major political parties, the African National Congress (ANC) and the Democratic Alliance (DA), to discuss their mobile phone strategy and the methods they have used to target the youth to encourage more engaged voter behaviour. In this way, the research is an interesting combination of authorial intent and audience reception via a vis the use of political text messages in an emerging democracy.

Author(s):
Deepti Chittamuru
Mohini Bhavsar

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

Abstract:
Background: Nearly 99% of maternal mortality in the world occurs in developing regions like India, Pakistan and African countries. Some studies show that information and communication technologies can play a role in persuading pregnant women and their families i.e. mothers and mothers-in-law to adopt recommended maternal health behaviors such as visiting a doctor every trimester, getting vaccinated, consuming Iron/Folic Acid supplements to prevent anemia, etc.

This paper describes a user experience research study conducted over ten weeks to evaluate CommCare, a mobile phone based job aid for community health workers in rural India called Accredited Social Health

Activists (ASHAs). User experience research studies seek to evaluate a given technology from the perspective of the experience of the "user" of the said technology. CommCare was employed by Accredited Social Health Activists (ASHAs) in a behavioral intervention to persuade pregnant women and their families to adopt recommended maternal health practices mentioned above.

Theory: The discourse of User Centered Design Theory within the discipline of Human Computer Interaction was employed as a theoretical framework to conduct this user experience research study. Analysis of the data was conducted using the Grounded Theory framework.

Application (CommCare) Description: CommCare consists of a series of illustrations describing each recommended maternal health behavior and associated questions that the Accredited Social Health Activists (ASHAs) are prompted to ask of the pregnant women and their families regarding their maternal health beliefs and behaviors. The recorded answers are saved wirelessly to a remote server to facilitate collection of population level data regarding maternal health indicators and behaviors. A brief health history of each pregnant woman is stored in the system during registration for the first time. Subsequently skip logic is used to navigate through the series of illustrations in order to present only the most relevant information to each pregnant woman and their family members.

Method: Qualitative research methods such as ethnography, unstructured interviews, focus groups and participant observation were employed in the study. A total of 30 interviews and 5 focus groups were conducted in the course of this study ASHAs, pregnant women and their families. One of the researchers also conducted participant observation by living with two ASHAs for a day each, to better understand how CommCare impacted their ability to function in the rural Indian healthcare eco-system.

Results: The Accredited Social Health Activists (ASHAs) reported that information delivered using CommCare was perceived as more credible and trustworthy by the pregnant women and their families. They also reported that CommCare was helpful in initiating discussions of sensitive topics such as sexually transmitted diseases. CommCare was being used to work around the cultural limitations imposed by society on the Accredited Social Health Activists (ASHAs). The mobile application was designed to only assist in the conversation between pregnant women, their families and the ASHAs who were to be the primary persuaders and educators. But the ASHAs seemed to actively portray the "mobile phone" as the primary deliverer of the health message, while they cast themselves as just interpreters of what the "mobile phone said".

Author(s):
Leo Van Audenhove
Natalie Weiss
Louis Fourie

Title:
Living Labs in South Africa. Contextual, organizational and institutional opportunities and challenges.

Abstract:
Since the late 1990's the concept of Living Labs has emerged in North America, first formulated by William Mitchell of MIT, and spread to Europe and beyond where it has shaped Research & Development environments ever since. Living Labs operate strongly user oriented, in real-life settings and with a multi-stakeholder approach. Their central goal is to integrate a systematic user co-creation approach within research and innovation processes. The concept is often operationalized in a territorial context such as a city, a campus, or a region.

Since the creation of the Living Lab methodology, its ideology has extended from urban to rural areas and is applicable to numerous research fields, although often related to ICT development. At the European level the concept of living labs has spread considerably. The European Network of Living Labs represents 274 Living Labs. In recent years the concept has caught on in other areas of the world, also on the African continent. In 2009 the Living Labs in South Africa (LLiSA) network was established representing 11 Living Labs in South Africa and neighboring countries.

This paper focuses on the concept of living labs and its application in a Southern African context. The main research questions are: 1) how is the concept of living labs translated into a developmental context, 2) what are the contextual, organizational and institutional opportunities and challenges of implementing living labs in

a developmental context, 3) what are the best practices and way forward. The paper comprises 3 main parts:

1. It starts by reviewing the scant literature on the subject. It critically questions and contextualizes the concept by integrating theoretical insights on related initiatives such as telecentres and ICT adoption in developing countries.
2. It lists and analysis the existing initiatives in Southern Africa. It looks at the goals and achievements of initiatives and critically looks at problems and shortcomings.
3. It formulates joint experiences, problems and best practices as experienced by the current initiatives.

Methodologically the paper is based on desk research reviewing existing literature and documents. More in depth insights are generated on the basis of interviews with several of the Living Lab staff and managers. The analysis is complemented and finalized at a three day workshop at the University of the Western Cape comprising several brainstorms about the experience and way forward for Living Labs in a Southern African context. At this workshop multiple representatives of Living Lab initiatives in the region are present. The workshop and brainstorms are organized by the authors of this paper in the week of 14th of May in Cape Town.

Author(s):
Eva Mª Ferreras Rodríguez

Title:
New Practicies of the Political Cyberactivism: Analysis of the 15-M Movement After One Year

Abstract:
On May 15, 2011, thousands of young and not so young, invaded the streets of Spanish cities under a platform called "Real Democracy Now!" creating the momevent called 15-M. Its impact, socially, politically and on media is unquestionable, inside and outside of Spain. The use of social networks, mainly Twitter, under strategically way, make possible the visibility of the movement and its internationalization. In 2011 it became apparent, with the 'Arab Spring' first and then with the 15-M, that social networks have become a new public sphere in a new space for communication, discussion, and social mobilization. Uses of ICT's hitherto unpublished and unpredictable. A year later it is worth analyzing the evolution of the phenomenon emerged in Spain.

Is essential to observe their antecedents and causes, and a review of the literature raised different opinions about it in the academic community. From the skepticism expressed by Malcolm Galdwell[1] in his controversial article "Small Change. Why the revolution will not be tweeted" to the optimism shown by Professor Manuel Castells.

At the same time that some theoretical positions have been published, some empirical studies have appeared, those should be examined and crumble to better understand the phenomenon. In this regard, and given the many tools used by the movement to spread their activity, Youtube, Facebook, blogs ... it seemed appropriate to focus on one. Thus, for this purpose chose Twitter, for its immediacy and volume of information in real time. The aim is to observe the communicative aspect of the phenomenon and learn, through studies, how the information generated on this network over the 15-M. On the other hand, it will be interesting to see if by reason of holding general elections in Spain on 15-M again have as much visibility in the media, or not. This observation is relevant given the political nature of some of his claims.

Ultimately it comes to analyzing the evolution of motion 15-M in its first year of life given the media attention it has generated. Their study, both theoretical and empirical, the research data on its visibility in Twitter, allow us to know more deeply the new public space opened as a result of the use of networks and the Internet for civic action.

[1]Journalist, sociologist, cultural researcher and writer in Canada. Published in The New Yorker and author of books how serial Outliers: Why some people succeed and others do not. (2009) Taurus Publishing.

Author(s):
Melanie Stilz

Title:
Free literacy training software for mobile phones in Afghanistan – usability, acceptance and diffusion

Abstract:
Afghanistan has currently one of the lowest literacy rates worldwide, and while its education sector has made considerable improvements in recent years, the government still struggles with providing sufficient access to education. According to the Afghan Ministry of Communication and Information Technology, Afghanistan has currently 17,5 million GSM subscribers (December 2011) and a population coverage of 85%. From the authors personal experience most Afghan mobile phone users posses more than one sim card, usually from different providers; on the other hand in rural areas one mobile phone is often shared among several family members, thus a mobile-phone penetration rate of more than 75% is seen as accurate. This rapid increase in access to mobile phones is widely seen as a potential for developmental benefits.This paper concentrates on the question whether simple java-enable mobile phones (local price about $45) can be utilized for literacy games to help learners improve their reading and writing skills. It looks at the acceptance of mobile phones among different ages and gender, what the device is primarily used for and what reasons are given for how it is handled. It also looks at services for buying, repairing, updating the phone and exchanging software and data like music and images and what other role those service points might play for the users.To identify how the adoption process of mobile phones in different regions of Afghanistan takes place, aspects from Rogers diffusion of innovations model are included into the study. However not to evaluate the impact of development programs as he initially intended it, but to explore the pre-conditions and prepare the implementation. To explore the social and physical structures as well as the acceptance of mobile phones and games, a participatory communication approach has been applied: literacy centers and mobile phone shops have been included in the project-planning and influenced the design and development of the project.In the first phase of the study central technical and social challenges could be identified by interviewing several teachers and students of literacy courses and visiting mobile-phone bazars. To obtain an overall picture, both rural and urban areas, Dari- and Pashto-speaking, have been included as well an men's and women's classes. (It is at this point not clear whether the second phase of the study will be completed by the time of the conference and whether it can be included in the paper)

Author(s):
Dimitris Tsapogas
Katharine Sarikakis

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

Abstract:
Computer processing power, storage capacity and communications bandwidth are increasing in amazing speed every year. These developments have transformed the way in which we access information and communicate with each other. However, they have also provided governments and corporations with indefinite capabilities to monitor behavior and to collect, analyze and exploit personal information, raising concerns about the right of privacy. Despite these profound changes, privacy and data protection are firstly regulated in the European area by the Data Protection Directive of 1995. Moreover, the overall European policy environment seems to be particularly fragmented, as privacy and data protection are directly or indirectly regulated by a large number of soft and hard laws including the European Convention on Human Rights, the Convention No. 108, the European Union Charter of Fundamental Rights, the Directive 95/46/EC and its national implementations. This paper is taking a closer look at the history of the European privacy framework and explores the challenges that are entailed in the effort of its modernization. It goes on then to suggest that those challenges are caused partly by the new international and technical environment that has arisen. Moreover, the variety and the divergence in the implementation of EU laws into national laws by the EU Member States have complicated further that new environment. The paper argues that the extensive fragmentation in privacy policy initiatives in European Commission and Council of Europe level has been the main cause of this divergent implementation. Finally, the paper discusses the social implications and challenges that have occurred in the contemporary digital environment and propose possible regulatory approaches in the recent effort for modernization by various institutions.

Author(s):
Lela Mosemghvdlishvili
Jeroen Jansz

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

Abstract:
Software is a critical layer in contemporary information and communication technology (Williams, 2007). It has two distinctive features. First, software is transmutable, meaning that it is inherently liquid and open for modification (Hughes & Lang, 2006). Second, software resembles a language in its structure and machinery in its effect; it is a means of production organized as (programming) language that is used to create something new (Schäfer, 2009). These distinct features make software development especially suitable to be explored in the light of the Social Shaping of Technology (SST), an approach that opposes technological determinism and rests on the notion of negotiability of technology, meaning that technology is socially contingent, patterned by its design and usage (Williams & Edge, 1996).

In this theoretical paper we link user participation to the notion of negotiability of technology and argue that due to inherent qualities of software, user participation in software development has potential to contribute to democratizing technological decision-making and increasing public involvement in technical design (Feenberg, 2002). Following Schäfer's (2010) distinction we primarily focus on explicit participation (a conscious participatory user involvement, such as modding, Wikipedia, open code software development) in contrast to implicit participation (largely channeled by technological design, e.g. using tagging/rating platforms). After conceptualizing the link between the negotiability of technology and user participation we present an analytical model to evaluate different software development paths (as categorized in taxonomy of Software Licensing Types by Feller & Fitzgerald, 2002) in the light of their potential to contribute to widening the range of actors who are involved in developing (shaping) technology.

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Author(s):
Wendy Willems

Title:
Mobile publics, urban sociability and civic engagement during Zambia's 2011 elections

Abstract:
(submitted part of panel proposal 'Talking politics: Young South Africans and political participation in mobile and social media')

Mobile phones have either been conceptualised as technologies of freedom crucial in the mobilisation of demonstrations and protests globally or as 'middle class fads'. The role of new media (and social media in particular) in political change has of course become even more hotly contested in recent protests part of the so-called 'Arab Spring', which led to debates on whether or not the revolution was/would be tweeted. However, what has marked recent debates is the tendency to analytically separate virtual and physical spaces. The political implications of mobile phones have insufficiently been contextualised within the broader configuration of offline spaces. Furthermore, as Judith Butler (2011) has recently argued, we often consider public spaces as spaces that are already public, hereby ignoring the processes in which these spaces are claimed and constituted as public.

Butler's call for a deeper understanding of the politics of the street is particularly pertinent in the context of Zambia's recent general elections. The relatively smooth change of power from the ruling Movement for Multi-Party Democracy (MMD) to the opposition Patriotic Front (PF) represented a crucial moment in Africa's political history, and was accompanied by mass celebrations in the street which evoked the atmosphere of a low-level revolution. However, the celebrations (which were largely ignored in global media) following the announcement of the results were preceded by a tense atmosphere in which Zambians were urged to stay put at home and not move. The call not to move turned the street into a space of unsociability, an abnormal situation given the crucial role of public talk in Zambia also known as 'radio trottoir', the everyday discussion of political affairs on pavements, in public transport and beer halls. Moreover, the limitations on physical mobility coincided with a court injunction on private media which were accused of publishing "speculative stories" on the election results.

The information black-out led particularly middle-class Zambians to resort to their internet-enabled mobile phones for updates on the elections on social media. The Facebook page of the private television station Muvi TV in particular came to constitute an important, lively public space where Zambians actively discussed the elections. Drawing on an analysis of Muvi TV's Facebook page coupled with participant observation and interviews in an up-market shopping mall and an informal market in Lusaka, this paper examines the fluid movement between online and offline spaces in the context of Zambia's hotly contested elections. Echoing Sheller's (2004) understanding of publics as fluid, momentary spaces and Butler's (2011) work on the politics of the street, I argue that a more location-aware understanding of mobile phone use in civic engagement enables us to gain a better grasp of the shifting nature of urban sociability between virtual and physical spaces.

Author(s):
Murendehle Juwayeyi

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

Abstract:
It was a symbol of one's status in society to own a mobile telephone in Malawi around the mid-1990s and throughout the late 1990s. Only people in high official positions in government and executives in companies had access to mobile phones. In many cases, the phones themselves were provided by the government or by the companies, and the government and the companies also paid the bills for mobile phone service. At the time, Telecom Networks Malawi (TNM) was the only mobile service provider in Malawi, having been licensed in 1995.

The nascent process of deregulation that was going on in the media and telecommunications sectors at the time eventually culminated in the licensing of another mobile phone service provider in 1998 — Celtel Malawi. (Celtel Malawi is currently known as Airtel Malawi.) In 2011, the Malawi Communications Regulatory Authority (MACRA) granted an operating license to Celcom Limited, but the company has not yet started providing mobile phone service. Throughout the past decade, mobile phone penetration has increased, as the cost of mobile phones has become affordable for many. Consequently, more people now own mobile phones than ever before, especially in urban areas. However, the actual cost of communicating using mobile phones—or, as it is officially and popularly known as, "airtime"—remains significantly high for the average Malawian. A number of factors have worked together to ensure the steady diffusion of mobile telephones while other factors have generally exacerbated the high cost of airtime.

This paper considers the socioeconomic and policy factors causing the impressive diffusion of mobile phones and, in the same vein, the business and economic factors that have kept the cost of airtime high. Despite the high cost of airtime, many people are still able to own mobile phones because the phones are affordable. Once they own the phones, however, they find that the high cost of airtime means that they can only use their phones intermittently, and, even then, perhaps only for short message service (SMS), which, in comparison to having an actual phone conversation, is relatively cheaper. Nevertheless, they are forced to buy airtime from time to time to keep up with their friends or associates. As such, the paper examines how the mobile phone changed from being an expensive telecommunication gadget in the hands of the elite few to being an affordable telecommunication gadget in the hands of many over the past sixteen years, despite the high cost of airtime. Stated differently, the paper considers how the mobile telephone changed from being a status symbol to being a common burden. Ultimately, the paper considers some of the changes needed to bring down the cost of airtime and to increase, even further, mobile phone penetration in Malawi.

Author(s):
Meryem Marzouki

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

Abstract:
The European Union (EU) policy puts a strong emphasis on the fight against irregular immigration, which might occur either through fraudulent entry or through illegal overstay of a regular visitor. The surveillance of its external borders, and especially that of the Schengen space where internal borders checks have been abolished, has thus been the objective of several enacted legislative provisions and implementation programmes.

Confronted to the paradox of realizing its political will to increase the efficiency of its border control process while at the same time comply with the fundamental right of EU citizens to their free movement in the European space, the EU has decided to rely as much as possible on the use of information and communication technologies to implement its border control policies. To this end, and following-up on an earlier Communication on "Preparing the next steps in border management in the European Union" published in 2008, the European Commission (EC) issued in October 2011 a new Communication proposing a "Smart Border" programme and examining the options for its implementation to control the EU borders by electronic means.

This "Smart Border" package aims at creating a new Entry/Exit System (EES) allowing to control not only incoming but also outgoing movements and a Registered Traveller Program (RTP) for frequent, pre-screened travellers. This package will add to the numerous existing mechanisms and databases, such as: EuroDac for asylum seekers; Passenger Name Records programmes for travellers pre-screening, the Visa Information System (VIS); the Schengen Information System; and many others. It will be interconnected or at least be interoperable to some of them. While most of the existing databases include biometric identifiers among the collected and processed personal data, the "Smart border" package proposal is intended to only include alphanumeric data in a first phase, leaving the possibility to include biometric identifiers in a second step. This proposed choice results from the observation that, although the inclusion of biometrics would immediately make the EES more efficient, it would have a negative impact on foreigners not requiring a visa (others being already identified using the VIS).

Our proposed presentation will analyse the impact on fundamental human rights of this new EU "Smart Border" proposal, in relation with already existing mechanisms and databases for the control of migrants. Furthermore, it will show through our research conducted on the French immigration control legislation, practices and systems by information and communication means, how such policies are going well beyond the sole external borders control, to rather implement a full biometric monitoring of foreigners: from their very first visa request at a EU Member State consulate in their country of origin to their – voluntary or forced - return to this country, including their biometric registration and control during their stay as visitors or as regular foreign residents. We will show through this analysis how immigration control policies are intertwined with criminal policies, implying that migrants and foreigners are treated with the genral suspicion of being a criminal.

Author(s):
Kate Coyer

Title:
Politics, Policy and Academic Research: A Study of the Hungarian Media Laws and its Impact

Abstract:
In January 2012, the Center for Media and Communication Studies (CMCS) released a study of the consistency of Hungary's new media laws with European practices and norms. The study addresses a key international policy debate regarding the conformity of Hungary's new media legislation to European and EU media-regulation standards. This paper summarizes the key findings of the study, but moreover, it addresses the role the study has played in policy making in Hungary and regarding media pluralism in Europe. This is a unique case study of the impact of academic research in the policy making process and a summary of lessons learned (to date) about this kind of engagement.

Hungarian lawmakers have established a set of comprehensive new media laws that critics say are inconsistent with democratic free-press principles and European practices and norms. Hungarian officials say the legislation conforms to EU standards and its elements are drawn from existing regulations in other European and EU-member states. in response, the Hungarian government released two statements summarising the main criticisms of its new laws and providing examples of regulations from 20 European and EU-member states as precedents for Hungary's media legislation. For this study, lead by CMCS Research Fellow Amy Brouillette, the Center commissioned media policy experts in each of these 20 countries to examine every example cited by Hungary's government. The findings of this report are based on these expert assessments.

The study concludes that Hungary's media laws are largely inconsistent with the cited European practices and norms, based on an examination of the legal precedents provided and on the expert analyses of how these precedents are implemented in these European and EU-member countries. in a majority of examples, experts report that the Hungarian government's references omit or inaccurately characterise relevant factors of the other countries' regulatory systems, and as a result, the examples do not provide sufficient and/or equivalent comparisons to Hungary's media regulation system. in many examples, the Hungarian government accurately presents a portion of a legal provision or regulation, however the reference either omits elements of how the regulation is implemented or the regulation cited does not correspond with the scope and powers of Hungary's media laws or Media Authority. Overall, this study finds that the European media regulations cited by the Hungarian government do not serve as adequate precedents for Hungary's new media laws.

Author(s):
Seeta Gangadharan

Title:
Digital Inclusion and Online Surveillance

Abstract:
Recent studies of digital inclusion understand the problem of the "digital divide" in complex terms. In contrast to early scholarship on digital inequality which viewed technological access or connectivity as the most important factor determining access, today, more recent scholarship considers the interplay of social, economic, political, and technological factors in shaping one's ability to access the Internet. This scholarship, moreover, acknowledges the need for those on the wrong side of the digital divide to define how the Internet can be meaningful to their lives and meet their basic needs.

Unfortunately, this more complex way of understanding digital inclusion overlooks what a growing body of scholarship is addressing: the potentially harmful consequences of going online and the dangers of being digitally included. Turow (2005), Solove (2006), and Nissenbaum (2010) have each explored ways in which new technologies transform privacy expectations, experiences, and norms.

While some Internet users may be comfortable with divulging data about themselves (Kang et al., 2010), chronically underserved communities may not have the same freedom or control as the average consumer or Internet user. As Gandy (2009) wrote, the ability of both commercial and state actors to create data profiles of individuals threatens to exacerbate existing inequalities and harm chronically underserved communities to a greater degree than the average consumer (Gandy, 2009). Concerns about privacy harms

effected upon the underserved stems from a long, pre-digital history of their surveillance and exploitation (Gilliom, 2001).

In this paper, I present results from a United States-based, mixed-methods study that examines perceived harms perceived by new internet users, tracking technologies embedded in sites or applications commonly accessed in or promoted by organizations offering digital inclusion training or classes, and providers' responses to tracking and surveillance. My illustrates the not only social understanding of privacy and surveillance among members of chronically underserved communities but also the challenges that practices of data monitoring, tracking, profiling, and aggregation present to the promise of meaningful involvement in digitally mediated society. The paper concludes with reflections on the need for coordination between scholarship and advocacy focused on privacy and technology, on the one hand, and broadband access, on the other.

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Author(s):
Marion Walton
Pierinne Leukes

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

Abstract:
For panel: Talking politics: Young people and political participation in mobile and social media in Southern Africa

Young South Africans are growing up in one of the most unequal societies in the world, and are confronted by a wide range of political and social challenges. Poor service provision is a simmering cause of discontent around the country. Youth unemployment has soared by 20% since the economic crisis of 2008, exacerbating discontent about the lacklustre performance of the schooling system. In January 2012, young people caused fatalities by literally storming the gates of a university in a stampede to claim the few available places. Racial discourses have gained increased traction as South Africa's post-democracy ideals of equality and opportunity prove stubbornly difficult to attain.

Mass appropriation of mobile messaging by young people. in South Africa has placed texting and (more recently) many-to-many communication via the internet within the reach of many young people. This paper will tackle ongoing issues of differentiated access to and use of mobile communication, and particularly of access to the mobile internet. These differences have important implications for the mediatisation of talk in general and political talk in particular, given the role of aggregation and visual communication in new interfaces to political discourse.

We review some recent qualitative studies of youth mobile participation in South Africa, highlighting the specific local patterns of adoption and participation, in particular the influence of differential commodification of mobile communication, the tiered functionality of phones and local preferences for Bluetooth over more costly forms of online media sharing. We contextualise these case studies with public data from Facebook and Twitter to show distinctive patterns of participation in social media. Our data is drawn from case studies of the failed April 12 uprising in Swaziland and the clashes in South Africa between the National Executive Committee of the African National Congress and the organisation's Youth League. These reveal the

dynamics of attention ecologies in mainstream media and online media aggregation in relation to the varied affordances of social networks and instant messaging or chat interfaces.

While access has expanded in comparison to other contexts, production, editing and distribution of user-generated content remains limited in this context by the high cost/bit for data. Young people who have easy access to desktop computers, cheaper forms of broadband and media production software remain at a distinct advantage.

Author(s):
Marion Walton

Title:
Talking politics: Young people and political participation in mobile and social media in Southern Africa

Abstract:
Talking politics: Young people and political participation in mobile and social media in Southern Africa
Chair: Milagros Rivera
Respondent: Sarah Chiumbu or Herman Wasserman

Over the past decade, Southern Africa has witnessed rapid growth in access to mobile communication and, more recently, the expansion of mobile internet has introduced a prolific variety of affordable messaging genres. Young people in Southern Africa have claimed mobile messaging as a space for everyday gossip, flirtation, friendship, youth culture and media-sharing. Like other young people around the world, the early adopters of mobile internet in these countries increasingly use their mobile phones to browse news shared by their friends, deciding whether to pass on news-related links and occasionally sharing cartoons, videos and visual mashups with political themes. Search, social media aggregators and mobile instant messaging and chat platforms are new political players, with roles as both gate-openers and gate-keepers to content, participation and mobilisation. As local print media circulation falls, mobile and online channels are important sources of political news, functioning often as a back-channel to young people's use of mass media, as a form of viewer and listener participation in broadcast programmes or social media pages of stations and programmes. Political parties and organisations have responded to the accessibility of mass mobile audiences with a range of mobile-centred campaigns, although official attempts to engage interaction via mobile phones have met with uneven success.

While these are familiar patterns, this panel aims to address a range of issues which shape locally specific patterns and practices in the appropriation of mobile and social media. While grassroots activist projects involve the use of SMS, users of basic phones remain limited by the costs of SMS, those who can afford slightly more expensive feature phone handsets have rushed headlong to adopt messaging platforms such as MXit, Facebook, and (to a lesser extent) Twitter. Further up the commodity scale, the more complex functionality and greater affordability of smartphone messaging applications and the Blackberry internet service provides access to higher volumes of visual and audio media along with better privacy.

Young people in Southern Africa are growing up in some of the most unequal societies in the world, and are confronted by a wide range of political and social challenges. Our panel will refer specifically to examples of young people's political and civic engagement in the inter-generational dynamics of political contestation in South Africa, Zambia's 2011 elections and the failed April 12 Uprising in Swaziland. All the presentations will consider the strengths and weaknesses of various methods of investigation and theoretical perspectives addressing young people's use of mobile media, and their participation in social media sites.

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

Wendy Willems
Department of Media Studies, University of the Witwatersrand, Johannesburg, South Africa

Mobile phones have either been conceptualised as technologies of freedom crucial in the mobilisation of demonstrations and protests globally or as 'middle class fads'. The role of new media (and social media in particular) in political change has of course become even more hotly contested in recent protests part of the so-called 'Arab Spring', which led to debates on whether or not the revolution was/would be tweeted. However, what has marked recent debates is the tendency to analytically separate virtual and physical spaces. The political implications of mobile phones have insufficiently been contextualised within the broader

configuration of offline spaces. Furthermore, as Judith Butler (2011) has recently argued, we often consider public spaces as spaces that are already public, hereby ignoring the processes in which these spaces are claimed and constituted as public.

Butler's call for a deeper understanding of the politics of the street is particularly pertinent in the context of Zambia's recent general elections. The relatively smooth change of power from the ruling Movement for Multi-Party Democracy (MMD) to the opposition Patriotic Front (PF) represented a crucial moment in Africa's political history, and was accompanied by mass celebrations in the street which evoked the atmosphere of a low-level revolution. However, the celebrations (which were largely ignored in global media) following the announcement of the results were preceded by a tense atmosphere in which Zambians were urged to stay put at home and not move. The call not to move turned the street into a space of unsociability, an abnormal situation given the crucial role of public talk in Zambia also known as 'radio trottoir', the everyday discussion of political affairs on pavements, in public transport and beer halls. Moreover, the limitations on physical mobility coincided with a court injunction on private media which were accused of publishing "speculative stories" on the election results.

The information black-out led particularly middle-class Zambians to resort to their internet-enabled mobile phones for updates on the elections on social media. The Facebook page of the private television station Muvi TV in particular came to constitute an important, lively public space where Zambians actively discussed the elections. Within seconds, updates on the page elicited hundreds of responses. Muvi TV's page is largely unmoderated and highly interactive which syncs with the station's broader aim of providing a voice to Zambia's working class as opposed to the heavy focus on hard news and political elites on the state-controlled Zambia National Broadcasting Corporation.

Drawing on an analysis of Muvi TV's Facebook page coupled with participant observation and interviews in an up-market shopping mall and an informal market in Lusaka, this paper examines the fluid movement between online and offline spaces in the context of Zambia's hotly contested elections. Echoing Sheller's (2004) understanding of publics as fluid, momentary spaces and Butler's (2011) work on the politics of the street, I argue that a more location-aware understanding of mobile phone use in civic engagement enables us to gain a better grasp of the shifting nature of urban sociability between virtual and physical spaces.

Prepaid social media and the mobile internet in South Africa: Patterns in young people's mobile discourse
Marion Walton and Pierinne Leukes

Young South Africans are growing up in one of the most unequal societies in the world, and are confronted by a wide range of political and social challenges. Poor service provision is a simmering cause of discontent around the country. Youth unemployment has soared by 20% since the economic crisis of 2008, exacerbating discontent about the lacklustre performance of the schooling system. In January 2012, young people caused fatalities by literally storming the gates of a university in a stampede to claim the few available places. Racial discourses have gained increased traction as South Africa's post-democracy ideals of equality and opportunity prove stubbornly difficult to attain.

Mass appropriation of mobile messaging by young people. in South Africa has placed texting and (more recently) many-to-many communication via the internet within the reach of many young people. This paper will tackle ongoing issues of differentiated access to and use of mobile communication, and particularly of access to the mobile internet. These differences have important implications for the mediatisation of talk in general and political talk in particular, given the role of aggregation and visual communication in new interfaces to political discourse.

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While access has expanded in comparison to other contexts, production, editing and distribution of user-generated content remains limited in this context by the high cost/bit for data. Young people who have easy

access to desktop computers, cheaper forms of broadband and media production software remain at a distinct advantage.

Perceptions about Mobilising the Youth for Political Purposes through Mobile Technology: A South African study
Nathalie Hyde-Clarke

Social media networks such as Twitter and Facebook have become platforms for the mobilisation of social and political forces, allowing the previously disenfranchised to voice their concerns and aspirations. In South Africa, there is renewed and increased interest in the opportunities that new media offers citizens to engage with and challenge existing political leadership. This paper explores the potential that mobile technology offers youth to participate in the political process, and to what extent the youth would actually use it for this purpose. Findings are based on a survey conducted in May 2011 with 200 university students registered in second year Communication Studies at the University of Johannesburg, and a subsequent focus group discussion with postgraduates on those findings, and their own perceptions and experiences. While the results may not be generalised to the greater South African population, it does provide an insight into perceptions and uses of this technology for political purposes among young voters. Interviews have also been held with the two major political parties, the African National Congress (ANC) and the Democratic Alliance (DA), to discuss their mobile phone strategy and the methods they have used to target the youth to encourage more engaged voter behaviour. In this way, the research is an interesting combination of authorial intent and audience reception via a vis the use of political text messages in an emerging democracy.

Facebook and youth political participation in South Africa

Tanja Bosch

Online social networking sites, Facebook in particular, are growing in popularity in South Africa. With the increasing affordability of mobile handsets, users are able to access the mobile internet and connect via mobile social networking applications. The proposed paper explores how Facebook is used by South African youth, with particular reference to their political participation and involvement. Research has shown the declining involvement of young people in political processes, particularly since democratic elections in 1994. This is an international trend, with a general global rise of political apathy and decreased news consumption among youth. However, Facebook and other new media applications widely used by young people have been seen as a potential vehicle to re-engage youth in political debate. The potential usefuless of such applications for creating networked publics and mobilizing political action was highlighted recently during the Arab Spring; and conversely, Facebook and Twitter have been used (e.g. in the United States) to target potential youth voters. The notion of e-democracy has raised the potential of the internet to enhance political action and activism.Through a qualitative content analysis of Facebook pages, together with interviews and focus groups with South African youth, this paper explores the links between Facebook and political participation.

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

Musa Ndlovu and Chilombo Mbenga

Political knowledge and participation have steadily declined in recent years, particularly among youth. In popular and academic discussions of youth culture, youth are regularly presented as politically ignorant, cynical, and apathetic. Various public institutions view this abandonment of politics by young people as a threat to the survival of the public sphere and democratic process. This paper challenges conventional conceptions of political 'knowledge' and 'participation' by also exploring South African youths' use of social media for political participation and knowledge. The article then draws from relevant popular and academic literature to identify some of the causes of young people's declining levels of political participation and to examine youths' relationship with mainstream politics. The article also examines the relationship between politics and young people's cultural spaces in the context of global capitalism.

Author(s):
Tanja Bosch

Title:
Facebook and youth political participation in South Africa

Abstract:
Facebook and youth political participation in South Africa For panel: Talking politics: Young people and political participation in mobile and social media in Southern Africa Online social networking sites, Facebook in particular, are growing in popularity in South Africa. With the increasing affordability of mobile handsets, users are able to access the mobile internet and connect via mobile social networking applications. The proposed paper explores how Facebook is used by South African youth, with particular reference to their political participation and involvement. Research has shown the declining involvement of young people in political processes, particularly since democratic elections in 1994. This is an international trend, with a general global rise of political apathy and decreased news consumption among youth. However, Facebook and other new media applications widely used by young people have been seen as a potential vehicle to re-engage youth in political debate. The potential usefuless of such applications for creating networked publics and mobilizing political action was highlighted recently during the Arab Spring; and conversely, Facebook and Twitter have been used (e.g. in the United States) to target potential youth voters. The notion of e-democracy has raised the potential of the internet to enhance political action and activism.Through a qualitative content analysis of Facebook pages, together with interviews and focus groups with South African youth, this paper explores the links between Facebook and political participation.

Author(s):
Thandi Smith

Title:
Universal access or corporate gains? Researching the infrastructural implications of the South African digital migration

Abstract:
IAMCR Conference – Durban 2012
Thandi Smith
University of the Witwatersrand
Masters Student
Communication Policy and Technology
Abstract: Work In Progress

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

South Africa is currently in the process of changing from analogue broadcasting signal into digital terrestrial signal. There are many challenges and opportunities which develop through this process as well as advantages and disadvantages. The South African government has proposed various subsidisation models for the funding of the infrastructure needed to complete this process however there are various corporations and key stakeholders involved in this process. The concept around the 'digital divide' and other socio-economic challenges will be explored as universal service and access or the availability and accessibility of broadcasting services to all citizens is a key component of successful digital migration. This research will explore the infrastructural roll-out of the South African digital migration and the way in which this process will affect universal access for South Africa citizens.

This research will analyse the infrastructural roll-out and funding of South African digital broadcasting. The process of switching over from analogue broadcasting to digital broadcasting has commonly been termed the 'Digital Migration'.

The digital migration brings with it many challenges, both negative and positive both at an individual level and an institutional level. Using both quantitative and qualitative research methods and by examining socio-economic concepts such as the 'information divide', 'distributive justice' and 'universal access', this research aims to explore the impact of the digital migration process on universal access in South Africa. Questions arising from this discussion include:

How will the implementation of the infrastructure affect or enhance universal access in South Africa?

Is South Africa really ready for the process of the digital migration and ultimately digital broadcasting?

In order to address the research questions adequately, the proposed methodology for this research will be a mixed methodology of both qualitative and quantitative analysis. Documentation analysis as well as interviews as the auxiliary method of research will form the research methodology. The documentation analysis research method will be conducted in order to explore policy implementation and to monitor decisions made by government and corporations in reference to the infrastructural roll-out of the digital migration.

This research is work in progress, however it is planned to be completed by August 2012.

Author(s):
Issac Mutunga

Title:
MOBILEPHONE BASED INFORMATION SERVICES FOR SUSTAINABLE RURAL LIVELIHOODS: A CASE OF SELECTED RURAL AREAS IN KENYA.

Abstract:
This study investigates how mobile based information services is used for sustainable rural livelihood in selected rural areas of Kenya. Mobile phone-based information services are defined broadly as systems of information and communication technology whose principal mechanism of facilitation is the mobile phone. But this definition does not exclude the use of other technologies to support the operation of such systems (such as computer servers and databases), but it specifically refers to applications which are primarily built for, and around, the use of mobile phones. These services may include a function where users can send a SMS or voice message to a specific number which then gives them feedback or receive an alert in intervals. The use of mobile based information services has generated a lot of research interest on their potential as channels for sharing and disseminating development information to rural areas. Research studies and literature have shown that under the right circumstances mobile based information services are capable of inducing social and economic development. Unfortunately, their nature and impact on rural development has not been empirically tested in the field and much of the evidence of their potential benefits is derived from practitioners’ self-reports using desktop research. Waema and Okinda (2010) points out that in Kenya, poverty reduction is unlikely to be attained through ICT applications when this understanding is blurred.   Donner (2010) notes that the implementation of mobile based livelihood information services in rural development has been haphazard, largely because many of them are donor funded and they haven’t got a viable business model and once the funding runs out the projects cannot be sustained, while others are niche services or pilot projects still under test. As a result, there is a growing consensus in ICTs and socio economic development that the effectiveness of mobile based livelihood services in sustainable livelihood can only be ascertained by taking stock of experiences and lessons from the field. The objective of this study is to find out the communication context of use, the challenges and the best practices for using mobile based information services for sustainable livelihoods in rural areas in Kenya. A combination of information needs assessment, sustainable livelihoods framework and ICTs for socio-economic development models will form the theoretical foundation for this study. The analysis of the above models will enable the study to produce a model that could be used to explain how mobile based livelihood information services are utilized for sustainable rural livelihood in Kenya.   The investigation will be carried out by assessing how Kilimo Salama, M-farm and National Agricultural information services (NAFIS) mobile phone based information services are being used in rural areas in Kenya.   The study will use a mixed methods research design. Mixed methods research design uses both quantitative and qualitative data collection methods. The quantitative data will be collected first using questionnaire survey to assess the readiness, availability, uptake and impact of the services while qualitative (observation and key informants interviews) data collection methods will verify the quantitative data and also collect data on users perceptions and attitudes towards the mobile based livelihood information services. Quantitative data will collected through questionnaire survey administered to 100 Kilimo Salama users in Embu, 100 m-farm in Kinangop and 305 NAFIS mobile based information service users in Machakos. An observation guide will be used to verify data obtained from smallholder farmers, input dealers, intermediaries, mobile based information service providers and policy makers. The study will also administer key informant interviews to smallholder farmers, intermediaries, input dealers, mobile based information service providers and ICT and socio-economic development policy makers.

Community Communication Section

Author(s):
Jieying Wang

Title:
Rescrutinization and Demystification of the New Media Power in a Social Movement

Abstract:
This study examines a large group of young activists' communication during a recent social movement in Hong Kong. This is going to be a qualitative study employing in-depth interview and the author's one-year participant observation as the major methods, focusing on the dynamics among the activists, technologies and the socio-cultural context. The frequent and vast use of the ICTs during the movement has played a significant role during the whole movement and it has been said among the Hong Kong people that a "facebook revolution" has existed. However, this does not reveal the whole picture of movement-technology relationship. The major arguments in this study include: the important role the ICTs in various aspects is affirmed by the large number of activists; but the new media technology seldom plays a sufficient role in terms of movement mobilization. Quite different from the situation in the "Arabic Spring" where the new media played a determinant role, in Hong Kong, which is developed society embracing huge and free flow of information, it is necessarily people use various new media technologies in almost every aspect in daily life. In this sense, the different social contexts in developing and developed, south and north regions are needed to be taken into serious consideration when people conduct research.

Author(s):
Adilson Vaz Cabral Filho
Eula Dantas Taveira Cabral

Title:
Public policies for social appropriation of ICTs and communities empowerment in Brazil

Abstract:
This paper aims to analyze the social appropriation of digital information and communication technologies (ICTs) in Brazil, involving different social and community aspects related to recent government policies in the country, such as (1) the National Broadband Plan (PNBL), released in 2011; (2) projects around the so-called digital inclusion (various modalities of telecentres with autonomous or integrated initiatives, inside the umbrella of the Digital Inclusion Secretariat of the Ministry of Communications) and (3) initiatives around the concept of digital culture, such as the importance of Internet and social media in mechanisms such as public consultations, collecting and sharing citizens informations by several government agencies, in addition to the promotion of cultural diversity from the Points of Culture, implemented by the Ministry of Culture in Lula´s Government. This paper is based on a bibliographical research, related to different aspects of brazilian population that impact in communication policies, in addition to documental research about the action of strategic sectors in surveyed areas and also relevant reports and interviews. The contribution of all these initiatives to the quality of development in these local realities is very important, bringing social change in collective and individual dimension, as well as they can take advantage of opportunities offered by these projects, becoming citizens full of rights and consciousness. It tries to understand the role of popular participation and the development of their own alternative ICTs initiatives, in relation to the State as a promoter of public services and responsible for different social policies that can include a significative amount of people into digitalization. It considers the need to call the society identified in the aspects of political, economic and cultural relations with the most diversified social actors involved – users / consumers / citizens – beneficiaries of policies, contributing to promote a critical analysis that supports future placements around public policy.

Author(s):
Julie Uldam

Title:
Protest at a distance: activism and the mediation opportunity structure

Abstract:
This paper explores differences in UK activists' perceptions of the UN climate conferences as a mediation opportunity structure, comparing protest practices around the 15th UN climate conference in Copenhagen in 2009 and the 17th UN climate conference in Durban in 2011.

Despite UK-based climate change activists' explicit agenda to overcome in their own practices the North-South divide that characterises institutional climate change politics and mainstream NGOs, they remained disengaged from the protests when the climate conference took place in Durban:

In 2009, activists from all over the world, including London, were mobilised to protest against the 15th UN climate conference in Copenhagen that year. In 2011, local activists convened in Durban to protest against the 17th UN climate conference. But this time activists from London stayed in London. Moreover, the actions planned in London during the COP17 were few, low-intensity and had a low turnout.

Online media – both commercial and alternative spaces – have been vested with hopes for facilitating transnational civil society activity. However, during the UN Climate Summit in Durban London-based climate change activists – particularly at the radical end of the environmental movement spectrum – remained disconnected from an event they had previously targeted as an important site of struggle.

This raises questions about activists' understandings of the UN climate conferences as a mediation opportunity structure. This paper focuses on these understandings, asking how do activists see the role of online media in reducing space/time differences at action events? And how do activists see online modes of action as possibilities for protesting at a distance?

Theoretically, the paper draws on Cammaerts' notion of the mediation opportunity structure and the concepts of radical citizenship and antagonism in Laclau and Mouffe's discourse theory. The combination of the mediation opportunity structure and radical citizenship can help capture activists' perceptions of a policy event as an opportunity for protest without compromising an agenda grounded in antagonistic politics.

Empirically, the paper is based on an ethnographic study of UK-based activist groups involved in protest activities around the UN Climate Conferences in Copenhagen in 2009 and in Durban in 2011. More specifically, participant observation and interviews were conducted in Copenhagen and London from December 2009 to March 2010 and again in London from September 2011. This second part is on-going as a part of a wider research project.

The paper argues that activists' understandings of the COP17 in Durban as a mediation opportunity structure is influenced by the degree to which their agenda is grounded in antagonism rather than agonism – and thus favouring modes of action that aim to disrupt the enemy rather than influence the adversary. It shows how radical London-based activists remained disconnected from protests against COP17, because online media only facilitate disruptive modes of action for tech-savvy groups. In this light, using lobbying tactics – including online petitions or 'twitter storms' to the delegates at the UN climate conferences – would merely legitimise an unjust conference.

Author(s):
Fei Jiang
Kuo Huang

Title:
Reconsidering Community Medium in the Context of the Internet "Prosperity" in China

Abstract:
1. Foreword

China's Internet population grows to 5.13 hundred million by the end of 2011, which again ranks first in the world. These Internet users, accounting for 38.3% of total Chinese population, spend 18.7 hours per week online averagely. The total number of *.CN* domain names reaches 3.53 million, and Chinese Websites reaches 2.30 million[1]. These figures, together with the development of Chinese E-commerce and social media, picture the Internet "prosperity" in China.

In contrast to the superficial prosperity, some Internet functions, such as e-mails, BBS, blogs and personal spaces, are used less among Chinese Internet users; while micro-blogs and video webs, are popularized[2]. This phenomenon represents the trend of "fast and easy consumption" among Internet users, which results in the increase of attention diversion and entertainment driven, and the decline of profound inquiries and discussions. As such, Internet is less capable of functioning as "a way of releasing people's freedom of thoughts, presenting communication and public opinions, and leading to moral liberty"[3].

2. Research Hyperthesis

There is a "grey zone" of communication caused by media transformation from "mass media" to "medium"[4], which is covered neither by traditional media nor by new media, neither by mass communication nor by interpersonal communication. The communication "grey zone" is a tri-dimensional concept. On the one hand it refers to the blind areas in location, representing the less developed areas in China where television signals and Internet access are not available. On the other hand it is a blind area in information acquisition, which refers to the phenomenon that people know issues happened around the world, in the nation, but ignore local and community affairs. On the third hand, the Internet prosperity in China provides technical supports for eliminating the communication "grey zone" from the perspective of information acquisition and knowledge production.The development of Internet services enables people to access to information from all locations. Despite the "easy and fast access to information", Internet users sponge on "fast and funny information", such as micro-blogs and video websites, which only added to the obstacles and lack of communication between people; rather than generate ideas and improve oneself towards perfection and identify oneself in the society. People are concealed within messages, and isolated from each other and society, it also signals the decisive end of the most cherished hopes of the progressive era.[5]

Human identity is created in interaction, and self and society are born twins.[6] People have family, school, or gang as the cradle of human nature, then communication cultivates human being's higher development. The existence of communication "grey zone" indicates that people are limited for higher development due to communication restrictions.

3. Analysis of former Case Studies

 A study conducted in Mao County in Sichuan Province(四川省茂县) in 2008 finds that, residents have "malformed information structure"[7]due to communication restrictions. These residents "know what happens in China and other countries, but little about where they live and neighbor counties". The reason is caused by "insufficiency of accessible and reliable information on local news through media". Mao County is one of the 2008 earthquake-hit areas, and the consequence of such communication "grey zone" lead to "the spread of rumors, suspicion and mistrust among residents, which offsets the organizational communication effects." Some residents feel bereft and ignored, and the downcast emotion affects the individual's own identity relocation and the post-disaster reconstruction in the area. The "grey zone" reduces media's functions of information exchange and succor after earthquake. "The lack of localized, specific and sufficient agricultural and livestock information and technical instructions restricted the recovery, production and sale of local agricultural and sideline products." The study suggests that "Chinese media must shift from informing and persuading people to facilitating interpersonal communication and participation. People need to know more about their local news, and need to be connected." [8]

Another study in Shilan County in Hubei Province(湖北省石栏村)[9] testifies that communication "grey zone" causes "fault and imbalance information" among ethnic villagers[10]. These media users know that "relevant national policies are released, such as rural area subsidy, but they do not know the detail articles of the policies, and how these policies will affect their lives." Media work as telescopes, allowing people to see things happening far away, but making them blind of things around them".[11]

4. Discussion：Reconsidering the Community Medium to Cure the Grey Zone

The cure for removing the communication "grey zone" is the upsurge of community media in the context of Internet prosperity in China.

Community media, in both traditional and new media formats, allow people to communicate with each other on community issues, and facilitate member participation.

[1]   CNNIC   29th   Internet   Report,   Jan.2012.   access   through http://www.igroupm.cn/DocView.aspx?docID=01357b48-34bc-4994-8fef-b826ab0c6b78#View .

[2]   CNNIC   29th   Internet   Report,   Jan.2012.   access   through http://www.igroupm.cn/DocView.aspx?docID=01357b48-34bc-4994-8fef-b826ab0c6b78#View .

[3] SHAN Bo & WANG Bing, 2010, On Media as Control and Its Theoretical Assumption. Journalism and Communication Studies 2, 41-49.

[4] JIANG Fei, 2011, From Media to Medium: Constructing an Endogenous Discourse System for Communication Studies. Journalism and Communication Studies 4,35-42.

[5] Peters, J. D., & Simonson, P. (2004). *Mass communication and American Social Thought: Key Texts, 1919-1968*: Rowman & Littlefield Publishers, Inc.P.20.

[6] Peters, J. D., & Simonson, P. (2004). *Mass communication and American Social Thought: Key Texts, 1919-1968*: Rowman & Littlefield Publishers, Inc.

[7] HAN Hong 2010. Participating Communication: Development Communication and Its Chinese Value. Journalism and Communication Studies. 1, 40-49.

[8] As above.

[9] Enshi Tujia and Miao Ethnic Autonomous Prefecture, Hubei Province.

[10] LIU Rui 2010.The Influence of Television on Western Rural Social Mobility: An Ethnography Investigation of Shilan Village, Enshi Autonomous Prefecture. Journalism and Communication Studies. 1, 89-99.

[11] As above.

Author(s):
Laura Triana
Edwin Cubillos Rodriguez

Title:
Community activism and communication: cultural intervention of public spaces as a communication process that enhanced Colombia.

Abstract:
This article proposes a discussion around the questions: - How does communication go from being a media process to be an interventive process to build citizenship? - How can groups marginalized and excluded from the processes of citizenship develop communicative artefacts to intervene publicly? And to enable extensive dialogues? Community communication is understood as a participatory process, localized, multi-temporal and multi-sectoral, in which the visibility of communication devices such as photography and video in streets and neighborhoods affected by violence or conflict of interest is an extended process of communication. This process of communication, in which the community takes part, generates dialogue and social re-appropriation of the territory. The emerging agendas of new social movements in Colombia and the world found in the struggle for the appropriation of public spaces (Okupas) a strategy to build and tight citizenship. It then becomes necessary to rethink the possibilities of these practices as communicative narrative, thought in local contexts which allow the overlap of conflicting discourses to generate dialogue about space and territory. Community communication in this sense is not restricted to the surrounding community, but it starts there to project itself as part of a new citizenship process. The intervention of public space, seen from the field of Cultural Agency, differs from other interventions from the arts or social sciences, in which the role of community may be secondary, exclusive or thematic. In this sense, the cultural intervention of public spaces proposes to recover the relationship between community communication, participatory communication, social movements and artistic practice, leveling popular knowledge with the scientific knowledge for the recognition of differences in the ways of living space and building citizenship. Three communication processes for cultural intervention of public spaces are identified: 1. The research and the production of communication devices (photo and video) in community settings involving local actors starting from the identification of a problematic or conflictual problem of the space. 2. Visibility of the artifacts

in the space starting from community interventions and the involvement of pedestrians and residents in the communication process. 3. Reappropriation of space and territory starting from a dialogue with the message communicated and a redefinition of interventional devices. To this end two experiences of communication/intervention in the city of Bogotá and in the municipality of Soacha will be analyzed: - Children Community Photographers en Soacha’s popular school: neighborhood museum of photography and exhibition of portraits and stories outdoors. - Production video work as interventive device for community recovery of historical and ecological heritage in the park of the Hippies in Bogota.

Author(s):
Jhessica Reia

Title:
ICTs and do-it-yourself community in Brazil

Abstract:
This research is part of a project that aims to understand how communication processes, as much as the production, distribution and consumption of music in a collective based on the principles of do-it-yourself were influenced in recent years by the emergence of new technologies, in order to also comprehend in which extent these changes affect the construction of the identity of members in this divergent movement. The collective is named Verdurada, located at the city of São Paulo in Brazil. It is established for over fifteen years and promotes political activism and hardcore-punk, as much as veganism and straight edge values, while building political action, connecting the scene community, doing festivals and producing music in a logic that is outside the wave of new business models and independent niches who try to reach the mainstream. The movement has a high resistance to the commercialization of their values and their music, and so create communication networks of mutual support, and means of producing their own records and festivals based on non-governmental and non-commercial communication practices such as do-it-yourself media It is difficult to resist in this scenario, but the Internet and its platforms come as a valuable instrument, that in the words of some members ends up revolutionizing this whole youth subculture. The central idea of this research is to understand how do marginalized groups develop, adapt and make appropriations of communication technologies – such as social media - to guarantee their sustainability and autonomy, as much as to continue their political activism. Brazil is one of the countries with greater penetration of social media tools, and in a time of enthusiasm about social networking and its role in democratization and political change, it is necessary to analyze in a critical way how this appropriation is occurring in a peripheral country in which only 34 per cent of the population has access to the Internet, and the traditional media still has a very strong role as everyday information source. The theoretical framework of this research is based mostly at cultural studies and at the networked information economy theories, that discuss the changes on the way people produce, share and consume information, culture and knowledge, promoting a more decentralized, non-commercial and collaborative scenario that creates opportunities to flourish initiatives such as Verdurada - which make an interesting appropriation of ICTs to maintain minorities expression and autonomy ways of spreading their values. The research methods consist in two parts: the theoretical and bibliographical discussion; and in the other hand, the empirical research is based on data collection, visual ethnography, interviews with main actors, and survey application. The acceptance of the Verdurada collective in participating on this research comes from the fact it is an unusual and significant approach, dealing with a new question: the appropriation of ICTs technologies to make difference on the reality they belong.

Author(s):
Timon Schmidt

Title:
How can actors with low finiancal resources benefit from social networks.

Abstract:
This case study investiagates how actors with low finiancal resources may benefit from the usage of social networks to reach their audiences. Web 2.0 inspired people through its promises to open the gate to the public for everybody. But since social networks are enterprises, using this gate is generating attention to the advertisment of commercial companies. These advertisers might be able to profit even more from the collectivly generated attention as those actors who have low finiancal resources. Because the latter can not benefit from paid advertisment. However social networks seem to be the easiest way to spread their ideas.The Autonomous School of Zurich is an actor in need of donations to finance a system of scholarships

for their students, who could not even afford the public transport tickets they need for their ways to school, because they are condemned not to work by law. We document the school's efforts to finance this system of scholarships with the aid of social networks. Doing this we ask the following questions: how should actors with low finianal resources use social networks to satisfy their needs? And above all: How does the commercial character of social networks constrain actors with low finianal resources,who try to reach broader audiences?These questions shall be answered through basic economical theories, theories of motivation and the theory of attention economics after G. Franck. The case study's results demonstrare that actotrs such as the Autonomous School of Zurich should carefully chose their social media contacts to make their efforts more effective. Those contacts build up a new kind of gate between the actor and its public. To reach broader audiences the quality of advertisments seems less important then contacts willing to help if they can. Nevertheless actors with low finianal resources have little chances to reach broader audiences than actors who can afford paid advertisment, because they also can use the social networks as a common user.

Author(s):
Ruth Kunz
Timon Schmidt

Title:
The Autonome Schule Zürich: A unique educational community space

Abstract:
(TYPE C)

In this contribution, the *Autonome Schule Zürich* (Autonomous School Zurich, ASZ) will be presented, mainly through the media output that is produced by and about the school.

The ASZ is a self-organised educational space which is run by migrated people from all over the world – *sans papiers*, asylum seekers, accepted refugees, naturalised and native Swiss citizens. It is currently located in a squatted house in one of the world's richest cities, in Zurich, Switzerland. The school offers German language courses (the language of the region), English-, Spanish-, computer- and theatre classes, workshops, theoretical lectures and cultural events. Its kitchen and bar serve as permanent meeting points. It was founded in 2009, in the course of the *Bleiberecht*-movement, as a reaction to the tightening of the asylum law, which widely excludes refugees from state-financed German courses and increases their isolation. All work at the school is done voluntarily. The few donations are mainly used to pay the public transport tickets for the students, so they are able to come to school at all. The ASZ is a particular migrant community organisation, most importantly because it is not ethnically defined, it has an emancipating and not a charitable demand, it is not organised for, but by/with migrants and it is supportive of those migrants who have no legal right to stay.

In the ASZ, a variety of media products are created, published and distributed. Among others, these are short and long movies, a newspaper, online campaigns, flyers, stickers and radio show contributions. As diverse as the products are their underlying intentions: They serve as means to make the school's and its participant's voices heard, as a documentation of the school, as information about the school, as material to raise awareness and money. The process of production encourages the acquirement of new skills like writing, moviemaking and campaigning. Most products are the result of multiple intentions.

The following media products will be presented:

- Newspaper *Papierlose Zeitung* ("paperless newspaper", while paperless refers to *sans papiers*), summer 2010, spring 2011, summer 2011 and spring 2012
- Flyer for Demonstration for social justice, *Emanzipation statt Integration* ("emancipation not integration"), autumn 2011
- Extracts from a documentary movie about the school, made by ASZ-activist A.Hassan, summer 2011 (original version with English subtitles)
- Online campaign to raise money, autumn 2011

The introduction and the presentation of these media products will take 60 min. A following discussion is desired. The total time for the workshop would be about 90 min. A room with a video-beamer, connected to a computer containing VLC- and PowerPoint or Adobe Acrobat software is needed.

Related Websites:
www.bildung-fuer-alle.ch

www.schuel.ch

www.papierlosezeitung.ch

www.bleiberecht.ch

See also TYPE A submissions by Timon Schmidt and Ruth Kunz

Author(s):
Elikana Shoko
Tariro Ndawana
Beauty Muromo

Title:
National FM: The answer to small linguistic communities' quest for mass media communication?

Abstract:
Zimbabwe's National FM radio is the one that was assigned to cater for the formally marginalised small ethnic groups in the country. The radio station broadcasts mainly in Shona and Ndebele (which are the main vernacular languages in Zimbabwe), and thirteen other languages spoken by the small ethnic groups in the country. The paper is an interrogation of how the station is articulating the interests of the different communities who are being covered by the station. It also investigates how the programmes are formulated and whether the radio station is fulfilling the interests of these small linguistic communities. Both qualitative and quantitative content analyses of the programmes are used as data collection methods. Interviews with officials, producers and presenters at the station, radio listeners, individuals from the communities who are covered by the station and some people who have interests in radio production and programming were carried out. From quantitative content analysis it was realised that the station is not giving adequate time for each of the thirteen languages as most of the time the programmes including news items are presented in Shona and Ndebele. From qualitative content analysis the researchers concluded that there is no variety in the programming as the same themes are tackled for every language every week. In the interviews officials and personnel at the radio station admitted that they do not adequately cover their target audiences due to economic and political hindrances. The listeners and individuals who are part of these communities said that they are happy that at least there is a radio station that broadcasts in their language but they feel that more should be done through increasing programmes for the small linguistic communities. The presenters and producers also lamented their inadequacies which make them fail to involve their target audiences in their programming. Many subjects for the study commend Zimbabwe Broadcasting Corporation (ZBC) for its efforts in letting small ethnic communities receive media messages in their own languages. However, for all the small linguistic communities to be fully covered the station should only broadcast in the dialects or languages spoken by these communities and not in Shona or Ndebele. A lasting solution to the problem is to create community radio stations for each of the small linguistic groups and the government should consider working on the efforts propounded by those who are working on the Community Radio Initiatives (CRIs).

Author(s):
Chiara Saez Baeza
Alejandro Barranquero

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

Abstract:
Alternative communication and communication for social change can be considered two different theoretical and empirical traditions. Nevertheless, they share a common epistemological framework: the questioning of the dominant communication model prevailing in academia, which is defined by the verticality of information, the professionalization of news dissemination and the audience passivity. This leads to a permanent absence of these fields such as subject, either as a theoretical traditions (objects) or experience (subjects).

In order to get away from this particular crossroad, the objective of this paper is first to propose a few critical fundamentals about the origin and evolution of the fields, based on the findings of our doctoral work (Sáez Baeza, 2008; Barranquero, 2009). As a second step, we will try to problematize this invisibility in Spanish context, with the help of the findings of three empirical studies: A survey on communication theory lectures in Spanish public universities, in order to verify the knowledge and appropriation of ComCom and ComSocChg perspectives –concepts, authors, theoretical and methodological tools, skills, etc.-, as well as the approach used when incorporating these topics in the academic syllabuses.A tracing and systematization of the articles published in major impact journals between 2001 and 2011, as an indicator of the leading academic interests. A mapping and categorization of doctoral thesis running from 1976 to 2011, as an indicator of post-graduate research. This is based on the assumption that some of the doctoral works do not accomplish the standardized mechanisms of hegemonic research dissemination, but they represent the new scientific lines of novel researchers, often separated from dominant institutional research. The study finishes with a description of the chief potentials, limitations and contradictions faced by both sub-disciplines, as well as an account of the main challenges in order to encourage a critical communication epistemology for Spanish academia.

Author(s):
Tanja Dreher

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

Abstract:
Topic area: Theory for Community and Alternative Media

Type of proposal: Type A Individual Paper

I am willing to chair a session

This paper explores some of the different types of 'communities' and 'publics' produced by participatory community media projects. The aim is to develop a theoretical framework focused on the 'audiencing' of community media. Clemencia Rodriguez has recently argued that community media projects and practitioners need to pay more attention to the creation of 'listening spaces' as well as producing content. In a related move, John Downing proposes a political ethics of listening to marginalized voices as a key component of alternative media. In response, this paper develops a typology of modes of 'listening' in response to diverse community communication strategies. I engage with recent debates on the development of 'counter-publics', 'micro-publics', 'little publics' and 'eventive publics' to propose a spectrum of potential listening spaces and practices associated with community media.

The analysis is prompted by ongoing research on the different types of listening spaces produced at public events organised by Information Cultural Exchange, a new media and community arts organization working in the most culturally diverse suburbs of Sydney, Australia. Public events include the Arab Film Festival Australia and screenings of Digital Storytelling projects, which generate listening spaces focused variously on community affirmation, competition and critique, intergenerational listening, crosscommunity listening and the assertion of political demands. Analysed from the perspective of 'listening', these events can be understood as facilitating different modes of receptivity, response and recognition for the stories told through community media projects. These various modes of listening in turn produce a range of communities and publics. The spectrum of 'audiencing' from community affirmation to the assertion of counter-public demands enables a more thorough analysis of the diversity of community media activities and outcomes.

Author(s):
Linda Fuller

Title:
Community Media—Ongoing South-North Conversations

Abstract:
Community Media—Ongoing South-North Conversations
Proposal for IAMCR/Durban 2012
Panel proposal for the Community Communication Section

Gabriele Hadl (K70@mac.com; mediactivejp@mac.com)
Arne Hintz (arne.hintz@mcgill.ca)
Ellie Rennie (erennie@swin.edu.au)

Rationale:

Based on our forthcoming book "The Power of Global Community Media" (Palgrave Macmillan, 2012), edited by Linda K. Fuller, several contributors will present their research on the use of community media as it represents the wide-ranging and ever-changing field. Drawing on both theoretical and practical case studies—including aboriginal/indigenous experiences, current case studies, and virtual community visions, we will move from developing attempts at local media to case studies and on to cyber-examples.

Following definitions and a brief literature review, we describe how community communications/media can refer to how individuals and organizations involve publics in participatory means of airing issues. Public service broadcasting, we contend, should be an institutional guarantor; it is why we fear and fight against the trend toward media ownership by a handful of moguls who want to mediate our messages.

Although this panel will be focused on case studies from Belgian, Israel, Thailand, and Singapore, examples will also be incorporated from Australia, Bangladesh, Brazil, Canada, Ghana, India, Kazakhstan, Latin America, Native Americans, Spain, Thailand, Turkey, and themes of cyberdating, "free speech," participatory communication, the People's Communication Charter, multi-theoretical approaches to community media, and virtual communities. As growing disappointment and disillusionment with commercial media and its centralization by key multinational corporations combines with increasing concern over conglomeration and hyper-commercialism, we argue that it behooves us to understand, appreciate, delineate, and be involved in our own local means of communication.

Chair: Steve Buckley, Managing Director of CM Solutions and former president AMARC (sbuckley@gn.apc.org)

Panelists:
Nico Carpentier, Multi-theoretical Approaches to Community Media: Capturing Specificity and Diversity.

The concept of 'community media' has proven to be highly resistant towards mono-theoretical approaches that usually failed to capture both the diversity of the media organizations that choose to carry this name and the specificity of these organizations that makes them distinguishable from other types of media organizations. For this reason, a multi-theoretical approach is proposed, combining essentialist, relationalist, media-centred and society-centred theoretical frameworks. The combination of these frameworks will not only result in a more elaborate analysis of the identity of community media, but will also allow highlighting the importance and the vulnerability of these community media organizations. This chapter offers a series of potential strategies that will allow remedying some of the vulnerabilities and threats with which community media have to cope.

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Linda K. Fuller, Top-Down Community Media: A Participant Observation from Singapore.

Reportage is given here on what is undoubtedly a unique case study of community media. It begins with cautionary beginnings in 1996, when the author worked with local authorities to encourage the development of community television in the Republic of Singapore—a multi-racial, multi-ethnic, multi-religious, and multi-lingual population of some three million people. Fortunately, the story continues into the 21st century, standing as a fascinating lesson for scholars interested in grassroots media participation.

Contact information: Linda K. Fuller, Communications Department, Worcester State University, 499 Main Street, Wilbraham, MA 0l095 (LFuller@worcester.edu)

Parichart Sthapitanonda, The Power of Participatory Community: Lessons Learned from the Bangkokian Experience.

Based on the belief that communication leads to the healthy community, the authors have applied communication concepts into the practical activities. By conducting participatory action research at the Prang Community, in the heart of Bangkok—the capital city of Thailand, they found a number of lessons in terms of community and communication.

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Hillel Nossek, Vox Populi or Lonely Voices in the Wasteland of the Ionosphere: The Case of Israeli Community Television.

The question this chapter raises is whether community television in Israel conforms to the recognized model, or whether it represents a unique and idiosyncratic one with lessons of its own to teach. Cable came into Israeli homes in 1990, spreading swiftly such that by 1999 70%+ of households were subscribers. Approximately 200 groups affiliated with different organizations, community centers, and senior citizen groups produce community broadcast programs.

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Ellie Rennie, Remote Beginnings, Metropolitan Developments: Community and Indigenous Television in Australia

When Australia began digital television transmission in 2001, community television was less than a decade old and still in its trial phase. Indigenous television, which had existed in a dispersed fashion in remote areas since the 1980s, was lobbying for a nationally available Indigenous television service. Digital technology promised new possibilities for the free-to-air television environment, including new channels and content forms. However, the policy regime that was put in place for the transition phase worked only to marginalise existing community stations and preclude the reservation of spectrum for community and Indigenous use. This paper explores the history of community and Indigenous television in Australia and offers some thoughts towards the development of a third sector of digital broadcasting.

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Respondent: Dee Dee Halleck, media activist, independent filmmakers, co-founder of Paper Tiger Television and the Deep Dish Satellite Network, Professor Emerita in the Department of Communication at the University of California at San Diego, and author Hand-held visions: The impossible possibilities of community media (2002, Fordham UP) (dhalleck@dssmail.ucsd.edu).

Author(s):
Stefania Milan

Title:
Cloud Protesting. Mobilization and Dissent in Times of Social Media.

Abstract:
What is the role of social media in the organization, unfolding, and diffusion of contemporary protests?

Social media are changing the way people organize, mobilize, and protest. Organizational patterns of social movements have transformed, as individuals and networked collective action become more prominent at the expense of traditional movement organizations. Organizing has become easier and quicker, and protest tends to be elusive and temporary. The narrative of the action is no longer centralized and controlled by social movement organizations and leaders, but any activist can contribute, by producing, selecting, and diffusing material like tweets, posts, and videos. I call this new type of mobilizing "cloud protesting", as it is grounded and enabled by digital communication technology and social media in particular.

In computing, "cloud" indicates the delivery over the Internet of customized services such as software. Similarly, contemporary mobilizations such as the Occupy Wall Street protests can be seen as a cloud where a set of "soft resources" coexist: identities, narratives, and know-how, which facilitate mobilization. These resources originate both online and offline, but mostly "live" online. They can be customized by and for individuals, who can in this way tailor their participation. Social media infrastructure and devices, platforms and applications enable this relatively new social dynamic.

In this paper, I explore different aspects of the "cloud" seen in relation to the technical properties of social media, including organizational patterns, collective identity building and framing, surveillance and repression,

tactics and strategies. I rely on survey data collected at Occupy Wall Street protests, as well as participant observation of the camps.

This research is situated at the crossroad of critical technology studies and social movement research. It stems out of my earlier research on autonomous communication infrastructure and social movements.

Author(s):
Birgitte Jallov

Title:
Community Radio for Empowerment - how?

Abstract:
In the age where internet, television and social media are being heralded as the prime movers in public and private mediation, how relevant is radio? The convenors of this panel - Birgitte Jallov and Linje Manyozo - know that is many communities radio makes the difference between what we have generally know as being the objects of the the decisions made by others, or the subjects making own development decisions. We want to invite a Caribbean, a Latin American, an African (covered by Linje), an Asian and an Australian speaker to join us in the panel. This panel will lead naturally into the panel/workshop on 'How do we make best possible use of the World Radio Day in the future

Author(s):
Birgitte Jallov
Bruce Girard

Title:
How can researchers support and use World Radio Day?

Abstract:
In November 2011 UNESCO's General Assembly declared February 13 as World Radio Day (WRD). The Spanish Radio Academy originated the idea and it was later developed in a study conducted for UNESCO by Bruce Girard and Sean O Siochru. That study included a survey of almost 500 broadcasters, reasearchers, activists and governmental and intergovernmental representatives.The Day was proclaimed to:raise greater awareness among the public and the media of the importance of radio, enhance networking and international cooperation among broadcasters,encourage decision-makers and those who work on radio broadcasting in all its forms to establish and provide access to information through radio, including community radio, andto promote the diversification of radio content in order that all may enjoy the benefit. This panel will look at how researchers (in cooperation with activists and broadcasters) can support and make use of WRD. Should we take the invitation to systematize a body of knowledge around radio? To think new thoughts around radio? To develop an online universe, where in a certain structure information/documentation / evidence of change?Panelists will include:Birgitte Jallov has worked for 30 years with media development, press freedom, communication for empowerment and community radio in Africa, Asia, Europe and the Middle East.Bruce Girard: Researcher and activist and one of the founders of AMARC. Girard and Seán Ó Siochru authored the World Radio Day feasability study for UNESCO that set the groundwork for WRD.Fackson Banda: Researcher and programme specialist at UNESCO, ParisPradip Thomas: Chair

Author(s):
Birgitte Jallov

Title:
Book Launch: Empowerment Radio - Voices Building a Community

Abstract:
A celebratory event where one of the people endorsing the book on the back cover are invited (if in Durban) to respond to my own introduction. Have different ideas of how to make it fun and lively: small DVD bites, sound bites, doing the presentation as a radio interview, and I will do my best to have one or two from radios in the region, showcased in the book, present. (did not manage to get all elements in the puzzle in place before today - but it will be a good and fun and thought evoking session :-))

Throughout my adult life, working with community radio and communication for development, I have seen that giving people a voice, and an opportunity to speak for themselves, is – more than anything else – what leads to the empowerment required to trigger an avalanche of positive personal and community change. Increasing numbers of individuals, organisations and institutions have seen the powerful impact generated by community radio stations, identifying it as the potential 'missing link' between development support being provided and true development actually taking place.

How can the book spur the creation of 'Empowerment Radio'?

Many community radio stations hold an important number of 'empowerment radio' traits, and even more 'community radio stations' are just very far from it. Sometimes the community or its partners have no intention of creating a radio station which stimulates change, but more often empowerment and change have been the intention, which has not been reached – by far – due to lack of understanding and insights into what it takes.

These are the situations the book has been written to support, building the creation process up from the beginning, adding element by element – every one important for the final result and the overall sustainability of the radio station. The book shares the good examples from all over the world, where community radio services have been a motor in community development, and which have inspired the frequent assertion that community radio is important in striving meet the Millennium Development Goals – and all that they aim to encompass.

Why has 'Empowerment Radio' been written?

The book will help communities, their organisations and their partners make decisions for their station in their community – and it can help facilitators and funding partners identify sustainable choices – all along bearing in mind, as the book states time and again:I make no secret of firmly believing – based on evidence shared in the book – that when well planned by the community, this type of radio can change the face of the community, and the lives within it. This does, however, in no way mean that community – or empowerment – radio can solve all problems. The book stresses how important a national public service radio of some sort is, meeting a whole different set of information – and communication – needs of a population. And it touches on some of the many complementary benefits communities can derive from matching radio with internet, mobile radio and all of the many social media platforms that continue to develop. But 'empowerment radio' with its collective organising and consciousness-raising potential, and derived community development capacity, for partly illiterate populations in the exact language spoken by the community, where any one can take part in production, and where it costs nothing to receive (even when it may not be from a receiver owned by the family itself) – well, for these marginalised and vulnerable communities in many parts of the world, there is still nothing better and more effective than empowerment radio.

http://panos.org.uk/2012/02/13/empowerment-radio-voices-building-a-community/

Author(s):
Laura Velez

Title:
The web series as a virtual forum of social and cultural transcendence in sexual diversity issues: The Out with Dad Case

Abstract:
Internet is working nowadays as a global video platform, which is being used for lots of communities; including marginalized ones, like the Lesbian - Gay - Bisexual and Transgender (LGBT). *Out with Dad* (OWD) is a Canadian web-series created to show what happens in the life of *Rose*, a fifteen year-old girl who struggles to let her father and friends know about her homosexual orientation. OWD is available for free online at www.outwithdad.com and is being watched by people from all over the world, people who so often don't have the chance to watch shows like this in their own countries, since homosexuality is still a taboo and left out not only of the social life (if not punished) but also of the media. Research on OWD fulfills the following subjects:

- The web series as a study object in general, and *Out with Dad* in particular.

- The creation of a fan base not only from Canada, but also from any other country in the world (comments on the series have been submitted from Mexico, New Zealand, Guatemala, Australia, Venezuela, South Africa, Brazil, Morocco and many more) and the way the fans share their thoughts on the story (by the *adding comments* function on the OWD website), what they think of the sexual diversity issue on the show, what they wish for Rose to happen and more, no matter their social and cultural background.
- The appearance of a new kind of producer, who encourages their fans not only to be involved on the *construction* of the story lines, but also to send their own music to assemble the soundtrack of the series. Jason Leaver, OWD producer, has also made the series work together with *Parents, Families and Friends of Lesbians and Gays* Canada, so more understanding on the coming out process of a son/daughter can be faced in an environment of love and comprehension.

Internet as a new media allows to web series producers to be inclusive with LGBT issues. In this case, OWD performances a lesbian story line, which is also satisfying considering that television and web productions focus more often on gay male (Velez, 2010).

However, not only gay girls, but also their parents, the rest of the family and their friends have the chance to find in OWD something similar to the situation they are facing themselves. A research on OWD from the cultural studies perspective is considered as a very suitable choice, since contributions on this strand like "imaginary communities" and "active audience" (plus their qualitative research techniques such as observation) allow us to describe the way the series is affecting lives all over the world by spreading a message of self-acceptance and love.

Finally, researching on a web series like this one can be considered as a basement for further research, for example, on reception studies, since Internet is still a new media and its reception process involving new kind of productions like a web series has got to be explored yet within the upcoming years.

Author(s):
Sarah Chiumbu
Janeske Botes

Title:
Social Movements, Alternative Media and Radical Democracy in South Africa

Abstract:
This paper examines discursive practices of social movements in South Africa in relation to how they use alternative forms of media to create counter-hegemonic discourses. Social movements in South Africa, as elsewhere, are combining traditional mobilisation methods with use of new media technologies and alternative media to mobilize, create networks and lobby for social justice. The paper looks at alternative media produced by the Western Cape Anti-Eviction Campaign, focusing on two of its affiliates - the Mandela Park Backyarders and the Symphony Way Pavement Dwellers. In terms of the Mandela Park Backyarders, the paper will assess both the information produced and production processes for and of their website and social media platforms. The focus for the Symphony Way Pavement Dwellers is on their book, entitled No Land! No House! No Vote! Voices from Symphony Way. Through the lens of radical democracy and critical participatory theories, the paper examines to what extent these different forms of alternative media counteract hegemonic discourses around issues of service delivery, as well as examining the participatory processes involved in the production of the media texts. The paper argues that while the Mandela Park Backyarders utilise their website and social media platforms for mobilisation purposes, English is the selected language of communication, which excludes members of the community from deliberating, participating and becoming empowered. Despite this, the overall message of the media texts produced by this group is counter-hegemonic and is also produced in a participatory manner within the community of Mandela Park. Conversely, the book produced by the Symphony Way Pavement Dwellers, while containing unedited narrative contributed by the residents, was compiled, funded and promoted by sympathetic, middle-class volunteers. The unofficial leadership of the community, consisting of a few key residents, also played a large role in mobilising the community to support this project. This points to what Freeman (1972) calls the "tyranny of structurelessness" where "informal elites" arise within the affected communities and control the production of ideas. The contradictions evident within these two social movements highlight the importance of recognising power dynamics and discursive struggles present within these types of community-based organisations and their influence upon the media discourses disseminated to the public.

Author(s):
Jose Benitez

Title:
Radio for the community? A study on three community radio stations in Caracas, Venezuela

Abstract:
The following research is part of the international conference organized by the International Association for Media and Communication Research (2012) in the field of *Community Communication and Social Media,* so as to present the current state and operation of three community radio stations in Caracas. These are: Radio Libre Negro Primero 101.1 FM, located in El Recreo, Radio Arte 92.5 FM, located in La Candelaria, and Radio Indio Chacao 92.3 FM, located in Chacao. We consider that such a research is necessary, for the evolution of the Community and Alternative Media (CAM) is still unclear in Venezuela. There are really different opinions on the matter: part of the population believes that these radio stations are merely pro-Chavez; another part believes that they are relevant as channels for a free and plural communication in opposition to the hegemony of the biggest mass media companies. None of these contrasting views has been scientifically studied before. In our research, the community media will be understood as those that (…) "are non-profit, and their aim is to be the voice of the communities by allowing the full participation of the members of the social group to which they belong (…)" (Dragnic, 2006: 169). We consider the community/popular aspect a way to express the alternative. In this way, we are able to identify six (6) theoretical principles taken from the following authors: Kaplun: 1985, Giménez: 1981, Pérez: 1985, Merino: 1988, Berrigan: 1981. Then, they are compared to the data obtained in order to answer the question: are these community radio stations? This field and documentary research is structured on a qualitative methodology which allows a very specific study on cases and situations, so as to comprehend their peculiarities. Once this has been done, we can come to the conclusion that these radio stations are neither a communicational nor a community/popular alternative, because they are not different from the vertical model of communication proposed by the biggest mass media companies.

Author(s):
Ruth Kunz

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

Abstract:
This study demonstrates the importance of community organisations for the media production of marginalised migrant groups in the western world. The significance of community organisations in mobilising migrants to produce media can be explained by several reasons which are related with each-others: Community organisations gained relative importance, because other actors in support of migrant's participation lost relevance or disappeared. Since the political and economic climate in the western world changed, the share of migrants with bad prospects to get legal work and citizenship rights grew. The often illegal status of these migrants hinders collaboration with state institutions due to trust lacking on the one side and lacking legal foundation on the other. Community organisations, whose motivation is the defence of human rights like societal participation, are among the main actors left to work or exclusively built to work with this group of migrants and who are supporting the making of their voices heard. Moreover, community organisations offer a setting which is supportive of enabling media production, most importantly through education, meeting space and organisational collaboration. Finally, technical developments – the Internet and cheap technical equipment – furthered the possibilities of actors with low financial resources to produce and deliver media products.
This research's empirical part is based on qualitative observations made at the *Autonome Schule Zürich* (Autonomous School Zurich, ASZ) in Switzerland. At the ASZ, *sans papiers*, asylum seekers, accepted refugees, naturalised and native Swiss citizens teach, learn, meet, and make their voices heard through different media products. These products – a newspaper, movies, radio-shows, flyers and stickers – are unique in the region of Zurich.

It shows that media can be produced despite the often unstable personal situation of marginalized migrants and related fluctuations, as long as there is organisational stability and steadily exchange of knowledge. The regional community radio, for example, has more problems to deal with fluctuations, because the education of media skills is encompassing and not steady enough. Furthermore, its concentration on radio alone makes it difficult to involve people with different skills.

The school's acting in a legal grey area hinders the raising of money from foundations and state institutions. Therefore, voluntary work of all people involved is an important factor for the success. Moreover, organisational stability in the struggle for basic human rights brings solidarity in the form of free services and, hence, publications like a printed newspaper and flyers or movies on DVD. However, online publications and cheap equipment for the media production are important factors for the media output of the school.

Even though education and exchange, new and cheap technology, a variety of media products, voluntary work and organisational stability facilitates marginalised migrant's voices to be heard, the result must be put into context. The school's media output must be seen as part of a struggle, and is no compensation for discrimination in the mainstream media.

See also Type C submission by Ruth Kunz and Timon Schmidt

Author(s):
Amparo Cadavid

Title:
The use of EGov platforms in marginalized communities

Abstract:
This paper presents the Colombian study carried out as part of a major one, led by IDRC, OEA and COLAM[1] which included Mexico, Chile and Brazil. It is intended to evaluate the EGov platforms appropriation by regular citizens. The Colombian case focused on marginalized communities of three different parts of the country: Usme, a metropolitan area of Bogotá (center); La Playa, a very poor location in Barranquilla (North); Popayan and Silvia (South). The study wanted to identify the possible changes in the relationships between the community leaders - whose role is to link the people with the local, regional and national institutions and authorities – and their communities, due to the use of the EGov platforms. The methodological approach defined four aspects to look at: (i) the platforms itself in order to study the offerings, in terms of information and services available to the people; (ii) the professionals of the institutions in charge of the platforms, to find out the uses given to the EGov webpages by the people of those communities; (iii) the community leaders to find out the impact of the EGov in their people and in their own work and relations to them and to the institutions; (iv) the members of the communities of all ages and genders. We included a Native Indian community, Silvia, in the department of Cauca, near Popayan. Some of the results of the study show that: a) there are much more people in the communities that access to the EGov that what we suppose at the beginning. These technologies have been approached by the youngest, but through them, to their families. Both, men and women have the same opportunities and attitude towards the Internet, as a way of access to the State´s information and services. It has not been easy for most of them to use the EGov, but there is a feeling of success when they finally obtain some results in these activities. As a conclusion we found that the EGov platforms have been a useful tool for community leaders to enhance their headship. This paper will show the methodological design and the main results of the research. It is an .iIndividual paper based on a collective research. [1] OEA: Organization of American States. IDRC: International Development Research Center of Canada. COLAM: College of the Americas

Author(s):
Holger Briel

Title:
Narrations of the E-Mind: Cyprus and Malaysia

Abstract:
My presentation will discuss and compare recent oral history projects in Cyprus and Malaysia and delineate how new media have changed the way oral history is being conducted today

Author(s):
Jessica Gustafsson

Title:
The Political Economy of Community Media

Abstract:
Media are seldom more democratic than the society in which they exist. Even though community media mainly focus on serving the community where they operate, they are part of a wider society and their ability to promote change is therefore highly dependent on the conditions that influence their work.   Since late 2006, several small media projects have emerged in the slums of Nairobi and with the goals to 1) challenge the stigmatised image of the slums, 2) create an alternative public sphere to serve the community and 3) create opportunities for marginalised youth. In Kenya juridical restrictions prohibit community media to engage in income-generated activities such as selling advertisements and therefore they dependent on external funding from national and international NGOs. As a consequence of their constrained financial situation, all community media projects in Nairobi rely heavily on un-paid volunteers. The economic situation of community media, the issue of donor dependence, external influence and the wide-spread (mis)usage of unpaid volunteers are critical aspects of community media that needs to be examined. This paper presents the result of approximately 50 interviews with community media practitioners in Nairobi conducted between 2007 and 2010. The paper will address the following question: How does the political economy of community media affect their ability to fulfil their goals and promote social change, community development and democratisation?   The study shows that the weak economic situation of community media can have negative impact on their editorial independence. Moreover, the usage of unpaid volunteers that is the consequence of 1) the poor financial situation of the community media projects and 2) the wide-spread acceptance that people who work to assist others do not need to be paid as they are motivated by altruistic motives has both short-term, long-term, individual and organisational drawbacks. The attrition rate of the community media projects is high since a majority of the volunteers cannot afford to stay which threatens community media to merely become a training ground for young journalists instead of being a progressive force that work for social change in and beyond the community.

Author(s):
Catherine Edwards

Title:
Models for Public and Community Media Partnerships

Abstract:
This paper examines how public-service broadcasters can work with community media to both:- democratize public broadcasters - enhance the impact and reach of media generated in communities by non-professionalsThe paper considers case studies in Canada, but also draws on experiences of public and community broadcasters in the Netherlands and the UK.Public broadcasters sometimes have the goodwill and idea that outreach to communities would be a "good idea", but may have difficulty following through in a way that either truly empowers communities or leverages communities' creativity.Meanwhile, community media often lacks the funding, leadership, and reach to have the full democratic impact that its practitioners would wish.This paper explores models of collaboration between public and community broadcasters that leverage the best of both worlds in a global environment of increasing commercial media ownership concentration, reach, and power. How can these two sectors (public and community) which share a public-service mandate maximize their impact and provide a more effective editorial and grassroots balance for the power of commercial media through partnerships?

Author(s):
Catherine Edwards

Title:
Brainstorming Session to Create an International Community Video/TV Organization

Abstract:
I'd like to propose a brainstorming session to explore models for an international community video and/or community television organization.While regional organizations exist to advance legislative policies and on-the-ground practice of community television and these have had notable successes (for example, in promoting community TV governmental policies within the European Union), no equivalent organization exists at the present time internationally to facilitate the exchange of information, best practices, and policy approaches.AMARC's focus is, of course, radio, although it has occasionally promoted and assisted with the establishment of community television at a national level (e.g. in Bolivia). Videazimut fulfilled some of this role when it existed. I note also the recent creation of a UNESCO "Community Media Chair", although that

individual's role appears to be focused mainly on community radio in India at present.So, I propose an open roundtable to discuss the best method to fund and organize such a body and to brainstorm ideas about its mandate.I note that "community TV" is in some ways an outdated term, now that video is distributed on many platforms, and still pictures, text, audio and video can be integrated on many platforms. However, there still needs to be a body internationally to help promote the use of video as a tool for community communications, development, and citizen engagement, regardless of how and to what extent it is integrated with other media, and regardless of the manner of distribution. Video is still the most demanding and expensive media for non-professionals to produce, yet arguably still the most influential in shaping our understanding of the world we live in. Therefore separate policies and legislative frameworks need to be developed to support its use and proliferation.As the author of a recent report that examines community television in all 28 countreis where I am aware that it exists (produced for the Canadian Radio, Television and Telecommunications Commission), I am both motivated and able to chair such a discussion and working group, and highly motivated to help found such an international organization. I also speak all three languages of the conference (English, French, and Spanish). This report can be found at: http://cactus.independentmedia.ca/node/519 in English and at: http://cactus.independentmedia.ca/node/559 in French.On request, I can provide more information about the approach and specific questions that could be posed in the roundtable.

Author(s):
Saumya Pant

Title:
When Communities Talk!: Exploring the Power of Theater for Critical Dialogue

Abstract:
Based on the dialogic theorizing of Brazilian educator Paulo Freire and its application by Augusto Boal in his performative intervention the "Theater of the Oppressed", this paper will focus on how theater can become an extraordinary tool for communication within traditional communities by transforming monologue into dialogue. The Theatre of the Oppressed was developed by Brazilian theatre director Augusto Boal who experimented with many kinds of interactive theatre. His explorations were based on the assumption that dialogue is the common, healthy dynamic between all humans and when a dialogue becomes a monologue, oppression ensues. I will also explore other native forms of theater in India such as "Street theatre" as a form of communication that is deeply rooted in the Indian tradition. This form has been used to propagate social and political messages and to create awareness amongst the masses regarding critical issues. Street theatre breaks the formal barriers and approaches the people directly.

Author(s):
Henry Loeser

Title:
The Sustainability of Community Radio in South Africa – Sell Ads or Die?

Abstract:
With more than 7 million listeners, one in five South African radio listeners tune to community radio. The government not only recognizes the sector, it allocates valuable frequencies, builds the studios and transmitters, and even subsidizes initial operations for many radios. Favorable policy has done it's part in creating an enabling media environment, providing a tremendous opportunity in South Africa formany community radios to be an effective component of a healthy civil society – if they can successfully sell advertising. However, with the exception of a handful of highly successful well-managed radios, most of the community radios lack the organizational capacity and best practies to take advantage of the positive environment. Their financial sustainability greatly depends on operating a well-managed entrepreneurial organization designed to develop diversified sources of revenue with a major emphasis on advertising.

Utilizing a standard set of criteria, it is possible to identify strengths and weaknesses of the radio organizations, then develop tools to measure their performance, and improve their operations. The areas of focus include governance, strategy, business plan, revenue development systems and management; all critcal components for a successful advertising-based enterprise. This paper will introduce researchers to the study of financial sustainability through effective management practices, and present several actual cases. Further examination could be accomplished in visits to local Durban community radios: VIBE FM, Invander FM, and Hindivander FM; which are the subjects of my ongoing research. We will examine the

ability of South African community radios to survive under a policy focused on their management skills and advertising sales acumen.

More and more community media are expected to attain sustainability through advertising revenue, yet few are truly capable. Will these radios learn to sell advertising? Or will they die? This question concerns many organizations in the community media sector here in South Africa, and worldwide.

Case Visits

A half-day excursion to visit the subject radios. Visits include a station tour, examination of their structure, people, and systems, then an interview with the management and/or board. These visits will be arranged by me, with the conference providing transportation.

Author(s):
Arne Hintz

Title:
Notions of Community in Times of Social Media

Abstract:
The term 'community' has been used and overused in popular and academic discourses to express entities and networks as diverse as national and international communities; locally defined, interest-led and 'imaginary' communities; community radio and online communities; business communities as well as non-profit entities; etc. In this paper we will a) review briefly the diversity of the term and its uses, b) discuss the relevance of the notion of community in light of contemporary social and political transformations, and c) propose conclusions for the field of media and communication. Several authors have observed that the relevance of the traditional 'national community' is challenged, and societies are facing a fragmentation of the nation state in favor of a multiplicity of other forms of aggregation, including communities of interest, migrant and diaspora communities, and a myriad of virtual communities. The rise of community media and online communities reflects this process. At the same time, the collective nature of all these types of community is equally questioned as loose and temporary networks of individuals are emerging as key social actors. Social bonds are continuously being transformed along the coordinates of formality/informality and collectivity/individualism. This has implications for established notions of the public, and thus for public service media, but also for earlier generations of community media. It questions organizational forms of non-governmental and public-interest entities, and the institutionalized mechanisms of policy-making. This paper will be based on a survey amongst media users and media activists, and qualitative interviews. We hope to contribute to a debate within the IAMCR Community Communication Section on the changing notions and paradigms in the field and thus on the future path of the section.

Author(s):
Kate Coyer

Title:
Facilitating participation: Digital technologies and 'activist intermediaries'

Abstract:
At the intersection of technology and social movements, lies a new layer of what I call 'activist intermediaries', groups whose aim it is to create the tools and techniques to empower social movements and 'rights advocates' in their various international, national, and local efforts to encourage democratic participation. While it is easier to 'see' the role of popular platforms like Facebook and Twitter, and technologies like mobile phones and shortwave radio, the groups and projects that are the object of this study function to support the efforts of popular movements and grassroots activism and have emerged as a social movement in and of themselves. These are groups that aim to facilitate direct participation and digital populism, recognize that information and communications are critical assets in this digital environment, and that the advocacy and outreach capacities of social movements are greatly enhanced through the power of interactive data visualizations and innovative uses of technology. Some projects emergent in this space are focused on a broad range of toolkits for advocacy and mobilization, others focus on the practices of organizing online such as enhancing privacy and security, whilst more recent projects have launched focused specifically on digital tools to transform information into action.

Howard Rheingold famously asks: "If we decided that community came first, how would we use our tools differently?" What this research seeks to explore is the extent to which these 'activist intermediaries' are having a transformative effect on the bottom-up development of tools, technologies and applications that challenge traditional notions of social movements, and offer a new lens through which to understand the relationship between technology and activism.

Author(s):
Diana Nastasia
Sorin Nastasia
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Title:
Citizens in Space and Time: Configuring Communities as Sites of Civic Participation

Abstract:
This panel will employ critical perspectives in the examination of the spatial and temporal positioning of citizenship and community. At a time when new social networks and platforms of engagement seem to be redefining citizenship and community, yet when many in the academe and outside of it advocate the need to refocus on the small geographically bound communities, it is both timely and important to revisit the spatio-temporal situatedness of communities and the repertoire of positions related to this. The purpose of this panel is to flesh out and explore what differences in configurations of and assumptions about space and time mean for the identity of citizens and the constitution and expression of community as a site of civic participation.

The thoughts in this panel are in agreement with what Shepherd and Rothenbuhler (2001) wrote in Communication and Community: "Community is found in time or place… It is used to control; it is freeing. It is the basis of democracy itself, or a cover for repression. Although some see community entering a new age of access, growth, and vitality, many others see it withering away" (x).

The panelists will discuss how community incorporates places and events in and through which community residents get to meet one another (such as neighborhood coffee shops or businesses, block parties or garage sales), as well as spaces and activities by means of which community residents get to contribute to the common good (such as a neighborhood association or link, an awareness campaign or a conversation on a specific issue). These panelists will also discuss how many communities do not have enough physical capacities for citizens to coalesce their diverse voices and cultures and thus to contribute to decision and policy making, and whether virtual communities can contribute to enhanced citizenship or on the contrary hinder citizenship.

Each panel participant will begin with an approach to the contemporary state of affairs, followed by interplay across and among positions. Points of convergence and divergence will be identified. Audience members will also be invited to contribute other possibilities. The audience will also be invited to contribute to the discussion by sharing their ideas and experiences about the spatio-temporal positioning of communities.

Author(s):
Sudhamshu Dahal

Title:
Indigenous identity formation through community media trajectories

Abstract:
It was not a grassroots movement that facilitated the establishment of Radio Sagarmatha in Nepal as the very first community radio station in South Asia, but an enthusiasm among conscious and informed selective development elites propelled by a donor driven agenda. Nevertheless, the contested activities between the promoters of Radio Sagarmatha and the old mindset ruling the country in the intervening years ultimately gave a way to the establishment of some more community radio stations in Nepal. This repugned entry of the independent radio broadcast into Nepali mediascape in 1997 created a fertile ground for the successive establishments of other radio stations, both private and community owned.

Nepal's re-entry into the parliamentary democracy in 1990 resulted in an open policy towards establishment of private broadcast media. But the delay in the formulation of successive Acts and regulations hampered the expansion of independent broadcast media. The slow progress in both democracy and community radio sector limited any meaningful engagement of the community towards getting benefit through participation. We could see that the period between 1997 and 2005 witnessed a lethargic growth in community radio licensing and even some year as no-license period.

The rehearsal of medieval power grab in a bloodless coup d'état by the then King Gyanendra in 2005 culminated in coming together of the CPN Maoist (who were engaged in the 10 years old armed conflict) and the mainstream political parties to wage a peaceful yet potent democratic movement in 2006. This political movement was supplemented at different stages and in progression by fervent emancipatory movements such as Dalit's rights and indigenous identity establishment. The coming together of Nepalis for a cause of democracy and sustainable peace (overcoming the armed conflict) ensued in establishing *People's Democracy* in 2006 and ultimate removal of monarchy in 2008.

The detail analysis of this unique socio-political mix is a subject of another research but it mandates a cursory acknowledgement here to establish the link between social movement and the community radio in Nepal. The People's Democracy muddled into becoming a contested yet ever demanding platform furthering rights and identity movements. The latter movement has two sides, one political and violent exaction, and the other a softer, in identity creation and rights assertion. This softer side is contributory as well as a convener to the recent explosion of community radio sector.

It was the availability of alternative voices through community radios, which significantly contributed in the emergence of specialist community radio stations in recent times, for example women specific, Dalit specific, indigenous community specific and faith-based community radio stations in the country.

In the realm of above mentioned situation, this paper puts the following question:

Is the phenomenal growth of community radio in Nepal a conscious brainchild of the social movements or it is just specific to the fervent politico-social mix?

The paper investigates a case study of indigenous community specific radio stations in Nepal in an attempt to find the answer. Based on a theoretical framework of indigenous identity movement and media, the research uses ethnographic tools of Focus Group Discussions, in-depth interviews, relevant documentary search and analysis of media text to generated 'rich' and 'thick' qualitative data, which was analysed using computer software for qualitative data analysis, ATLAS.ti. The method of contrast and comparison as suggested by Strauss (1990) was used in getting a critical perspective of the analysis informed by researcher's experience in working with community communication in Nepal from past 10 years.

Author(s):
Sasha Costanza-Chock

Title:
Leaning Towards Open: Social Movement Media Culture in the Occupy Movement

Abstract:
Scholars and activists have hotly debated the relationship between social media and social movement activity during the current global cycle of protest. This talk investigates media practices in the Occupy movement and develops an analytical framework of social movement media culture: the set of tools, skills, social practices, and norms that movement participants deploy to create, circulate, curate, and amplify movement media across all available platforms. Movement media cultures are shaped by their location within a broader media ecology, and can be said to lean towards open or closed based on transparency (internal and external), the role of experts, amplification and inclusion mechanisms, messaging and framing norms, and diversity of spokespeople. The social movement media culture of the Occupy movement leans strongly towards open, distributed, and participatory processes; at the same time, highly skilled individuals and dedicated small groups play key roles in creating, curating, and circulating movement media. Insight into the media culture of the Occupy movement is based on mixed qualitative and quantitative methods. Qualitative insights come from semi-structured interviews with members of Media Teams and Press Working Groups, participant observation and visual research in multiple Occupy sites, and participation in Occupy Hackathons. Quantitative insights are drawn from a survey of over 5,000 Occupy participants, a

crowdsourced database of the characteristics of approximately 1200 local Occupy sites, and a dataset of more than 13 million tweets with Occupy related hashtags.

Author(s):
Junghyun Lim

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

Abstract:
In the field of communication, the diffusion of information has been the crucial issue in various aspects. According to the development of interface between people and society such as social media, the need of a core tool to handle them has come to the front in communication management in many fields. Although the interface, which can be referred as the social network service (SNS), has conducted the major role in global communication, it is not visible and evidently hard to follow the path from origin in social network service space. However, there is unique but critical incident that can be the clue for the question, in Seoul, South Korea.

As the mayor of Seoul, South Korea announced his resignation abruptly, the by-election of the mayor of Seoul, therefore, was held on Oct. 26, 2011. Among two new candidates in the by-election, surprisingly, one candidate who stood as an independent had been elected. This is a noteworthy result since several reasons have been assumed in different aspects that can give us the key point of communication. With supportive facts, this result is based on the one of notable backgrounds rather than political environments in Korea, that is, the power of diffusion in social network service (SNS) and the empowered public with emerging of influential podcast show on iTunes. This officially can be represented as new media in 21st century with the advent of smart phone and tablet PC.

As other several researches have proved that social network service not only can provide agenda to the media and the press but also it can set the frame, the agenda of media about the by-election during the campaign period had been thrown directly by the show and Twitter accounts of opinion leaders. We can refer the show and the opinion leaders as 'agenda setter' and this is the opportunity to elicit several points because the show had been weighted towards the elected candidate on the progressive party whereas it had been extremely against another strong candidate on the conservative party.

The one of social network analysis tool named 'Netminer' will be used to figure out the network of publics who follow the show, the candidates and main two candidates on Twitter. The range of subjects will be limited to the Twitter accounts the research period will be compared to the time point of the show on air from the beginning to the end of campaign period.

Crisis Communication Working Group

Author(s):
Ogu Enemaku

Title:
Watching the Watchdog in a Conflict Situation: An Analysis of Critical Comments on Nigerian Media's Coverage of Boko Haram Terrorist Attacks

Abstract:
Since 2011 when a hitherto little known local terrorist group, *Boko Haram*, began to intensified its campaign of terror by bombing military, para-military and civilian targets in Nigeria, the Nigerian media have also come under serious attacks in the media for their coverage of the *Boko Haram* attacks. While some media commentators argue that Boko Haram is a non-existent creation of the media, others have faulted media reportage of the Boko Haram attacks for different reasons.

A cursory look at the criticisms against the Nigerian media over the coverage of *Boko Haram* attacks immediately evokes memories of the criticism of the US media over the coverage of the September 11 2001 terrorist attacks.

The proposed paper attempts to trace a parallel and compare the criticism against the US media after September 11, 2001 and the criticism of Nigerian media's coverage of *Boko Haram* attacks since 2011.

Research Questions

The key research question for the proposed paper is: What are the differences and similarities in the criticism of the US media after the September 9, 2001 terrorist attacks and the criticism of the Nigerian media since the *Boko Haram* attacks escalated in 2011? In answering the above key research question, the following associated research questions will also be addressed:

1. What were the contents or the given reasons for the criticism against the US media and the Nigerian media after the two terrorist attacks respectively?

2. What are the social profiles or credentials of the institutions, groups or individuals behind the criticism?

3. What are the lessons to be learnt from the criticism of media coverage of the two terrorist activities?

4. What conclusions, generalizations or hypotheses can be developed from the observed trends of criticisms against the media?

Methodology

Data for the proposed paper will be principally generated from archival media materials from both the US and Nigeria. Such documented materials will be critically analysed with specific focus on the contents and circumstances of the criticisms.

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Author(s):
Stenford Stenford

Title:
The rhetorical structure of political self defense: Jacob Zuma's apologia on out of wedlock daughter.

Abstract:
President Jacob Zuma's political career has always been blighted by crises but the revelations by the media that he had fathered his 20th child out of wedlock perhaps posed probably the greatest risk to his political career. This situation required strategic rhetorical responses different from previous crises he had successfully managed through victimage. This study is a rhetorical analysis of Zuma's two statements he issued in response to the media's coverage of the crisis. In addition, the paper also analyses the subsequent media's coverage of the issue to evaluate the success of Zuma's rhetorical intervention. Using Benoit's, (1997) image repair theory, the paper argues that that Zuma effectively used a combination of differentiation, bolstering, attacking the accuser, transcendence and mortification as rhetorical self defense strategies. The

paper also notes that apologia, as a strategy, needs not only be based on the defendant's rhetoric but also on the rhetoric of those associated with him and gives an example of the significance of ANC and Cosatu 's responses to the Jacob Zuma's crisis, which the paper argues strengthened Zuma's rhetorical response.

Author(s):
Piotr Szpunar

Title:
Homegrown Terrorism as a Communication Problematic

Abstract:
The phenomenon of "Westerners" taking up arms against the "West" for "Jihad," often referred to as "Homegrown Terrorism," has received increasing attention in recent years. This phenomenon has been met with calls for both extreme action and claims that it is a manufactured threat based on xenophobic and racist language and media portrayals. This paper places communication at the center of examining and understanding this complex phenomenon from two vantage points. First, rather than dismissing this phenomenon as purely manufactured this paper examines media artifacts produced by those who claim to be proponents of some form of "global jihad," but in their particularity; that is, without essentializing any claims these individuals or networks make regarding Islam, a clash of civilizations, etc. As such, Homegrown Terrorism, a fundamentally global phenomenon, is conceptualized as a form of guerrilla warfare which itself has historically required two local elements for its execution: physical sanctuary and a supportive population. This paper uses Inspire (al-Qaeda in the Arabian Peninsula's English-language magazine) as an entry point for arguing that in the contemporary moment – a moment in which al-Qaeda is attempting to foster attacks on its stronger adversary's home soil and thus globalizing guerrilla warfare in a way without historical precedent – the functions once played by physical sanctuary and a supportive population are fulfilled by the form communication takes (i.e., dissemination) and the content of that communication. The second vantage point begins with the US administration's attempts to identify and counter (and even produce) this threat. The administration's efforts have been met with a lack of concrete or reliable demographic data with which to identify individuals as "homegrown terrorists." What emerges from examining both recent cases of Homegrown Terrorism and the literature central to theorizing counter-terrorist efforts is that the defining characteristics of a Homegrown Terrorist are her communication patterns. Counter-terrorism practices – in which communication patterns are implicitly central – have been met with accusations of entrapment and that such efforts simply manufacture the threat they claim to be combating. Placing communication in the foreground and considering the two aforementioned vantage points together, rather than justifying contemporary counter-Homegrown Terrorism practices, highlights the novel challenges that Homegrown Terrorism as a fundamentally communicative phenomenon produces.

Author(s):
Musara Lubombo

Title:
From pure advocacy to pure accommodation: Zimbabwe Government's handling of the Movement for Democratic Change (MDC) Crisis 2000 – 2009

Abstract:
Authoritarian leaders and single party regimes have of late faced intense pressures from sustained effort by the domestic political forces to allow multi-party system on a universal franchise. Since Zimbabwe attained independence in 1980, a multi-party system on a universal franchise was implemented although during the early '80s there had been some considerations of establishing a one party state. However, for nearly three decades, there has been a consolidation of power into the hands of the Zimbabwe African National Union Patriotic Front (ZANU PF) such that government became its preserve. Other political parties particularly theMovement for Democratic Change (MDC) were excluded from government regardless of their continued significant representation in parliament. The MDC was presented to the public by the ZANU PF government as a local lackey of the West bent to re-colonise Zimbabwe. However, the then government faced a crisis of the growing MDC popularity which threatened its hegemony.The ZANU PF government had to handle this crisis well so that it remained appealing in the court of public opinion. This paper is premised on W Timothy Combs (2007), Denis L Wilcox, Glen T Cameroon's (2008) contingency theory to examine how the ZANU PF government managed to win the public trust and survive the MDC pressure beginning 2000 through to the formation of an inclusive government in 2009. The findings suggest that the government in its resisting efforts employed several (communication) strategies that vary from manipulation of the public media,

physical confrontation, policy and legal reforms but then latter capitulated resulting in negotiations and accommodation of the then opposition in government.

Author(s):
Zarqa Ali

Title:
Gender and Climate Change in the Print Media of Pakistan and New Zealand

Abstract:
The global phenomenon of climate change is continuously affecting the entire world from north to south. Both a developing country like Pakistan and a developed country like New Zealand are affected from climate change. This present study aims at, particularly, finding out the gender based coverage in the mainstream national newspapers of both countries during the respective months in which the climate conferences were held in Cancun 2010 and Durban 2011. The study focuses on two Pakistani English newspapers - 'The News' and 'Dawn' and two English newspapers from New Zealand – 'New Zealand Herald' and 'The Dominion Post'. In this study, the research questions are associated with the representation of gender in the print media's coverage during COP16 and COP17. Question 1: What is the extent of the gendered coverage in newspapers of both the countries? Question 2: How is gender represented in the coverage of both the countries? The research questions will be analyzed quantitatively and qualitatively.

The present study focuses on gender as climate change, being a complex global phenomenon, is not gender neutral. The impact of climate change correlates with the trends in the awareness and participation of the community, particularly that of women in preserving the environment. Media are supposed to update people and the governments to address such an imminent global concern casting irrevocable impacts on humans and on the earth.

Author(s):
Stijn Joye

Title:
Future directions in research on the representation of crises and suffering. Findings from elite interviews with leading scholars in the field.

Abstract:
An emerging field of research within communication and media studies concerns the mediation of crises and suffering. New journal titles, high-profile book series and recently established sections at different international academic associations underline the growing interest in the field and the professional scholarly occupation with it. This purpose of this paper is twofold. Firstly, we aim to provide a state of the art regarding the different strands of research with regard to crises, disasters, risk and suffering. Secondly, we will discuss future directions of research. Therefore, a series of elite interviews are conducted with leading scholars in the field: Jonathan Benthall, Lilie Chouliaraki, Simon Cottle, Suzanne Franks, Maria Kyriakidou, Keith Tester and Karin Wahl-Jorgensen alongside interviews via mail with Susan Moeller and Mervi Pantti.

As these interviews are still being conducted at the time of writing this abstract, we cannot present any firm results or findings yet but preliminary observations tend to stress the need for a more clear conceptual outlining with regard to the scope of the field. Is the focus on risk and hazards? Or should it be limited to natural and technological disasters? But if so, what about terrorism or other complex emergencies that are related to conflict situations? This is related to a discussion on what is the parenting theoretical field? Some point towards the long tradition of international and foreign news studies while others prefer the sociological concept of risk society and several others prefer it to be perceived as a distinct field of crisis communication.

Another dominant concern in terms of future research directions deals with the audience. As argued by Höijer (2004) before, there are few empirical studies of audiences' reactions to and interpretations of mediated suffering. Cottle (2009: 134) further 'point[s] to the need for closer empirical engagement, […] and further analytical distinctions' in the field of audience research related to (distant) suffering. This element is brought up several times in the interviews that have been conducted so far. Related to this is a semantic discussion on the use of several key notions. Should audience reactions to suffering and crises for instance be approached as being articulations of pity, empathy, compassion or care? Often used as synonyms, they tend to highlight different emotions and henceforth open up for different means of public action.

Other interview topics focus on the concept of compassion fatigue, the role of different actors such as NGOs and celebrities in relation to the media, the use of 'ideal victims' and graphic images in representing suffering, cosmopolitanism, …

This paper acknowledges the role and power of media and mediation by aiming to chart the future directions in the academic research on crises and suffering.

Author(s):
Lilian Kwok

Title:
A study of the Hong Kong media reporting of risk information during the H1N1 pandemic in 2009

Abstract:
Background

A novel strain of influenza A(H1N1), also called swine flu, emerged in Mexico and the US in early 2009 and spread among humans across the world within weeks. The outbreaks of the new disease occurred at a time when scientists, governments and international health agencies had been preparing for a worldwide pandemic which they believed it had been overdue for years. The global media responded with immense coverage which led to immediate criticisms, especially in the US and UK, for being hysterical, over-hyping and even contributing to public panic.

Purpose

The media, as a major source of science and health risk information for the general public, has been recognized by the World Health Organization and health communication experts as an important non-pharmaceutical public health tool in controlling spread of disease during a pandemic. However, its effectiveness or impact when it is put into practice is difficult to evaluate. While many research on risk communication related to emerging infectious diseases focus on the general public's perception of risk and psycho-behavioral responses, as well as the public's perception on the media's coverage about the risk, studies on the relationship between the risk portrayed by the news media and the risk perceived by the public is comparatively rare. In Hong Kong, where the local news media had experienced the avian influenza outbreaks and occasional recurrences since 1997, and the Severe Acute Respiratory Syndrome epidemic in 2003, it unsurprisingly placed the outbreaks of H1N1 influenza in 2009 on its agenda and produced large volume of coverage on the related issues. This study is to examine how and what the news media portrayed about the swine flu stories in 2009, using Hong Kong's Chinese-language media coverage as a case study.

Methods
Based on content analysis, various research methodologies are developed to analyze the newspaper content of swine flu stories focusing on three aspects: First, to quantify the volume of coverage related to H1N1 throughout the pandemic; second, to clarify what risk messages and prevention information were represented; and third, to describe how the risk messages and prevention information were represented.

Results

This study aims to gain new insights in understanding how the news media reported risk and uncertainty in the course of emergency health risk communication, and identify knowledge gaps which may undermine communication efforts for both journalists and communicators.

Author(s):
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Title:
Neutralizing frames: The role of strategic frames and institutional justifications in the financial crisis

Abstract:
Crises such as the financial debt crisis (since 2008) arise from unexpected events that call into question the legitimacy established interpretations, social institutions and organizations (Schultz & Raupp, 2010). To the degree that crises present communicative events, they are fuelled, shaped and eventually resolved by frames sponsored by various actors to account for current events: Public and corporate actors involved in the crisis advance strategically crafted interpretations while trying to steer clear of attributed blame. However, as such frames are negotiated within the mass media, they compete against established journalistic routines and pre-set frames: Amplifying morally charged social stereotypes, focusing on few high-profile actors, and favoring monocausal attributions, mainstream media usually quickly determine their account of the crisis. By contrast, new media communication is less constrained by pre-existing crisis frames and may therefore provide an easier target for strategic framing efforts.

Despite long standing research in crisis communication, it remains unclear how specific frames become widely accepted while others are marginalized or refuted. This paper contributes to addressing this gap. It analyzes how strategic frames sponsored by selected actors were taken up in mass media coverage and new media discourse during the financial debt crisis. It draws upon institutional theory to understand how frames are justified by reference to widely accepted "institutional logics" (e.g., economic rationality, morality, Boltanski & Thevenot, 2006; Meyer & Rowan 1977). We argue that frames are considered plausible to the degree that they refer to social institutions and public myths. For strategic frames to successfully challenge established frames and news routines, however, supplanting one routinely invoked institution with another is not sufficient: To appear *more* legitimate than other accounts, frames need to construct consistent evaluations supported by multiple distinct institutional frameworks at once.

Testing our hypotheses, we trace the impact of strategic frames advanced by three salient actors framed as sharing responsibility for the financial crisis: The White House, the US financial authority SEC, and Deutsche Bank. We represent each actor's strategic communication activities (100+ press releases/corporate social media postings per actor) as phase-wise semantic networks (Baden & Koch, 2011), identifying their main frames. Subsequently, we search for traces of these in the US and German news coverage (12.000+ articles, both print and mainstream blogs), using computer-assisted content analysis (AmCAT).

Results show that frames justified by reference to one or few institutional bases can be sufficient to trigger alternative sub-discourses and distract or decouple news attention for specific issues from organizational responsibility. However, only frames anchored in multiple social institutions are durably taken over into press discourse. Also, temporal consistency and references to common news frames aid successful strategic communication. Combining framing research in mass media and strategic communication with a political science/management studies perspective on institutional justification thus adds an important facet to our ability to explain and predict the power of strategic frames to shape public discourse.

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Title:
NGO with credibility crisis in a low trust society: A case study of Red Cross Society of China's response strategies in the "Guo Meimei" incident

Abstract:
The crisis communication strategy (Coombs, 2006) has been one of the focuses in the study of public relations. However, few studies assessed non-governmental organizations' crisis communication strategies in those developing countries, such as China. With the increasing use of the Internet and popularity of social media in the modern world, an organization issue could easily and quickly transform into a crisis. The interplay of media comment and netizen's response has become an important factor in influencing general public perception. As reputation is a valuable asset to non-profit organizations, the use of crisis communication strategies for reputation protection and restoration during a crisis is exceptionally crucial. In view of the above, the current study will examine and evaluate the crisis communication strategies adopted

by Red Cross Society of China (RCSC) in handling the Guo Meimei incident erupted on the Internet in June 2011. It attempts to explore how Chinese media shape public perception during the crisis; and to what extent response form (Huang, 2008) complemented the use of crisis communication strategies in crisis communication. It mainly intends to solve the following four questions:

Q1. Whether the crisis communication strategy that the RCSC used can significantly predict the tone of mass media and the public attitude?

Q2. Whether there is a significant difference between the public attitude and the tone of mass media?

Q3. Whether the media tone or public attitude is significantly related with the response form?

Q4. Whether the response form is more important than the crisis communication strategy in RCSC crisis communication?

This study triangulates the data collection process from the literature, newspapers and public comments to seek for information richness and achieve a full understanding of how RCSC use crisis communication strategies. Content analysis is adopted to collect both the secondary data from news reports during the June, 22th to August 2nd and the first-hand data on Sina microblog during the same time range.

Data were coded and analyzed (inter-coder reliability: 68%--98%) in SPSS, the paper finds that the RCSC has adopted crisis communication strategies, namely denial, justification and concession at different stages. Yet the more concessive RCSC responded, neither the media tone nor public attitude turned positive. Instead, they turned more and more negative. Such inconsistences with the findings of previous research conducted in those developed countries merit a reconsideration of crisis communication strategies as a theoretical paradigm of crisis communication. The current study also discovers that the effect of response form on favorable trust and relational commitment is ineffective in the Chinese context which can be attributed to the low trust context of Chinese society, serious public distrust of state-run organizations, reputation of RCSC in the past and the relationship between RCSC and the public.

Author(s):
Juliana Souza

Title:
A crisis conjugated in the feminin: A study of the representation of women in the media in a context of economic recession in Portugal

Abstract:
Throughout the world, an attempt to appropriate the language in order to "contextualize" and legitimize the current economic crisis has been gaining strength, markedly in the last two years. A language that produces, expresses, and silences the image of a world collapsing in the face of unilateral and unequal austere policies.

An economic crisis that resulted in an extraordinarily rapid and dramatic transformation in all social levels, reconfiguring secular hegemonic positions of power and leadership. Developments that bring immediate implications in terms of various international divisions of geographical and other, new garments as the "North and South" of Europe, designed by the leadership of Franco-German Empire, the divisions of gender, work, etc.

In addition to the economic, social and political changes that are happening in the daily lives of thousands of people, the media play a primary role in consolidating this language/reality and in (re)asserting this crisis. By quoting, inventing or transforming concepts, expressions and images, it is within the (specialized or not) journalistic texts that address the current situation of recession that this agenda assumes a particular relevance, opening the cracks of a model in which still coexist old and new patterns of segregation.

In this context, the "multifaceted" and "mediated" crisis is thus articulated with the evidence of a vicious cycle that eventually reaches distinct social classes and groups, revealing, in its turn, the power structures, between the "new european" North-South, that still underlie gender representation in contemporary society. Looking at the female universe, these are phenomena of segregation that bring to light the vulnerability that thousands of women face daily in a context of economic crisis.

In convergence with such social changes, we will seek to identify the extent to which women's identity is being constructed, portrayed and propagated by the media in this new context of financial recession in Portugal - observed and conducted by the great powers hegemonic North, as a Southerner precarious economy, low development and uncompetitive (but, in contrast, a rich source of raw materials). In particular, this analysis will allow us to better understand how the language of the crisis, appropriated by the media, is observed and interpreted as a social phenomenon that involves, in its essence, the identitarian logic of a consumer patriarchal society – this analysis will, in turn, allow us to describe the possible impact of power and gender divisions on how women are seen in a Portuguese society ruled by the financial markets.

Keywords: Women's Studies, Identity, Portuguese Economy/Financial Crisis, Media Discourse.

Author(s):
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Title:
Intercultural traffic of news representations in the "war on drugs": Contrasting the discourses of the Colombian and U.S. press (1971-1984)

Abstract:
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(O: Spanish)

Tráfico intercultural de representaciones periodísticas en la "guerra contra las drogas": Contrastando los discursos de la prensa colombiana y estadounidense (1971-1984)

Los debates sobre el fracaso mundial de la llamada "guerra contra las drogas" se han vuelto comunes en diversos lugares del mundo, y va creciendo el consenso sobre la necesidad de buscar otras alternativas para encarar los problemas del consumo, producción y tráfico de sustancias sicoactivas. Ahora bien, además de una política antinarcóticos, en la 'guerra contra las drogas' asistimos a un 'paradigma' construido históricamente, una forma particular de definir el 'problema de las drogas', abrazada por países como Estados Unidos y Colombia. La insistencia en políticas públicas fallidas contra las drogas es parte de un paradigma cultural, implementado tanto en el norte como en el sur. La construcción mediática de problemas trasnacionales resulta estratégica para investigar las posibilidades de transformaciones mundiales a partir de los diálogos sur-norte. El narcotráfico pertenece al tipo de problemas que no es fácil de encasillar como asunto local, nacional o internacional en las agendas mediáticas y noticiosas.

En ese contexto de discusión, esta ponencia examina, desde una perspectiva diacrónica y comparativa (1971-1984) de análisis crítico de discurso, las construcciones discursivas de una muestra de la prensa colombiana y norteamericana en torno a la gestación y desarrollo de la "guerra contra las drogas". El análisis muestra como los discursos periodísticos tienden a representar las responsabilidades internacionales frente al narcotráfico y la guerra contra las drogas bajo el prisma maniqueo de un nosotros/ellos, que enfrenta a "países consumidores" y "países productores", contribuyendo a profundizar las explicaciones exculpatorias sobre los problemas de drogas. Así, las explicaciones dualistas norte / sur sobre el narcotráfico reproducidas en los discursos periodísticos-mediáticos, al tiempo que comparten el paradigma de la 'guerra contra las drogas', alimentan un "diálogo de sordos" frente al asunto.

La ponencia contribuye a la discusión académica sobre el papel de los medios de comunicación en general, y del periodismo en particular, en la construcción de problemas nacionales-internacionales, incorporando la dimensión histórica y comparativa en la explicación, en particular en las relaciones discursivas entre el sur y norte que siguen sosteniendo actualmente a la "guerra contra las drogas".

Palabras claves: Guerra contra las drogas, construcciones periodísticas de la realidad, análisis crítico de discurso, Colombia, Estados Unidos.

(T: English)

Intercultural traffic of news representations in the "war on drugs": Contrasting the discourses of the Colombian and U.S. press (1971-1984)

Discussions concerning the global failure of the "war on drugs" have become common in various parts of the world; and it is agreed that there is a need to find alternatives to address the issues of consumption, production and trafficking of psychoactive substances. But, the emphasis on failed public policy on drugs is part of a cultural paradigm present in both north and south America. The media's construction of transnational issues can be used to investigate the possibilities of global changes in the North-South dialogue. Drug trafficking belongs to the type of problems which are not easy to pigeonhole as belonging to local, national or international news agendas.

This paper examines, from a diachronic and comparative perspective (1971-1984) of critical discourse analysis, the Colombian and North American print news media's constructions of the "war on drugs". The analysis carried out shows how journalistic discourses tend to represent international responsibilities against the drug trade and drug war in terms of an "us and them" situation involving "consumer countries" and "producing countries". Thus, there are two different media representations, coming from North America and South America respectively, regarding the "war on drugs" which makes it difficult to achieve a dialogue.

The presentation contributes to the academic discussion of the role of the media in general and journalism in particular in the construction of national and international problems, incorporating a historical dimension and comparing the discursive relationships between the North and South that are currently taking place concerning the "war on drugs".

Keywords: War on drugs, news media's constructions, critical discourse analysis, Colombia, United States.

Author(s):
Na Liu

Title:
One crisis, three transcripts: Public, media, and official discourses in Wenzhou Train accident in China

Abstract:
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Title: One crisis, three transcripts: Public, media, and official discourses in Wenzhou Train accident in China
On 23 July, 2011, two high-speed trains heading for south Fuzhou crashed in Wenzhou railway section in China. The Ministry of Railway and local government was blamed not to rescue passengers timely; instead they buried the train head and refused to provide the whole victim list, causing widely public criticisms online and offline. It was even ranked the Top One event on the Internet in 2011, with more than 9.6 million posts and reposts on online forums and micro-blogs (Zhu, Shan, & Hu, 2011). Informal observations of this crisis implied that it left Chinese society wildly divided and controversial in aspects of the state's authority, expert's authenticity, and media's credibility. And hardly could any other issue be more bitterly divisive than the gaming among online public expression, party-state media control, and government's legitimizing process in this accident.

This study aims to examine the dynamics of public, media, and official discourse in Wenzhou train accident, to understand how the three parts construct divergent but interactive "social transcripts" towards the same crisis. The study argues that it is the legitimation crisis (Habermas, 1975) resulting from interruptions of political and social system that shapes the scope of online public expression, media representation, and official rhetoric in crisis situation. Put specifically, the public present a transcript of resistance against media and official interpretations of the accident. They consider the Wenzhou train accident as terrible malfeasances of the government, claiming for the truth of the accident, and blaming the failures of governmental plans on high-speed train project in recent years. Mainstream media mainly represent official framework and emphasize rescues and reparations to the victims. This kind of transcript attempts to legitimize governmental deeds and to maintain the authority of the party-state. While official discourse

highlight the intra-institutional failure and consider the accident as chances for systematic repairs. The three divided versions of the same accident are not independent without interactions and dynamics, but are constructed by the legitimation crisis of the state. Being moderated by the media as "neighbors", the public and the official develop a controversial "parent-child" relationship. Public's questionings are treated as wild actions of the "children", and high officials such as Premier Wen Jiabao act as "parents" to solve the problem and to explain to their "children".

This study employs case-based content analysis to examine the divergent transcripts of Wenzhou Train accident. Three sets of data are collected and analyzed to make comparisons. In aspect of online public expression, the study chooses Tianya Forum (Tianya.cn), arguably the most popular online forum in China, to search key word "Wenzhou high-speed train". People's Daily is considered as the representative of official mainstream media, which usually sets the keynotes for other official media. Keywords like "Wenzhou high-speed train", "Yongwen Line", and "7·23 accident" are searched in the online database of People's Daily. While in aspect of official discourse, this study selects related news on the website of The Ministry of Railway and officials' public speeches on this accident. The three sets of data will be analyzed and compared in aspects of theme, keywords, main actors, activities, and latent attitudes and other respects.

Author(s):
John Skinner

Title:
How social media is impacting on traditional forms of communication in disaster management

Abstract:
The South Durban basin, KwaZulu Natal, South Africa forms the backcloth for a special study into the chemical industry and in particular the major role players in the region, which include two of the country's major oil refineries ENGEN and SAPREF as well as the largest chemical complex in Southern Africa operating under the auspices of the Umbogintwini Industrial Association (UIA)After outlining the scope of these developments and in particular plans for a new container port within the basin, the paper will contrast existing communication tools and techniques being used currently to monitor and transmit disasters by the authorities and industry alike with new technology now available through the medium of social media.How the various partners are adapting to this changing communication environment and with what success will be discussed and guidelines provided for possible future strategies.

Author(s):
Suchitra Patnaik

Title:
A Study on Journalists Perspective of Terror Reporting in India

Abstract:
Globally much has been said and written post the 9/11 about how inadvertently the media amplify terror and provide the oxygen of publicity to terrorist agenda by sensational coverage and its unrelenting reportage of human distress and agony that follows. India has been a victim of insurgency and terrorism for more than three decades; however most outrageous and gory episode of terrorism that has scared the public memory forever is the Mumbai attacks on November 26, 2008. Ever since, the Indian media has been lambasted for going overboard in its excitement of grabbing more eyeballs in 24/7 news culture. It is to be noted that India is at the brink of media explosion with 70,000 newspapers and 700 satellite channels. While there have been several code of conduct prescribed by the press council and other regulatory bodies. There are also several examples of a 'traumatized press' whenever there is a national crises; the press often go overboard in their patriotism. After all the media is a public institution and it is very difficult for them to isolate themselves from human emotions and adhere to self-restraint and principles of objectivity, neutrality and professionalism. The research study tries to understand how journalists and editors respond to a terror situation. Close in-depth interviews were conducted with editors and senior reporters of newspaper and television channels located in the metro cities of India ; who have had some form of experience in reporting terrorism and insurgency issues.

Author(s):
Eva-Karin Olsson

Title:
Communicative logics in crisis – Information, coordination and emotional communication

Abstract:
Today's crisis management landscape has become more and more characterized by complex and transboundary crises such as financial turmoil, terrorism or natural disasters. From a managerial perspective, one of the side effects of this tendency is that actors are increasingly bound to work together, which challenges their ability to coordinate (Boin, 2009). Due to the tendency in the crisis communication literature to focus on single organizations and their communicative work, there is a lack of theoretical foundations explaining the preconditions for collaborative communication in the face of crises (Seeger, et al, 2003). Coordination in communication is mostly dealt with in terms of calls for actors to speak with one voice (Coombs, 2012). However, the appeal to speak with one voice becomes more complex and problematic when moving from a single organizational context into a complex environment requiring for example various levels of governmental actors as well as both private and public actors to engage in collaborative efforts to solve common societal predicaments (Garnett and Kouzmin, 2007). The aim of this paper is to contribute to theory building in the field of crisis communication by exploring the challenges facing actors in the wake of crises characterized by functional and geographical boundary crossing. This will be done through an explorative case study on crisis communication during the floods that affected large parts of Queensland, Australia, in 2010/2011. In focusing on the actors with the primary responsibility for communicating during the crisis (like the Queensland Police, the ABC, Brisbane City Council, Queensland State Government, local government representatives, Translink and Telstra) the study explores the role and function of the various communication logics applied by the actors in question. The study is based on a qualitative analysis of interviews with key actors, official documents and media texts. Based on the analysis three such communicative logics have been derived inductively. The communicative logics – information, coordination and emotional communication – perform different societal functions in times of crisis. The study examines the interplay between these logics of communication and how they create conflict or consensus amongst key actors ultimately setting the parameters for joint crisis communication ventures.

Author(s):
Colin Agur

Title:
Mapping and Mitigating: Crises, Location-Based Services, and Mobile Networks

Abstract:
This paper examines a contemporary case study in mobile phone usage during a major crisis. In 2010, amid the devastation of Haiti's earthquake, emergency responders and journalists used location-based services (LBS) to map the disaster. With rescue efforts hampered by infrastructural damage and a lack of knowledge about which areas needed what assistance, mobile phones provided the tools for planners, teams of rescuers, and journalists covering the disaster. This paper contends that location-based services have a special role to play during the crises that follow natural disasters. Drawing on the author's recent visit to Haiti, interviews with aid workers and journalists, and recent data on mobile connectivity and usage in Haiti, this paper is intended as a starting point for a larger comparative study in crisis and mobile communication. Building on the network theory of Castells, the paper conceptualizes location-based services as part of a new space of flows enabled by mobile phone networks. This new space of flows transcended the spatial divides of Haiti, where topography often separates rich from poor and well-serviced neighborhoods from those with minimal services. This new space of flows allowed Haiti to become the staging ground for a larger South-North conversation on technology and natural disasters. The presence of a large contingent of foreign aid workers, soldiers, church volunteers, and journalists fostered a collaborative approach to mapping problem areas and relief efforts. Looking ahead, we can identify ways in which location-based services can become the nexus for a larger set of South-North conversations -- ones based not only on responses, but also on proactive preparation in parts of the world prone to earthquakes, floods, tropical cyclones, and other natural disasters. But this paper urges caution in one respect: these South-North conversations must be symbiotic; they must involve countries of the South as active and equal players in network development and the planning of relief operations. If mobile telecommunications becomes a new medium for foreign dominance, rather than a collaborative conversation across great spatial distances, we will have missed out on one of the more remarkable affordances of mobile communications.

Author(s):
Savera Shami

Title:
Portrayal of US in Pakistani Print Media After Osama Bin Laden Killing

Abstract:
Pakistan is a 'front line ally' in US led 'war on terror' in Afghanistan. The second and unannounced phase of this 'war on terror' is rapidly at dispersal in Pakistan due to detection and killing of some important Al-Qaida leaders in Pakistan. Since long, US are indulging Pakistan into the state of war by exploiting through various aid packages and magnifying the intended threats from Al-Qaida. Though, the public opinion is anti-American, but the leadership of Pakistan is under immense pressure of US. American Drone attacks to kill undercover Afghan terrorists and undue interference in the sovereignty of Pakistan are major points of conflict and because of this Pakistan is facing worst crisis, an outcome of war on terror. The tension between US and Pakistan peaked up when US Navy Seals killed Osama Bin Laden in a covert operation at Abottabad on May 2, 2011. The way 'Operation Abottabad' was conducted raised many questions on American as well as Pakistani Forces. This situation created severe crisis inside both the countries and public opinion against America became stronger in Pakistan. Everyone in Pakistan considered it as biggest tragedy and Americans were held responsible for that.

This study aims to analyze the coverage of "Abbotabad Operation" in Pakistani newspapers, the researcher wants to explore that what kind of coverage given to the incident? What stance Pakistani media took in this critical situation? How they portrayed American attack? Did Pakistani newspapers play any role to overcome this crisis between Pakistan and US? The researcher will apply 'Content Analysis' to examine the news and editorial content from May 2011 to July 2011 to gauge the portrayal of US in Pakistani newspapers and to get answers of the above mentioned questions. This paper also intends to analyse the coverage patterns and investigate its impact on 'war against terror'.

Author(s):
Rikke Jensen

Title:
Battle of Narratives: Strategic Communication & the Story of Success in Afghanistan

Abstract:
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Battle of Narratives: Strategic Communication & the Story of Success in Afghanistan

Strategic Communication (StratCom) is becoming increasingly important to military doctrine. At a time when allied forces are implementing their exit strategy in Afghanistan, StratCom is emerging as the key to constructing a coherent narrative of success. In a war climate that has lost any clear strategic direction and where the notion of absolute victory is merely an abstract one, StratCom is rapidly developing as a powerful tool in defining success in the battle of war narratives.

A relatively new high-profiled concept in military strategic thinking, StratCom plays an essential role in the transition process in Afghanistan. With current counterinsurgency campaigns being increasingly driven by political, value-laden and humanitarian objectives, defending a military strategy that is designed to 'take, hold and destroy' becomes problematic. Thus the constructed war narrative is what matters. Reality on the ground often takes second place, creating a virtual storyline directed towards upholding the perception of achievable political solutions. The StratCom mind-set is one of success; a mind-set that builds on the intrinsic notion that 'perception becomes reality'.

Through interviews with key military personnel with a communication function as well as in-depth analysis of strategic NATO doctrine, the paper examines the planning, organisation, and application of StratCom during the course of NATO withdrawal from Afghanistan and the transition to Afghan security responsibility.

The paper argues that StratCom is pivotal in defining military, and political, success at a time when allied forces are stretched to their limits. NATO is seeking credible direction for securing the future of the institution, as the transatlantic US-Europe relationship, the foundation of the alliance for over 60 years, is weakening. Furthermore, the notion of 'failure' is creeping into military as much as media thinking on post-9/11 wars. This period of both strategic pressure and radical uncertainty will thus be a testimony to the function and authority of StratCom, in (re)branding the Afghan campaign a success. And it will be a testimony to the capacity of stratcom in creating a 'front' that meets the expectations and values of the target audiences.

Keywords: *strategic communication, war, NATO, Afghanistan*

Author(s):
Seongbin Hwang

Title:
Media Framing of Protesting People against Nuclear Power Generation in Japan

Abstract:
Despite the huge discontent on the government handlings about the Fukushima nuclear crisis, Japanese public seems to have kept relative stability and stay in order. It is likely a reason for this seemingly calmness that the society highly values conformity and order, but it might be another reason that Japanese media does have a tendency to rarely represent protester's voices from streets. As a matter of fact, thousands of protesters in Tokyo and other major cities rallied against the use of nuclear power on June 11, 2011, three months after the devastating tsunami set off a nuclear crisis. But only few of the major news media cover the demonstration even in a very trivial manner not because of a direct regulation on media coverage but because of their own professional practices in news gathering. Since there haven't been big protests, at least since 1970s, the mass media's newsgathering practices have been formed accordingly. The streets, Shinzuku and Koenji, where the protesters gathered, have been known for youth cultures and fashion etc., at least since 1980s. Therefore, the protester's voices could not be heard by the vast majority of the public and could not get public's support and were marginalized as negligible opinions by and through the mass media's framing.

Meanwhile, the demonstration was remarkable not just because of its size, but because of the way in which it was organized, which is quite different from the traditional social movements in 1960's such as anti-Vietman war protests. It was actually called upon by a famous blogger without organized support, so many people in the crowd were involved in a public protest for the first time.

In this presentation, firstly, I explore how the demonstration were organized and supported through the Internet, especially focusing on the role of the social media. Secondly, I examine how the Japanese media have framed the demonstration with a special interest in the way they constitute the civil society's voices by analyzing the media coverage about the Fukushima nuclear crisis. Finally, I compare the current situations in the two spheres, traditional media sphere and newly emerging cyber space in terms of the impact and challenges to democracy and public opinion in Japan. I also discuss how urban space's meaning has been formulated on these spheres and its dialectical processes of mutual transformation.

Author(s):
Rod Carveth

Title:
Tokyo Electric Power's Response to its Nuclear Disaster: A Case Study in Image Restoration Discourse Analysis

Abstract:
In March 2011, a 9.0 earthquake struck outside northeastern Japan, triggering a tsunami that created a nuclear crisis at Tokyo Electric Power's (TEPCO) Fukushima nuclear plants. The disaster resulted in a virtually unimaginable crisis for TEPCO.

The first step in the crisis communication planning is for crisis team to decide on a position regarding the crisis. That position should be communicated quickly to the public to minimize the impact upon the reputation of the company. The failure to do so can result in distrust because either the public believes the company doesn't care or is pretending something is better than it is.

During the days and weeks that followed the tsunami, and due to the threat of a nuclear disaster, TEPCO's crisis communication planning was tested. TEPCO officials denied water from the cooling pools at the plants was gone (and radiation levels were not harmful) even as helicopters scrambled to drop water on the fuel rods and TEPCO employees carried out dangerous repair missions. In fact, plant radiation levels were extremely high and conditions were life threatening.

A December 2011 report on the crisis found that TEPCO employees on duty at the plant were not trained to handle a power failure, such as was caused when the tsunami destroyed backup generators. In addition, the report said were no systematic procedures to follow and staff at the plant failed to communicate with colleagues at the site, their headquarters and the government.

In addition, TEPCO failed to keep Japanese Prime Minister Naoto Kan informed over the company's mishandling of the Fukushima plant explosions and subsequent radioactive leaks. Among the allegations were that TEPCO played down the TEPCO severity of the crisis (which was a Level 5 on the INES rating later upgraded to Level 7), the "meltdown" at Reactors No. 1, 2 and 3, and the delayed release of the SPEEDI (System for Prediction of Environment Emergency Dose Information) data. Rather, what happened is that uncoordinated fragments of information from multiple sources emerged, giving rise to confusion. Though premature release of unverified information would cause panic is understandable, withholding it could in turn undermine the public's confidence at home and abroad.

Overall, TEPCO leaders were found to have misled government officials and the public about the severity of the situation. Using William Benoit's Theory of Image Restoration Disocurse, this paper will examine the communication strategies used by TEPCO during this crisis. After analyzing TEPCO image restoration strategies, the paper provides suggestions how TEPCO can try to reverse their present image as a dishonest company that lacks compassion for its workers, customers and the public in general.

Diaspora and Media Working Group

Author(s):
Elisabeth Eide

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

Abstract:
Since 2011 when a hitherto little known local terrorist group, *Boko Haram*, began to intensified its campaign of terror by bombing military, para-military and civilian targets in Nigeria, the Nigerian media have also come under serious attacks in the media for their coverage of the *Boko Haram* attacks. While some media commentators argue that Boko Haram is a non-existent creation of the media, others have faulted media reportage of the Boko Haram attacks for different reasons.
A cursory look at the criticisms against the Nigerian media over the coverage of *Boko Haram* attacks immediately evokes memories of the criticism of the US media over the coverage of the September 11 2001 terrorist attacks.
The proposed paper attempts to trace a parallel and compare the criticism against the US media after September 11, 2001 and the criticism of Nigerian media's coverage of *Boko Haram* attacks since 2011.

Research Questions

The key research question for the proposed paper is: What are the differences and similarities in the criticism of the US media after the September 9, 2001 terrorist attacks and the criticism of the Nigerian

media since the *Boko Haram* attacks escalated in 2011? In answering the above key research question, the following associated research questions will also be addressed:

1. What were the contents or the given reasons for the criticism against the US media and the Nigerian media after the two terrorist attacks respectively?

2. What are the social profiles or credentials of the institutions, groups or individuals behind the criticism?
3. What are the lessons to be learnt from the criticism of media coverage of the two terrorist activities?
4. What conclusions, generalizations or hypotheses can be developed from the observed trends of criticisms against the media?

Methodology

Data for the proposed paper will be principally generated from archival media materials from both the US and Nigeria. Such documented materials will be critically analysed with specific focus on the contents and circumstances of the criticisms.

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Author(s):
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Arul Chib

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

Abstract:
Last half-a-decade witnessed a slow shift of migrant workers from traditional media – print, television and radio in their traditionally separate forms – to those afforded by the mobile phones. Among migrants, the tech savvy IT professionals and engineers in high income countries have been the early adopters of the mobile media, whereas the low-skilled, blue-collar migrants are slow to catch up with the trend. We conducted a study among Bangladeshi and Indian male migrant workers in Singapore (on-going research), who worked in the industrial sectors of ship-based oil refining and construction. Interviews with 30 such workers showed that they increasingly used features of mobile phone like chat, e-mail, downloads and games. The 'digital divide' remained wide among them, since age, economic status and technology-literacy still decided the easiness and probability of the workers' adoption of the technology (Fink & Kenny, 2003). Nevertheless, we observed that just as there has been a slow bridging of the North-South divide in information dissemination with the advent of new media technologies, the micro level possibilities for migrant workers to improve their careers and move on to higher levels of their profession slowly emerged.

The workers used different affordances (Sundar & Bellur, 2010) of the phone, both in professional and personal lives. While calling and messaging remained the most commonly used services, other embedded features accessed on the phone varied with the workers' cultural, political and professional orientations. The themes emerged from the qualitative interviews proved how national identities were strengthened by mobile telephony and the embedded services, as migrants engaged with political developments of their home country over phone (Ong, 2003; Tynes, 2007). However, more active forms of media engagement pertained to the achievement of functional goals in their professional lives. Active and passive – goal-oriented and ritualistic – uses of the mobile phone overlapped, but overall, the pattern provided a promising

sign towards bridging of the 'digital divide' at the individual level. Diffusion of technology models, thus, proved less efficacious in this context than the context-specific and less deterministic frameworks of 'technology appropriation' (Wirth, von Pape & Karnowski, 2008). Possible implications of mobile's advanced features in the social and professional lives of other categories of low-skilled migrants – e.g. female domestic workers – have also been discussed.

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Author(s):
Lucila Vargas

Title:
A critical political economy approach to the emergence of Spanish-language media in the U.S. New Latino South

Abstract:
The U.S. "New Latino South" (Alabama, Arkansas, Georgia, North Carolina, South Carolina and Tennessee) has seen a dramatic surge in Latino population in the last two decades. This population change has brought to light the high level of prejudice that immigrant and native Latinos face, which the economic recession and the ensuing polarized national discourse on immigration have only intensified. However, it has also led to the emergence of media catering specifically to Latinos, which has dramatically changed the region's media landscape. The emerging Latino media have created spaces for alternative communication practices to appear, for transnational cultures to flourish and for new forms of belonging to emerge. Concomitantly, at both the regional and national levels, Latinos have been organizing themselves to demand political, social and cultural rights, in which media, especially radio, have played a key role.

Drawing on critical political economy approaches to media studies (Fuchs, Mosco, Murdock), we analyze the specific historical circumstances under which Spanish-language media first appeared in the region as alternative communication outlets and how these media were quickly commodified. This paper seeks to contribute to the political economy of Latino media in the United States and to the understanding of the ways in which power relations are (re)produced in labor diaspora media under capitalism.

We explore the implications of media ownership and various institutional patterns on Latino cultural and political agency. This paper presents the first empirical study on the subject. It combines primary and secondary documents, 15 qualitative interviews with journalists and media organization managers, and institutional data of all the Spanish-language media outlets of the New Latino South that we collected for three consecutive years (2009-2011). Our aim is to define the history and structure of the region's media to illuminate the political, economic and social dynamics of the production and use of their products.

The media that we map has seen a growth that is remarkable when examined against the decline of the traditional U.S. media industry. While there were virtually no Spanish-language media in the New Latino South in 1990, there were 70 radio stations, 29 newspapers and 12 television channels 20 years later. We describe a vibrant Latino media consisting of Spanish-language outlets that cater to a labor diaspora that, its transnationality notwithstanding, relies heavily on local traditional media. Further, our findings reveal that

despite the current anti-immigration climate, the number of Spanish-language outlets in the New Latino South has remained high in the last few years, with only a slight decrease in the number of newspapers. Our study also illustrates how these media are implicated in the construction of group identity and attachments to the region. We shed light on how, in the midst of economic recession and heated immigration debates, the politics of belonging are playing out in this environment.

Author(s):
Helena Lima
Isabel Reis

Title:
The newspaper Sol: a comparative analysis of the Portuguese and the Angolan online edition

Abstract:
The Sol is a weekly newspaper published in Portugal since 2006 with José Antonio Saraiva as director. Sol is owned by the Angolan group Newshold and its editorial profile claims that this is a newspaper directed to the Portuguese language countries (lusofonia) published in Portugal, and distributed in Angola, Mozambique and Cabo Verde. Since then there's also an online version updated daily and since 2010 the Portuguese site shows a link to the Angolan edition. Besides, there are weekly editions with specific contents for Angola, Brazil and Mozambique.

Angolan matters are often controversial in terms of their investment in Portuguese economy but also due to internal affairs, such as corruption, nepotism, censorship and political repression. These matters are part of the media Portuguese agenda which causes embarrassment in the political circles. Recently, Portuguese government was accused of censorship when a columnist of the radio public service was fired because of a chronic where he criticized severely the Angolan authorities, which caused quite a stir in the media.

 Since the newspaper Sol is owned by a company controlled by several members of Eduardo dos Santos' staff, such as Valdemiro Vaz da Concieção and António Maurício, the aim of our research is to determine if there's a different editorial orientation on the Portuguese and Angolan online editions. The methodology will consist in the comparison of both online daily versions, considering the headlines and news related for a month period. Sol's digital version doesn't present a rigid structure still, the usual configuration is based on three headline news and below three or four less important titles but equally highlighted. The comparative analysis of discourse and the news hierarchy will be the main parameters of the research as means of finding differences in news treatment.

Keywords: newspaper Sol, Portuguese online edition, Angolan online edition comparative analysis of discourse

Author(s):
Soumilk Parida

Title:
The exploration of Diasporic identity: Indian Cinema in Africa

Abstract:
How does the African continent comprehend the Indian diasporic emancipation through the interplay of Indian cinematic lens? The notion of Indian cinema being a prevalent cultural ambassador across the world and its effect on the perception of Africa and the diasporic communities residing there is fascinating and intriguing. However there remain many questions regarding the consciousness of its effect on the social, cultural and economic segment of this region.   The theory of soft culture in the form of cinema is relatively a new phenomena and it comes with its own complexities. There is a fear among the senior diasporic generation that the young will alienate themselves from the Indian cultural and traditional values due to their distance from homeland. The older generation keeps in touch with their Indian heritage through media products from India (Indian TV channels and movie). The young generation is more influenced by Western shows and movies although a sizable amount of youngsters do watch Indian movies. Therefore for a country like India, which makes the highest number of movies per year in the world, and has a sizable income from the various diasporic communities, it is extremely essential to understand the reasons for the popularity of Indian cinema in these regions. It not only increases the revenue of the Indian cinema industry but also increases the Indian brand value among the diasporic and local community. This paper examines the notion

of Indian cinema as a communication tool and its effect on the young diasporic identity.   The paper would consist of two parts. The first part will observe the advent of Indian cinema at the global level and its effect on the perception of the young Indian diasporic population of the African continent towards India, its culture and tradition.   The second part will deal with two specific landmark films Kuch Kuch Hota Hai (1998) by Karan Johar and Bend it like Beckham (2002) by Gurinder Chadha. (Reason for selection of these films would be explained in the paper). The movies will act, as case studies and their importance in terms of popularizing India abroad will be examined.

Author(s):
Rajalakshmi Kanagavel

Title:
Virtual Social Support- How social media plays a role in providing social support to Indian students abroad?

Abstract:
The emergence and development of digital technologies enables and gives a chance to expand communication activities to a global scale. In the recent times, individuals have become networked, handling their personal groups with the help of communication technologies. The interactive usage, which is a characteristic of social media, is changing the way people communicate and comprehend their world. Personal communities are social networks described as an individual set of ties. Today with websites like Facebook, people are informed that communities can consist of an individual's network of relationships, wherever such communities are located. This research project primarily focuses on Indian students who are currently pursuing their studies abroad. It analyzes the role played by the social networking sites in maintaining social relationships and providing social support to the Indian students in transnational networks. Social support, a network based phenomenon is built at multiple levels of social networks. Ego-centric network analysis is employed so that the networks are examined from the perspective of an individual (ego) maintaining his/her ties with alters. The study is based on the media system dependency theory and when it is extended to computer mediated social support (CMSS), it can be understood that when traditional resources of social support (E.g.: face-to-face interaction) are inadequate, the migrants look out for alternative sources of social support. The Internet is one of the main alternative sources for social support.

Social network studies in terms of online communication have postulated some insight into how relations, ties and networks are maintained online. This research project analyzes the role played by the social networking sites in maintaining social relationships and providing social support to the Indian students in transnational networks. The research methodologies employed are survey and dairy-dairy interview method. Although transnationalism studies have acknowledged the importance of globalization technologies, there is a lack of research on how social networking technologies are used in maintaining of transnational ties. As a small step towards fulfilling the gap, this research examines how social networking sites help Indian students in maintaining their transnational ties and thereby providing social support.

Author(s):
Olga Bailey
AntÃ³nio Rosas

Title:
African Online Spaces: Identity and Belonging in Great Britain and Portugal

Abstract:
Communities and organizations of African refugees and immigrants are using ICT´s, and especially Social Networks and Social Media, to preserve or/and foster their collective and individual senses of belonging and identity. In this paper, the authors will use their own current research on four diasporic online communities, two in England and two in Portugal, in order to understand how those motivations and needs are practiced online. We argue that comparing these groups ICT's uses across countries can give us additional insights on the dynamics of how different cultures and ethnic groups are influenced simultaneously by their hosts' social and cultural settings and their own cultural and social backgrounds, when using the Internet to connect to other communities or to their home countries to reinforce their collective identities and senses of belonging. Using web mining, link analysis, and graphical representations of networks, or sociograms, communication researchers are now able to get a more comprehensive understanding not only on how these groups are connected online and to whom, but also on who is connecting to them and how. This seems to be especially relevant in this case, because constructing collective identities online, as alternative forms of social action is,

by its nature, a relational process, where frontiers, processes of inclusion and exclusion, and cultural and social hybridization, can be accelerated and subjected to even bigger disruptions, transformations or changes. Additionally, the use of these techniques, in conjunction with more traditional ones, like ethnographic field work and online interviews, can prove to enhance our study of these types of communities. Our expectations in this paper, and in our research, are that a mixed methodological approach, using techniques more quantitative and computationally intensive, together with qualitative techniques, can contribute enormously to the development of a new program of research in the field. This idea is reinforced by the fact that, in this paper, and in our research, we are also very interested in knowing how Internet and social media uses to build relational ties of belonging and identity are different to the ways they were and continue to be traditionally pursued offline. Ethnographic field work can thus be easily complemented by computational techniques and link analysis to that end. This can be revealing, as the authors will try to assess how mediated practices of community formation and identification, that are, in principle, favorable to the multiplication of loose and flexible networks, through constant processes of engaging and disengaging, of arbolic versus striate social action (Deleuze & Guattari, 1980), can complement, overlap or even override their offline counterparts.

Author(s):
Hrishikesh Ingle

Title:
Diasporic Constructions of the City in Hindi Cinema

Abstract:
The Indian city has been represented, explored, critiqued and stereotyped in several narratives of the mainstream Hindi cinema. Recently the film Dhobi Ghat (2011) attempted a transnational localization, by presenting the city of Bombay (Mumbai) through three distinct narratives. The central narrative of the film is a 'photo research' of the city by a non-resident Indian woman. This research is presented as an investigative project on the economies of labour in the contemporary city. Within this narrative unfolds a relook at the city. Several questions are posed and arise from this representative project while performing the rituals of an enthnographic take in the contemporary moment; in what manner is Mumbai's landscape understood here? Is there topography of social and class distinctions or a complete ignorance of the delicate weave of Mumbai's social fabric? The film's embedding of several narratives opens up windows of voyeuristic pleasure, is this how a diasporic Indian negotiates the city and the urbanscape of India? The film's commitment ends with a naïve romance with the city; does this engagement construct dichotomies of perceptions of the native and of the diaspora?

Hindi Cinema's discourse has incorporated the diaspora by situating films in various locales outside India, including the USA, the UK and other countries. Dhobi Ghat however suggests a reversal for inquiries of representation. Beyond representation, films like Dhobi Ghat open up the discursive space to suggest an inquiry into cultural productions from a diasporic perspective.

In this paper I propose to answer some of these questions, and point out that films like Dhobi Ghat present a moment of diasporic re-looking of the city in India that is fail to go beyond stereotypes and communicates limited perceptions of globalization and the Indian diaspora. In posing this argument I intend to examine textual and extra-textual materials, such as various interviews with the director, the marketing campaign and the visuality of the film. I would also compare it with other films made with a similar stance such as Hyderabad Blues (1998) by Nagesh Kukunoor.

Author(s):
Lurdes Macedo
Moisés de Lemos Martins
Rosa Cabecinhas

Title:
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.

Abstract:
Starting from the Portuguese language cyberspace cartography, introduced by Macedo, Martins & Macedo (2010), restricted to online communication tolls about lusophone identities and memories, we selected fifteen blogs from Brazil, Mozambique and Portugal (five for each country) to a multimethod case studies research.

We were concerned about the effects of the different ways of communicate in Portuguese language on the internet. Actually, we asked ourselves if the lusophone cyberspace is a better place to communicate in Portuguese language for regular citizens than other communication places and devices.

The eight Portuguese speaking countries are in different continents, in the North and in the South, geographically disperse in the globe. The colonial memories and the cultural, social and economic very different realities of each lusophone country increased the distance among peoples that speak, think and fell in the same language. So, it was difficult to communicate with other Portuguese speaking citizens from one of the lusophone countries to another until the internet advent. Focusing in Brazil (South America), Mozambique (Austral Africa) and Portugal (Western Europe), our first step was to identify which are the blogs authors' understandings about their communication on the internet with other lusophone people. In order of this, we conducted interviews with the selected blogs authors and co-authors and with some of their following audience. Questions as the possible communication increasing among Portuguese speaking citizens trough the internet and as the relevance of a common language to enhance this communication were researched during the interviews.

On the second step, we observed the discussions on the selected case studies blogs to recognize the interaction among different Portuguese speaking citizens. Trough a discourse content analysis, we found some clues about this interaction quality.

Then, we studied the visitors' statistics on each blog to identify the provenience of its visits.
Finally, we interpreted all the collected data in order to answer to our scientific question: Is the lusophone cyberspace a better place to communicate in Portuguese language?

The results expose a diversity of understandings about that. At the same time, it was unquestionable that the lusophone cyberspace increased the communication among the different peoples of this community of cultures, improving the cultural dialogue and the multiculturalism.

Keywords: Lusophony; blogosphere; diversity; cultural dialogue; multiculturalism.

Author(s):
Henry Mainsah

Title:
Diaspora, Literacy, and Identity in Digitally Mediated Contexts

Abstract:
Today, it is not hard to find an adolescent immigrant sitting a bedroom or in a school computer somewhere in Oslo doing some homework or project while simultaneously uploading pictures into a MySpace profile, reading an online gossip magazine, chatting on Facebook, and so on with other young people living in different geographical spaces and time zones. In these concurrent time spaces, the adolescent computer user may be presenting herself as an immigrant in Norway, but when she moves to another online context, say a global community of diasporic youth, she might switch to identify herself as a diasporic Pakistani, or Turkish, or Nigerian. Furthermore, the status of a Nigerian adolescent immigrant as a Norwegian-as-second-language learner, for example, might get translated into the linguistic mainstream once she enters an online fan community of Japanese pop culture whose members are located in parts of the world where English is mostly spoken as a second or foreign language. Such new mediascapes, changing scopes of space and time, modes of representation, symbolic materials, and ways of using language compel us to ask critical questions about identity, creativity, and literacy. In this paper I examine how the transnational affiliations of a group of diasporic youth in Norway affect their literacy development and knowledge making on social networking sites. I analyze how the youth participate in online social networking communities particularly how they learn to negotiate hybrid identities, participate in debates, and share knowledge about international issues. I argue that in today's fast changing globalized world, the ability to communicate across multiple modes, media, and language forms is important in order to negotiate varying social and cultural contexts. The youth in this study demonstrate how through their use of multiple modalities, media, and language forms, they negotiate different local and global social networks within their online spaces.In this era where

developed and developing countries alike are increasingly becoming fields where the conflicting processes of globalization are played out, this type of literacy has become more essential than ever. I argue that educators and policy makers need to consider the role transnationalism and diasporas play in the literacies and identities of youth in order to bridge their digital and academic worlds and make it possible to provide spaces for them to become active members of a global society

Author(s):
Samuel Mwangi

Title:
North-South Conversations: Diaspora Media Networks as a public Sphere for Kenyans Abroad

Abstract:

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Background
There are approximately three million Kenyans who live in the Diaspora. Their main contribution to Kenya's economy is in the form of remittances. The Central Bank of Kenya estimates Diaspora remittances at $891 million in 2011 making it the second highest form of foreign exchange earner for the country. The Kenyan Diaspora has invested heavily in Kenya's real estate, agriculture, education, tourism, and continues to be a major source of funding for small business enterprises started by families and friends. The new Kenyan constitution that was adopted in 2010 gives the Diaspora the right to dual citizenship as well as the right to vote in general elections for the first time in the country's history. The Kenyan Diaspora is therefore clearly invested in events back home. Online communication networks have cropped up to provide the Diaspora with its information needs.

Study Objectives
Diaspora media networks serve the critical role of connecting the Kenyan Diaspora to issues and events in Kenya. Such networks often serve as a public sphere where the Diaspora can discuss issues and events and act on them. This paper examines the North-South conversation of the Kenyan Diaspora in Europe and USA and teases out the form of civic engagement that forms and crystallizes as the Diaspora engages with issues from the South. Using civic engagement theoretical framework that measures online civic engagement as dutiful or actualizing engagement, the study audits Diaspora discussions on two Kenyan sites during the debate on a new Kenyan constitution with two key study objectives: (1) To find out what issues the Kenyan Diaspora consider important in a new constitution; (2) to examine the civic engagement skills that are mostly in use in online communication networks among Kenyans in the Diaspora.

Method
Data were gathered through a content analysis of posts on two Kenyan Diaspora online communication websites over a one year period.

Results
The issue under discussion often affected the nature of civic engagement that took place. There was decency, cooperation and sober engagement if the issue affected the vulnerable, such as children, compared to political discussions that tended to degenerate into polarizing ethnic debates. Discussions did not result into any action (moving from Dutiful engagement to Actualized engagement). Literature on civic engagement is largely Eurocentric and devoid of the cultural realities of Diaspora communities. There is a need to consider other variables in measuring Diaspora engagement including ethnicity, tribe, affinity, gender and religion as key influencers. Therefore the study has the potential to add new knowledge to civic engagement literature.

Author(s):
Muhammad Yusha'u

Title:
The Internet, Diasporic Media and Online Journalism in West Africa

Abstract:
The emergence of the internet has changed media landscape around the world. Almost every serious newspaper tries to have an online version, with a staff dedicated to that task only. In Africa as the rest of the world the newspaper industry is competing to have an online presence so are the rest of the media like television and radio. In addition there are online media organisations particularly managed by the African Diaspora. This paper will examine the nature of online journalism in the West African sub-region. The West African sub region is one of the most complex and plural part of Africa comprising of countries like Nigeria, Niger, Ghana, Cameroon, Senegal, Togo, Benin, Cape Verde, Gambia, Mauritania, Mali, Liberia, Sierra Leone, Guinea, guinea Bissau and Burkina Faso.Following the introduction, the paper will focus on the media landscape in West Africa. The third part of the article will focus on deregulation of the media environment which enabled the establishment of private media organisations. This is important because after political independence media were under government monopoly, and it was the liberalisation policy that opened the way for diverse ownership of the media. The fourth section will focus on specific examples from different media organisations that are available online and analyse the type of journalism being practiced and the challenges as well as opportunities they provide.An important issue in online journalism in West Africa is the emergence of the diasporic media trough citizen journalism (Kperogi, 2011). These are media organisations managed by Africans particularly those living in Europe and North America. These types of online media serve different functions. They provide uninterrupted news to Africans in diaspora as well as those at home devoid of government censorship. They also serve as watchdogs that educate the people about corruption, human right abuses and other violations perpetrated by various governments. An example of this diasporic media includes www.saharareporters.com and www.gamji.com serving Nigerian audiences and www.expotimesonline.net targeting Sierra Leoneans at home and in diaspora. The last section will be the conclusion which will synthesise the entire issues discussed in the article and offer recommendations on the way forward for online journalism in West Africa

Author(s):
Roza Tsagarousianou

Title:
Diasporic Youth, Digital Creativity and Identity Formation

Abstract:
Digital media have transformed a host of our daily practices and assumed great importance in the functioning of school, recreational, and community contexts as far as young people are concerned. They are progressively contributing to a significant shift in seeing young people's relationship to the new media from a more or less passive engagement, or consumption to using them in ways that have considerable creative potential.

This paper explores an aspect of this media-related creativity of diasporic youth. It draws upon ongoing research with diasporic young people in the UK (11-14year-olds) and focuses on the exploration of their engagement with new media and its relation to the formation of their subjectivities and identities.

In particular, the paper will attempt to identify patterns in, and map media usage by diasporic young people and understand the impact of the changing media environment (and its social context) upon defining and "enacting" of the diaspora among young diasporic media users.

Focusing in particular on young people's digital "sociability" and network participation, creation and maintenance it will seek to identify and decipher notions of community and membership constructed through their engagement with new technologies locally and in relation to remote others.

Author(s):
Mirca Madianou

Title:
Networked Migration

Abstract:
This paper addresses the convergence of two parallel, yet interconnected developments: the growth of global migration and the proliferation of new communication technologies. The research proposes to unpack this relationship by focusing on the notion of networks. Interpersonal networks have already been recognised as important catalysts for migration (Boyd, 1989; Portes, 1995; Tilly, 1990). At the same time, networks are key for conceptualising developments in new communication technologies, which are often referred to as network technologies (boyd, 2010; Castells, 2010; Papacharissi, 2010). By bringing 'migration network theory' and 'networked technology' approaches together and drawing on the preliminary analysis of 30 empirical case studies I explore whether digital media developments transform migrant networks and if so, whether this process has any consequences on questions relating to motivations for migration, choice of destination or settlement. The paper will also explore consequences for social, economic and cultural capital as well as for migrants' integration in the receiving countries (given that new communication technologies facilitate the creation and maintenance of networks not only within diasporas, but also within the host country).

The empirical focus of the study concerns one group, Filipino migrants in the UK (based in Cambridgeshire and London). The Philippines is an intensely migrant nation with over 10 per cent of its population working abroad. The Philippines has also been at the forefront of digital media developments especially regarding mobile phones (Madianou and Miller 2011). The research reported in the paper involves the preliminary analysis of 30 case studies, which include a) 30 in-depth interviews with participants; b) the mapping for those individuals social networks; and finally, c) online ethnography over a period of 6 months.

Author(s):
Ryan Hubbs

Title:
Identity and Power: Zimbabwean diasporic media and civil society in the United Kingdom

Abstract:
The strong growth of the Zimbabwean diaspora over the past decade has given rise to significant Zimbabwean diasporic media channels and civil society organisations based in the United Kingdom. This paper explores the challenge posed by Zimbabwean diasporic media and civil society to the overtly political hegemonic discourse around issues of authenticity and identity posited by the state-dominated media of the Mugabe regime, and the ways in which the priorities and organisation of Zimbabwean diasporic civil society breaks from the continuation of the paradigm of authoritarian, dominant power that predominated through both the UDI and Mugabe regimes.

Contextualising the present Zimbabwean media dynamic in light of historical developments, this paper examines the use of state media and restrictions on independent media within Zimbabwe through the UDI and Mugabe regimes, positing that there has been a strong qualitative continuity in the dominance of state media and discriminatory practices towards media actors who oppose governmental practices. The Mugabe regime has utilised an increasingly sophisticated and authoritarian approach to media in Zimbabwe over the past decade, an approach that has given a particular priority to creating a hegemonic discourse in the country around notions of identity and belonging, asserting a narrowly defined and politically motivated definition of what it means to be authentically Zimbabwean.

This paper argues that, both by their content and their mere presence, diasporic Zimbabwean media channels emerging in recent years in the UK offer a challenge to the totalizing nature of the Mugabe regime's discourse around issues of identity and the regime's ex-nomination of diaspora members as being un-authentically Zimbabwean. Furthermore, using the example of ZimUnite, a UK-wide Zimbabwean diaspora group formed on community organizing principles that seeks to impact change on issues facing Zimbabweans at home and in the UK, we examine a group whose priorities and organisational principles contrast with the rubric of political dominance and authoritarianism that has been a key characteristic of the exercise of power in Zimbabwe since 1965.

With the "unique embeddedness" of Zimbabweans in the United Kingdom, the Zimbabwean diaspora in the UK provides an important example of South-North interaction that exists outside the essentialist divisions that traditionally characterize the geographic divide. The challenge posed by diasporic media to the identity claims made through Zimbabwean state media, as well as the contrast provided by Zimbabwean civil society in the UK with the way power has been exercised over the past several decades in Zimbabwe, are important elements of this distinctive, ongoing South-North conversation.

Author(s):
Omar Alghazzi

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

Abstract:
This paper analyzes symbolism and rhetoric about sexuality and reproduction in narratives and expressions of belonging to a nation-state. It considers the case of the connection between the Jewish community in the United States and Israel by focusing on discourses about Birthright, which is a ten-day free trip to Israel available to young Jewish adults around the world. Funded by the Israeli government and Jewish organizations, Birthright aims to "diminish the growing division between Israel and Jewish communities around the world (and) to strengthen the sense of solidarity between Israeli youth and Jewish communities." On the trip, participants, accompanied by Israeli soldiers, attend site visits and lectures about Jewish history, identity, and the current political situation in Israel.

Through a series of interviews with twelve Birthright alumni in Philadelphia and New York, and a textual analysis of the Jewish blogosphere, in addition to a visual analysis of the Birthright organization's promotion videos, the paper examines the importance of sex, reproduction, and fertility symbolism in the construction of American Jewish and Israeli ties. The interview data with Birthright alumni reflect recurring metaphors about the trip, captured by phrases such as "hooking up" - having sexual relations with fellow Jewish-American trip participants or with Israeli soldiers - and the perception that having "Jewish babies" was one of the purposes of Birthright.
Drawing on literature on nationalism, gender, diasporas, Jewish studies and memory studies, the paper explores the symbolism of discourse about sex and reproduction. It argues that concerns about the reproductive continuity of Jewish-Americans, in terms of procreation and the genealogical basis of Jewish identity, play a vital role in the imagination of the community and its connection to Israel. The paper draws upon Boyarin and Boyarin's (1993) argument about the deeper tensions in Jewish identity between genealogical and territorial senses of belonging that disrupt and connect traditional categories of identity such as the national, the genealogical, and the religious. Applying a Foucauldian lens, I contextualize this discussion with thinking about the bio-politics involved in the construction of this diaspora sense of belonging, and the ways that discourse on sexuality and reproduction acts as a site for the formation of identities and demarcation of boundaries of exclusion and inclusion.

Author(s):
Gloria Garcia

Title:
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.

Abstract:
México, como país expulsor, receptor y de tránsito de migrantes tiene en su frontera con USA un flujo constante de migrantes documentados e indocumentados que la caracteriza como una de las más transitadas en el mundo. Desde de la década de los ochenta del siglo pasado México también se ha desempeñado como uno de los corredores migratorios sur-norte empleado por la población centroamericana, principalmente de transmigrantes provenientes de Honduras, Salvador, Ecuador, Guatemala y en menor medida de países como Nicaragua, y el resto de Suramérica.

Las condiciones del tránsito de centroamericanos por México han sido calificadas por organizaciones como Amnistía Internacional como un auténtico "drama humanitario" debido a las constantes violaciones a derechos humanos que sufren los indocumentados.

Tras el hallazgo de una fosa clandestina en San Fernando, Tamaulipas donde se hallaban enterrados más de cuarenta cadáveres de migrantes centroamericanos, la opinión mexicana y las embajadas de los países de origen de los migrantes presionaron al gobierno mexicano para que emprendiera acciones por la protección de derechos humanos de esta población en tránsito, lo que desencadenó que a finales del año pasado se discutiera una reforma migratoria.

La atención que cobró este grupo humano en medios de comunicación mexicanos generó una serie de discursos e imágenes que hablaban del drama humanitario, pero también, en especial en las publicaciones locales del interior de la República Mexicana, se puso atención en la presencia de centroamericanos que, tras las reformas migratorias en los USA, comenzaron a quedarse en el corredor migratorio para realizar trabajos temporales y esperar que mejorara la situación económica y se redujeran las medidas antimigratorias en los países norteamericanos de destino.

La ponencia que proponemos para este encuentro analiza el discurso de medios locales y nacionales de México desde mediados del 2011 y lo que va del 2012, en especial, ponemos énfasis en aquellas publicaciones de localidades afectadas por el corredor migratorio. Como estudio de caso de los impactos que generan estos discursos en los pobladores de las comunidades de paso, hablaremos del estudio de campo realizado en la comunidad de Lechería, estado de México, en donde hemos realizado grupos de enfoque y una observación desde hace dos años.

Author(s):
Amadou Abassi

Title:
The expression on the internet: revitalisation of democratic debate or identity affirmation? Case study: political use of the internet by the Chadian Diaspora of France

Abstract:
ABASSI Amadou Post-graduate student Department of information and communication sciences University of Rennes2 FRANCE E.mail:aabassi2003@yahoo.fr Phone number: +33 6 27 67 24 00 The expression on the internet: revitalisation of democratic debate or identity affirmation? Case study: political use of the internet by the Chadian Diaspora of France. Keywords: internet, participatory democracy, citizenship, political engagement, public space. The political use of the internet has become an interesting subject in the fields of research (political sciences, sociology, information and communication...). The advent of information and communication technologies and the internet in particular, have brought many changes in the relationship between the governments and the citizens. While many studies have shown the crisis of the representative democracy (Blondiaux Loïc 2008; Claire Lobet-Maris & Béatrice Van Bastelaer, 2000), the internet is considered by some others scholars as a means that would revitalise our contemporary democracy, by giving the citizens the opportunities to participate in decision making (Cardon Dominique, 2010; Laurence Monnoyer-Smith, 2011; Peter Dahlgren, 2000; Wocik Stéphanie, 2011) Based on empirical studies and our current subject of research, the aim of this paper is double: 1) we will attempt to measure the degree of involvement of the citizens in decision making, by analysing the discussion forum of Rennes Metropole[1]. 2) The second objective of this paper is to see to what extent, the online expression of Chadian Diaspora of France, on political issues, can contribute to a democratic renewal in Chad? In other words, we would like to analyse these new practices of online expression[2], to see whether the internet contributes to build a real democratic debate, that is, a participatory democracy in which the citizens’ opinion is taken into account in decision making. This leads us to these main questions: to what extent the internet contributes to the reconfiguration of the public space and the political actors in Chad? Or, on the contrary, the online expression of Chadian Diaspora is no more than a simple affirmation of their identity?

   [1] http://www.rennes-metropole.fr/forum/ (a forum created by the municipal authorities of the city of Rennes, France. The aim of this forum is to give the inhabitants of Rennes the opportunity to express their opinion on the project concerning the building of the second line of metro) [2]To analyze the expression on the internet of Chadian Diaspora, we have chosen the following website , in which they have the opportunities to discussion any political issue of their choice: http://www.alwihdainfo.com/ ;

Digital Divide Working Group

Author(s):
Moyahabo Rossett Mohlabeng

Title:
The Role That Living Lab (LL) Plays to Support Involvement of End Users

Abstract:
This article report focuses on the role of Living Lab (LL) to support participation of end user. A Living Lab (LL) is a new way to deal with community-driven innovation in real environment. The Living Lab idea supported by information sharing, teamwork and experiment in real environments. This research explores the role that LL plays to maintain the involvement of end users and other role-players. Collaborative platform works well when all parties comprehend the environment of the discussion which can be accessed at any location to achieve a specific goal. LL links the gap between technology of what exists and what is required in providing the services involving all relevant players.

Author(s):
Shulin Chiang

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

Abstract:
This research aims to map the international transformation of digital divide discourse from the 1990s onwards, particularly the development after the 2003 World Summit on the Information Society (WSIS). It selectively presents and analyses the framings of the digital divide and relevant conferences/summits in international organisations. The sources for analysis in this research mainly come from documents derived from several international and Asia-based regional organisations.

 In theory, context can affect policy outcomes via discursive frameworks. Empirically, research concerning the impacts of the global policy context on national policy has proliferated. However, existing research mainly focuses on the institutional dimensions, investigating predominately how the international institutions coordinate national policies. It does not go further to examine the discourses that originate from the institutions, and it also ignores the fact that discourses play a significant role in mediating between institutions and actions during the course of policy-making and implementation. Thus, this research will centre on this ignored dimension to understand the interpretations of digital divide. This international context may influence the subsequent policy-making and implementation in any case studies.

 Section 1 provides a general account of international contexts in which the accounts of the digital divide and digital divide policy emerge. I investigate the understanding of the digital divide, tracking back to the influential US National Information Infrastructures (NII) programme and other NII initiatives in the early 1990s. This is because the orientation of NII in individual countries is rather similar—particularly its emphasis on 'national competitiveness'—and it has contributed to the promotion of digital divide policy-making and implementation from the mid-1990s onwards. Section 2 focuses on digital divide related initiatives in international/regional institutions and related digital divide discourses, which construct the global context that affects national digital divide policy-making and implementation. Furthermore, it is divided into two time periods, one prior to the 2003 World Summit on the Information Society (WSIS), and the other after it, because the 2003 WSIS brings an alternative influential framework—human rights—into the discussion of the digital divide. Countries such as Finland and Estonia have already ruled that access to the Internet is a human right to their citizens in 2010. Section 3 provides a general synthesis of the dominant themes in the content of policy documents as well as a scholarly discussion on the discourses of the digital divide. Section 4 concludes this research.

Author(s):
Olga Smirnova

Title:
Digital Divide and Gender: Case of Russia

Abstract:
Studies of the recent years have demonstrated that the gender divide in using Internet by no means always depends on geography, the level of economic development in this or that region or other factors traditionally impacting the spread of Internet. There are examples of economically developed countries where the number of male users prevails over that of female ones. And vice versa, some countries with lower economic development levels are marked by higher activity of females in the Internet. In this context, Russia as a country with a unique geographic position and the territory spreading far from north to south and from east to west demonstrates noteworthy results. According to the results of a poll conducted by The Online Monitor company, last year the share of female users in Russia overpassed that of male ones with 50.2% and 49.8% respectively. To compare, these figures for 2005 made up 55% for male and 45% for female users. Thus, there has been some growth in figures relating to female audience, while the share of male users against the total number of male citizens has been going down.

The stable growth in the Internet activity of females can be confirmed by other studies, such as the research conducted by the analysts of Yandex, the largest Russian search engine. The research outcome has shown that the Internet search intensity for males and females is almost equal and meets the average figure for Yandex users. On the whole, there has been a dramatic change in the traditionally stable situation around the Russian Internet considered "a tool for men" for many years. Today women not only account for the larger share of the Internet users, but also show a high degree of activity in the areas of communication and information search as well as the use of network services and user content generation.

Thus the example of Russia confirms that on the one hand, the Internet can be viewed as the environment where, to a great extent, gender inequality has been eliminated, and on the other hand, it is becoming an efficient tool for dealing with gender inequality in the society on the whole.

Author(s):
Niall McNulty

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

Abstract:
The paucity of African stories and community information on the web predicates the limited role of communication and information practitioners in Africa as providers and gatekeepers of African information. Low local content online retards buy-in from local communities into digital resources, impeding ICT skills development and social transformation. Through the transference of digital media skills and the use of current mobile and web technologies, user-generated content can go some way to fill this gap.

The eThekwini Municipality's Ulwazi Programme is an innovative project which users the public library infrastructure, Web 2.0 technology (in the form of a wiki) and the community to create an online repository of local history and indigenous knowledge. Key aims of the project include the creation of an online repository of locally-relevant articles and the increase in ICT skills and Internet literacy in peri-urban and rural areas of the Municipality.

Training is provided to volunteers on the use of digital media tools and the Internet, as well as on how to conduct oral history interviews and write an article. The volunteers then return to their communities and collect stories, which they upload to the collaborative Ulwazi Community Memory website (http://wiki.ulwazi.org). Through a specific Schools' Project, this training has been extended to students in disadvantaged schools in the townships surrounding the city.

Each of the eThekwini Municipality's public libraries (ninety in total) have a publicly-available computer with Internet access. Here members of the community can view articles in the Ulwazi Community Memory website or contribute their own article. The Ulwazi Programme website also has a mobile interface, with over twenty percent of users choosing to access content through their mobile phones.

This paper will examine how the creation an online resource of local content in a local language (in this case *isiZulu*) has created an audience and led to an interest in the Internet in communities previously on the wrong side of the digital divide. The paper will look closely at the structure and management of the project; the results and outcomes since the project's inception in 2008; and provide close analysis of the website's audience.

Author(s):
Pranab Chakravarty
Dipak De

Title:
Improving North–South Conversations by enhancing unity through ICT applications

Abstract:
The global south or the group of developing countries and global north as defined as wealthy developed countries suffer the peer to peer conversation due to socio-economic problems and divides. The Human Development Index (HDI) is a comparative measure of life expectancy, literacy, education and standards of living for countries worldwide. The divides are grouped as, technological divides, social/cultural divides, ontological (nature of being) divides, and epistemological (ways of knowing) divides. Technological divides interplay with the reality of stakeholders in various social domains, such as class, gender, caste, religion, and the roles in a development enterprise. The digital divides are considered to be a technological problem limiting access to information, but ontologically there is a rural-urban digital divide and a gender digital divide. The divides are apparent between public and private, formal and informal, profit and non-profit sectors within a country or region. These are the combination of digital divide, broadband Internet divide, information divide, technological divide, technology literacy divide, computer literacy divide, political divide, ideological divide, citizen-state divide, social divide (class, caste, gender, and religion), racial divide, cultural divide, language divide, ethical divide, divides on human rights etc.

Can the potentials of Information Communication Technology (ICT) applications be harvested for enhancing unity between North-South conversations? An attempt has been made in this paper to answer this question. This is possible by the new applications of mobile and Internet technology. It proposes the methods to raise the living standards, generating employment, etc. of the global south. Many countries in Asia including India both in urban and rural sectors are adapting the mobile and Internet technology infrastructure to enable people to get online services and get linked and connected. This paper tries to identify a host of ICT tools with the consideration of the socio-economic conditions. The technology like WiMAX, Cloud Computing, e-learning, Portal services etc. be used at a moderate and affordable cost so the "on line" services are available to the poor, downtrodden people in rural and urban areas. With the help of ICT, community health standards, technical and other support to the people can be made available to the underprivileged global south. The resultant impact would be a better HDI and an improved north south conversation.

Author(s):
Weiyu Zhang

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

Abstract:
Two decades ago, Michael Delli Carpini (1990) suggested that what information and communication technologies (ICTs) "seem clearly to provide is access to young adults, an increased ability for organized interests to more effectively reach young adults, and new or easier opportunities for already engaged (and perhaps interested but not yet engaged) young adults to participate and do so more effectively. Less clear (but still possible) is that the new technology can also serve as a way to increase the motivation of currently disinterested and disengaged young adults." This collection of articles inquires into the capacity of ICTs to influence both engaged and disinterested young adults in a vastly different context, Asia. Asian polities are distinguished from established liberal democracies in many dimensions, including the hybrid of both democratic and non-democratic features, the nature of development states, as well as a new generation that is stretched between many contradictions such as tradition and change, indigenous and global culture. Nevertheless, the increasing prominence of ICTs in youth engagement is shared by all Asian countries. The papers here form a collective effort to inquire into the role of ICTs in political changes with an awareness of contextual variations.

The five papers included in this panel present the major findings from a two-year long multi-nation project funded by IDRC through ideacorp. A comparative research design was operated to achieve comparable empirical evidences. Fundamental questions (e.g., what is civic engagement) that are applicable to different countries were asked. Data were collected through in-depth interviews and focus group discussions that follow the same guidelines. Sensitivity to contexts was also allowed by giving flexibility to individual countries

to ask additional questions and to adapt recruitment strategies. Indian polity, marked with democratic features, does not seem to attract much youth activism despite the rapid development of ICTs. In the neighboring country Bangladesh, ICTs opened up an alternative avenue for youth engagement by rejecting the traditional ideology-based party politics. Both Malaysia and Singapore are nations that enjoy fast economic growth but lag in their political development. In Malaysia, videoblogging becomes a popular tool to advocates for taboo issues and in Singapore, ICTs are used as identity markers to refuse the negative images that have been attached to activists. The Philippines is a young democracy with a rich history of civic engagement and young activists use ICTs to mobilize and engage their otherwise disengaged peers. The findings show that ICTs have contributed to the generational shift of civic engagement from traditional to new forms of activism, depending on how tradition is defined in individual contexts.

Author(s):
Vigneswara Ilavarasan

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

Abstract:
Youth, ICTs, and Civic Engagement in Asia: A Comparative Approach. Based on twenty six in-depth interviews and six focus group discussions, the paper explores the nature of civic engagement among youth in India. Despite parents' engagement with community, young people in India are disinterested in political proceedings citing their inability to effect the change in corrupt political system. Among the various forms of civic engagement, community work in terms of helping needy people during non work hours or post college hours are predominant among the young people. There are young people who engage with community as paid work through nongovernmental organizations (NGOs). ICTs are used in everyday lives of the respondents, but less likely used in any form of activism. Internet is also used extensively for personal use like e-mailing, entertainment and social networking. Out of all ICTs, mobile phones are considered very important and influential. Laptops compensate for infrastructure inadequacies of NGOs as well. Young people in India get introduced to community service during school days which is continued in later part of their lives. This paper extends the theoretical arguments on civic engagement in terms of different groups of young people. It also infers that limited online activism of young people is possible resultant of liberal democratic environment.

Author(s):
Joanne Lim

Title:
Videoblogging and youth activism in Malaysia

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

The Internet has brought about a "democratizing" effect especially to highly censored societies. Increasingly, young activists are using online sites such as *YouTube, EngageMedia* and *MySpace* as alternative platforms to raise issues that are of importance to the community but are taboo in society (e.g., homosexuality, Orang Asli land rights, and ethnic discrimination, among others). The findings from in-depth interviews conducted with 40 young activists clearly demonstrate the significant use of videoblogging and vodcasting in advocating human rights, social and political justice and in challenging existing regulatory and legislative regimes. This paper examines how video-sharing websites are fast becoming popular albeit contested spaces for critical documentary and experimental works to inform, educate, and encourage discourse among young adults. Subsequently, we will consider the extent to which such videos embody and/or confront local/national struggles toward social and political change.

Author(s):
Weiyu Zhang

Title:
Redefining activism through ICTs in an authoritarian democracy, Singapore

Abstract:
Youth, ICTs, and Civic Engagement in Asia: A Comparative Approach   This paper aims at examining the inter-relationship between youth, ICTs, and civic engagement within the context of Singapore, an authoritarian democracy. In-depth interviews with 23 young activists in Singapore were used to inform us about the emerging horizon of digital activism. Our findings are presented in three parts: First, we explain how the concept of activism was understood in the Singaporean context and how young activists redefine, appropriate, and/or refuse this concept. Through this exercise of defining activism, we are able to see how ICTs become an important apparatus in their political lexicon. Second, we try to examine the claim of generational shift through young activists' own account of their parents and seniors, including how the prominence of ICTs differs the older and the younger. Third, we delve into the details of using ICTs in activist work, examining different types of technologies as well as their benefits and shortcomings.

Author(s):
H. Steeves

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

Abstract:
In the 21st century there has been a greatly increased emphasis on new information and communication technologies (ICTs) to modernize the South; and in 2003 the World Summit on Information Society (WSIS) pressed developing countries to create policies for universal access bringing all citizens into the digital age. MIT and Nicholas Negroponte's One Laptop per Child (OLPC) –or '$100 laptop'—project aims to make low cost computers accessible to the "world's poorest children." Publicity uses rhetoric of equipping these children to "leapfrog" into the information age with the 'green' XO laptop. Images of children using their XOs, presumably browsing the internet, abound on the OLPC web site and affiliated publicity (e.g., a Betty Crocker fruit snacks campaign promising donations to OLPC). The project's success globally, however, has been mixed. In October 2010 Ghana's Ministry of Education officially suspended the country's three-year participation in OLPC due to inadequate power in Ghanaian schools. Ghana's decision to purchase 1000 XOs in 2007 with a promise to purchase 10,000 more shortly after followed logically from the country's ambitious ICT for Accelerated Development (ICT4AD) policy as a result of WSIS. This study examines the complex history and failure of OLPC Ghana in two pilot schools, one urban and one rural, with particular attention to gender bias. The analysis draws on individual and group interviews with children in the pilot classes, interviews with all teachers involved and with government personnel. In the rural community, UNDP's Millennium Villages Project has played a strong support role, ironically making the internet more accessible in the rural school lacking electrical power than in the urban school located in Accra. Both pilot schools have faced severe sustainability challenges raising decades-old questions about modernity and technological determinism. Further, in both schools a strong digital divide by gender is evident due to gendered norms around leisure time, as well as gendered content and norms regarding cafés.

Author(s):
Mohammad Ullah
Weiyu Zhang

Title:
ICT Intervention, Political Engagement and Changing the Youthsâ€™ Attitudes in Bangladesh

Abstract:
This paper explains the understanding of political activism by the educated youths in Bangladesh, the gap between old and new generations in their approach to political philosophy and how ICT’s intervention changes the political behaviour of the young generation. The findings have identified a new social set up which triggers motivations and psychological factors affecting patterns of new media use in political participation and decision making. Data from 23 interviewees alongside 69 focus group participants reveal that the youths favour the forward-looking agendas by rejecting traditional ideology-based party politics, have a passion for shaping their opinion through social networking instead of processions, party meetings and violence. Their career-centric lifestyles are more influential in avoiding political engagement. This study finds that youth engagement through virtual communication has no direct impact on the political decision making but can play a pivotal role in some policy making processes in Bangladesh.

Author(s):
Sandhya Rao

Title:
A Content Analysis of The New York Times' coverage of India's Information Revolution from 1990—2010

Abstract:
India's information revolution began an uptrend in the 1980s (Ahmad, 1986; Singhal & Rogers, 1989) and liberalization policies of the 1990s served to help India register a high growth rate in the computer and information-related areas. The Information technology sector received many incentives such as tax relief. Computer software and services exports rose sharply and there was a high demand for Indian computer engineers worldwide, particularly in the United States and other Western countries. Increased globalization brought an influx of multinational companies in India due to reasons such as the country's pool of highly skilled workers, low wages, knowledge of the English language, large middle-class and privatization. Several cities in India such as Bangalore in South India became technology hubs. Diffusion of computers and public access to the Internet via cyber cafes and information booths increased rapidly. More recently cell phones became easily available to the masses changing the way people communicate and conduct their businesses. At the same time social and economic issues related to the context of the information technology industry, such as poverty and lack of infrastructure were also widely debated.

This research will be based on a content analysis of The New York Times newspaper's coverage of information technology issues in the two decades, 1990—2010, a period when India experienced the most growth in this field. During this period, job prospects for Indians increased both in India and across the world; brain drain resulted when a number of Indian engineers left the country to embrace opportunities abroad; outsourcing computer-related jobs to India was on the rise; call centers mushroomed with a number of service organizations taking advantage of the English-speaking Indians; US hi-tech businesses such as Dell and IBM set up offices in India and this created jobs for Indians; when jobs migrated to India, an increasing number of Americans and other Westerners began to come to India.

This paper will examine coverage in The New York Times, and raise such questions as: What is the picture of India's information industry that emerges? Is the coverage positive or negative? Is it framed as a threat or an opportunity for the United States? Did the stories mainly originate in India or in the United States? How is the digital inequality within India and between the West and India covered? The New York Times is a premier newspaper that is read widely by discerning members of the public, many of whom are opinion leaders. Based on framing and information flow theories, this study will contribute toward a better understanding of how India's information revolution has been framed by The New York Times over a period of two decades.

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Singhal, A & RogersE.M. (1989). India's Information Revolution. New Delhi, India: Sage Publications.

Author(s):
Clarissa David

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

Abstract:
Part of panel submission titled "Youth, ICTs, and Civic Engagement in Asia: A Comparative Approach". This paper discusses how young activists in the Philippines, a young democracy with a rich history of civic engagement, use ICTs in civic activities to mobilize and engage their otherwise disengaged peers. Interviews and group discussions with young activists and "ordinary" youth reveal interesting dynamics between activists and their target audiences. Political work conducted by the young through ICTs is aimed at multiplying their voice in the service of a long-term goal of influencing institutions through influence on traditional media. For the disengaged, online networks are spaces for deliberation with peers and political elites, generating interest for political matters. Social networking sites have become the central and sole

source of political information, influence, and exposure to different views. This study helps build an understanding about how youth have redefined political and civic engagement in the digital age and how their online lives intersect with politics and community life.

Author(s):
Uma Shankar Pandey

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

Abstract:
The existence of a digital divide in terms of access or lack of access to Information and Communication Technology is well documented.

The capability approach associated with Nobel laureate Amartya Sen in the study of welfare economics is used in this paper as a theoretical paradigm for Digital Divide. It is a response to the limitations of paradigms that measure only desire satisfaction, resources, or outcomes. A focus on capabilities would require us to evaluate not just access, but to question the range of real choices that have been available to people; whether they had the genuine capability to achieve a valued *functioning*.

The capability approach makes us aware that we must look at whether users are able to *convert* resources into capabilities, and thereafter potentially into functionings.

If we evaluate the link between resources and capabilities, it is apparent that there are considerable inequalities that standard methodologies tend to overlook.

The capability approach asks us to consider equality of capabilities through access to New Media Technology. Its basic assumption is the fundamental heterogeneity of human beings.

In the access-centered approach, the definition of development is narrowly defined as economic improvement or having access to new media technology. Development is perceived as a linear path towards mere access to new media technology, mirroring the developments in the developed societies.

In this sense, development for a nation and its people means having the access to new media and communication technologies much like the modernization theory. The capability approach helps us to see the broader concept of development as increased human freedom. Therefore, the focus shifts from new media 'haves' and 'have-nots', to what people 'can' or 'cannot' do with them.

The capability approach puts much emphasis on the individual aspects of development and the social and cultural surroundings of them. In this respect, ICTs need to be fully customized and contextualized by the needs of individuals and the local context.

Keywords: Capability Approach, Digital Divide, Functionings, Real Choice, Technology, Methodology, Agency

Author(s):
Nik Harvey

Title:
The Evolution of Communication: Recognizing the growth of the Global South

Abstract:
Technology is ever changing and with it, models of communication are constantly evolving. Issues such as hardware, literacy and access no longer restrict communications in developing countries, particularly those in Africa, which typically lag behind other countries. Now, the African telecommunications market is growing at a faster rate than the rest of the world. (Giancarlo Livraghi, Dati sull'Internet in Africa, 2008). The digital divide still exists, but its growth has slowed. As technology spreads, how we communicate evolves, and many international NGOs are reassessing their efforts in communicating with the "Global South."North-South communications have shifted, from a one-way model hampered by restrictions and constraints to a free flowing, multi-channel model that enables greater interaction without constraints. Acknowledging this

evolution in communication is essential for NGOs in international development, as their clients, especially those from developing countries, demand more. They not only want the opportunity to consume, explore and interact with information, they want to replicate, share and add their input to it as well. We’ve seen how these resources can mobilize people and effectively change the world. Yet many NGOs still consider online engagement and the use of social media as "secondary" to their work.This paper will make the case that the growth of technology in the "Global South" has spurred the demand for more comprehensive and inclusive engagement with audiences. It will take stock of the World Bank Group's Independent Evaluation Group's (IEG) efforts to engage global audiences through the application of online engagement and social media approaches employed for enhancing communication and knowledge-sharing practices to increase use of findings, recommendations, and lessons from its evaluations. Analysis will be based on experiences and data collected during IEG's communication efforts, and insight on how other units in the World Bank Group are trying to engage. It will also looks at trends in international communications and the effects they may have on communication for development.

Author(s):
Janey Gordon
Umar Lawal

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

Abstract:
Conference Theme - Issues of the so-called 'digital divide' post WSIS

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

This paper charts the recent rapid increase in mobile phone ownership and usage in Sub-Saharan Africa, of both 2G and 3G 'Smart' phones.

The paper gives the results of a small-scale qualitative study conducted amongst a group of northern Nigerian respondents and reports on how they use mobile phones in their daily lives. The background research uses ethnographic techniques adopted by Horst and Miller (2006)[1] in their study of mobile phone usage in Jamaica. It reports that people from a range of socio-economic groups are using mobile phones to help maintain family contacts; enhance job opportunities and businesses and, amongst 'Smart' phone users, to access the Internet, media and social media.

The paper gives the example of how one international broadcaster, the BBC Hausa Service, is making use of the widespread adoption of mobile telephony amongst Hausa speakers to closely connect and interact with their Sub-Saharan Hausa speaking audience, using both 2G and 3G models of mobile phones. Users may simply listen to broadcasts on their phones, text in to the programme or use other social media to contact and interact with the broadcasters.

The paper concludes that although the rapid and widespread take up of mobile telephony should be enabling a narrowing of the digital divide through the use of 3G smart phone technologies, this positive and hopeful outcome is being hampered not by a lack of funds but frequently by the low level of literacy. In the area studied, mobile phone take up is around 70% of the population but literacy is only around 20%, so the use of mobile Internet and social media is restricted.

[1] Horst and Miller (2006) *The Cell Phone* , Oxford, Berg

Author(s):
Caja Thimm

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

Abstract:
Mobile phones have become important contributers as tools for a universal access to information and communication. Especially today's young population, the so-called Net Generation, is using the mobile phone as a part of their daily routine. They are the first to grow up in the digital world, with the proliferation of

the Internet and the introduction of such consumer technologies as wireless phones and mobile internet. And it is particularly the mobile (smart) phone which has become not only a cherished gadget, but also the multi-media tool for all situations, thereby changing lifestyles, consumer activities and social organization of the family in the sense of the "portably community".

This is not only a tendency in the Western world, but a global phenomenon. Worldwide mobile technologies change societies. Whether it is usage behaviors among young people, the time devoted to wireless activities, types of activities, and environment (i.e., location and social circumstance), attitudes, behaviors, and desires around various phone features such as text messaging, Web access, mobile instant messaging, photos, or other features: all these phenomena need to be taken into account when estimating the impact of the mobile phone on development.

The paper will firstly present a meta-analysis on global perspectives on usage of mobile phones by youngsters in three continents - Europe, Africa, and Latin America. Secondly, results of a qualitative study with young people about the role of the mobile phone in daily life of European teens will be reported. Results are based on focus groups conducted with teen girls and boys (13-17), with a total of four groups. The data were analyzed taking the following categories into account: "Technology and identity", "Usage in selected contexts", "Language based youth cultures", and "Media mobility as a quality of social life". The results show how much young people depend on being accessible by their mobile phones. Those already owning a smart phone with internet access are organizing and managing their daily tasks by phone. Usage differences between boys and girls are reflecting gender-based media activities, and it is not only peer interaction which is in the focus of young users. Taking a global perspective it can be argued that young people all over the world are increasingly relying on accessing their social networks and information of all kinds via mobile internet. Reflecting on the fact that the digital divide is adding to the imbalance between North and South, it will be argued that the chance for leapfrogging the phase of the desk top pc through the smart phone offers great opportunities for mobile usage in developing countries, especially for young individuals.

Author(s):
Assist.Prof. Ümit ARKLAN
Assoc. Prof. Mustafa AKDAĞ

Title:
Social Media of Daily Life, Daily Life of Social Media: an Applied Study from Relational and Interactive Perspective

Abstract:
With the intensive intrusion of new communication technologies into our daily lives, specifically the Internet's, we had the chance to experience different kinds of relationships and interactions over literally novel forms of socialization. These interactions which differ from person to person, subject to subject, situation to situation etc. sometimes supplement and or block each other and sometimes coincide with each other. In turn, the occasions and new developments of daily life have their reflections in online gatherings, groups and discussions. It's very commonplace that themes, claims, scandals, cassette and information/misinformation shared on the net have deep influences on our daily lives shaking even sometimes altering and transforming our lives.

Some of the most important innovative communication environments accompanied with Internet are the social media, which is the subject of study as well. As the name suggests, social media is the venue for peculiar rituals, ceremonies, friendships, recreational activities and blogs having their origins in activities of daily life full of interaction and relationships. Social media not only have an important place in colloquial life, thanks to this quality of them, but also they present a new form of living practice in their own environment either getting influenced by occasions and developments in daily life or having influence on them in different ways.
Given all these pre-suppositions, the study seeks to clarify the relationship and interaction between colloquial life and social media with respect to agendas, current impact potentials and impact directions. To this end, the study is based on a field search on 500 subjects chosen randomly from among the students of communication faculties in Cumhuriyet, Ege, Erciyes, Fırat, Gazi and Gümüşhane universities in Turkey. Once the study is concluded, it will provide clues as to what extent are the subjects of colloquial life cultivated in social media, the connection between them and the interaction between daily life and social media, potential and direction of impacts and relevant comparisons.

Author(s):
Zarqa Ali

Title:
Perception of Pakistani Students about Use of the Internet in their

Abstract:
The aim of the study is to explore Pakistani University students' use of the Internet in their studies and their perceptions of academic life online. The prime objective of the study is to investigate the perception of students about the use of the Internet for addressing the academic activities of youth keeping in view the gender and users and non-users of the Internet. As far as Pakistani universities are concerned, there are equal opportunities of using the Internet for male and female students. In this study, I examined that whether the male and female students have same or different perception about the use of the Internet in their academic pursuits. Most research on gender differences in the use of the Internet has been done in Western countries. As it is generally believed that gender is a social construct, then one cannot presume that it will be expressed in the same manner everywhere. Therefore the study of gender differences in the Internet use in academic activities in Pakistani cultural context need to be carried out. Students generally spend more time on the Internet.

A 5-point Likert scale was used to establish perception about the use of the Internet relating to the academic activities of the students. The collective perception of the students about use of the Internet in their academic life was studied through mean response values and standard deviation. An independent sample t test was applied to find out the difference of perception between male and female students about the use of the Internet in their academic activities. A univariate analysis of variance (ANOVA) was performed to measure the effect of period of usage on the perception of the students about the use of the Internet in students' academic pursuits.

Findings showed that overall the Internet use for academic purposes had both positive and negative aspects. There was a gender difference in Pakistani students' perception about the use of the Internet in their academic activities. Both agreed that the Internet plays a role in their academic activities but female students had more positive perceptions about its use in their education than males.It is also evident from the findings that the users and non-users had different perception. The non-users were disagreed about the scope of the Internet in the academic activities of the students while the users agreed that the Internet has a positive role in the students' academic pursuits.

Author(s):
Zhang Zheng

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

Abstract:
Digital Divide has been an old topic in communication sociology. When Internet was invented and spread through the world, there were some people lagged behind who cannot get the access to Internet because of the hardware or competency deficiency, and this kind of people were called "have-nots". And Institutional, economic, social, cultural factors have been found that could cause this situation.

As the media morphosis changing rapidly, social media has become the main form of new media. Mass media are experiencing an socialized process. At the same time, with the informatization course, more and more people could get access to Internet by cheaper computers and cellphones. Hence, Digital divide is no longer represented by Access Poverty.

This paper focused on the myth existing in the digital age composed of increased social media. As the social media is based on the real relationship of people, social media is also regarded as "relation network". Friends can maintain their friendship through tweeting, Facebook; And people who don't know each other can get into touch on the platform of social media construct. Thus, the people who have more social capital, economic capital and cultural capital can easily find another powerful person and turn him/her into a friend,

which leads to the Matthew Effect. The relation "have-nots" would be neglected by the mighty people and trapped into "Relation Poverty".

This paper used content analysis methodology to analyze the hypothesis that social media make the least advantaged more vulnerable, and the powerful people master more resources. We did the sampling of 20 eminent persons' microblogs from Weibo.com which is the largest social media platform in China, and related information covered by mass media (newspapers). Findings show that social media set the agenda of mass media and the content of mass media was more influenced or triggered by the celebrities' social media. The relationship network of celebrities from several fields is enlarged and deepened by "Add to Friend "and "Share" system of social media. Further research would build the relation network model of sampled celebrities and choose some ordinary persons' microblogs to test the hypothesis from the opposite view.

Author(s):
Monica Luengas
Luis Martinez

Title:
News in mass media as a measure of the digital divide

Abstract:
A number of studies have already modeled digital divide from a diversity of points of view. Most of them agree on the origin of such a social phenomena either in access to technology or to content. Such conventional measurements of digital divide, focus on a number of indicators regarding either on access such as teledensity and number of servers, or on capability factors such a total bandwidth. Always from the perspective of infrastructure or capability. ICT-01 2007 is an index proposed by the International Telecommunications Union, resulting from the Digital Access Indicator and the Infostate as proposed by Orbicom. As Schiadas et Al. (2003) already mentioned, such indicators are not a substitute of detailed analyses and each one has advantages and limitations. As mentioned above, both approaches of the measurement of digital divide, lack of incorporating the experience and the perception of the user as potential recipient of the benefits. We propose that news in mass media can offer a novel perspective on measuring the digital divide, as it may reveal users experience from a qualitative perspective. It has been already recognized (Bengston, 2001) that the analysis of news media stories is an effective method for monitoring the social environment. We conducted a study of the news related to the digital divide from three countries in Latin America (LA) well within the so called global south. We recorded and analyzed the news from main newspapers from Mexico, Colombia and Argentina. As these 3 countries represent the same number of discourses related to digital divide from a perspective of north and south America. The results from the study performed at the Digital Media Laboratory of Universidad Iberoamericana, in Mexico City, show that the volume of news related to digital divide published in newspapers are significantly larger than those covered in radio and television. However news agency content is at least twice than the printed volume. Among LA region, in a six month analysis period within the main newspapers in the three countries, most volume is found at Colombia, followed by Argentina and Mexico. This correlates to the published government investment in ITCs in the region. The main themes in news related to digital divide are: access to technology, aperture, open source, media and technology literacy, piracy and laws or regulations, government and bureaucracy, education including e-books, gender, elections and safety. A next phase of the project will compare results with other regions such as Europe and NorthAmerica.

Author(s):
Raul Flores Simental

Title:
Social networking as escape of collateral violence in JuÃ¡rez MÃ©xico

Abstract:
Ciudad Juárez, in the north of México has been called the most violent zone in the world. There were around 1,400 drug-related murders in this city in 2008 and almost 2,500 in 2010. More than five thousand people have been murdered in this dying border city since 2008. Normal life of the people of all ages is affected by

the fear. Violence is now generalized and paralyzes the life of thousands of students and changes his routines and the hours usually dedicated to the study. The focus of the paper is how the students of the middle and university level (from 15 to 25 years) are facing the violence. Using focal groups, the research describes how young people are changing his life, using social networking (Facebook in first place) and making virtual friends instead real friends. Though the exact link between rising violence and abuse of social networking by youths is clear, the question is how the culture of the Internet could be the new way for socializing between youths.The research examines the relationship between violence and use of Facebook by the young people. The first part of this paper discusses the background of the drug-related violence and gives a description of the others associated violence. The second part of paper discusses possible motives and explanations about the use and abuse of social networking. Therefore this paper addresses two questions: why are the young people using the social networking to escape from violence?, what are the consequences of the rising use of this webs? In this research, 12 focal groups were conducted at middle level school and in the campus of the University of Juárez.The fieldwork for this paper was possible with the collaboration of professors and students of the University of Ciudad Juárez.

Author(s):
Liangwen Kuo
Chen Wang

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

Abstract:
The term "piracy" in Western standard is normally referred to cloning, imitation and recreation of copyrighted products and/or materials. It is treated as an illegal matter, a business of unfair international trade, and a war of counterfeit. However, this is not the case in China. While piracy is a negative term used worldwide, the same concept employed in China has a different connotation.

The authority and legitimacy of patent, high-tech, expensive and brand names manufactured by the West and Japan have suppressed the Chinese mobile market to grow. The Chinese merchants then develop a cheaper solution by imitating and cloning name brands, i.e., pirate mobile phones ("*Shanzhai*" phones in Chinese). The underground mobile industry in China began to grow rapidly alongside a close network of developers, suppliers, sales agencies, and manufacturers. The strong demand of pirate mobile phones has largely derived from rural provinces of China. This has in turn fostered the further development of piracy mobile markets.

For peasants, immigrant labors, ethnic minorities, the underclass and remote villagers in China, piracy products such as mobile phones become important sources of interaction, entertainment, information and knowledge. In the rapid polarization process in current China, digital gaps between rich and poor, *Han* ethnicity (Mandarin) and minority people, and urban areas and rural areas are widening. However, the use of piracy mobile phones paradoxically assists the above-mentioned disadvantaged groups in increasing their digital literacy, obtaining needed information and helping encounter the worsening fact of digital divide.

By conducting in-depth interviews with pirate mobile phone developers and sales agencies in *Shenzhen* (Note: China's first Special Economic Zone, the main production base of pirate mobile phones in China) and a field trip to a *Miao* Ethnic Village entitled "*Kaitang Village*" in *Guizhou* Province (Note: population about 20,000, located 250 kilometers from provincial capital) in 2011, this article provides the case analysis of two *Miao* brothers who used to work as immigrant labors in *Shenzhen*, learned mobile phone assembly and repair skills, and later returned to their home village to set up a pirate mobile phone service business. These brothers established their own network, both at home and in *Shenzhen*, for finding jobs in mobile phone factory in the city and establishing connections and sales link with suppliers for making a sale in the village. At home village, they provide services including pirate mobile phone/accessary sales, mobile phone repair, downloading of piracy media content for mobile phone use, e.g. movies, TV Dramas and MP3 songs. The downloading methods are both from a hard drive stored with hundreds of thousands of video clips and musical files obtained from *Shenzhen* and an online computer located in the shop at home village. Nearby peasants and students are the main customers. There are nearly no home computers for most households in this village. Thus, the digital mobile service shop run by these brothers becomes the major outside digital, informational and media source for villagers.

By examining the *Miao* village case, this article argues that the production of piracy mobile phones in the Special Economic Zone such as *Shenzhen* and the circulation of these mobile devices to the less

advantaged people and into remote areas provide means to shorten the digital divide in rural China. This study adopts a qualitative approach and aims to find out how the less advantaged people develop their own strategies in employing affordable digital devices, in obtaining digital literacy, and through what networks that these digital technologies and services are disseminated into a remote ethnic village.

The theoretical implication lies in the significance of how strategies are used by the have-nots in encountering digital divide and of exploring the nature of "the flow of multiplicity of relationships" in the production and circulation of pirate mobile phones in China. Furthermore, differentiated yet interconnected "guerrilla and flexible production", "kinship-based network", "underground economies", "alternative channels of media content and consumption" and "counter-cultural movements" are among the most prominent concepts used in this article to explain how the pirate mobile phones are formed in China and how the disadvantaged people use them to develop digital needs and digital literacy.

Author(s):
Gita Bamezai

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

Abstract:
Abstract Authors: Bamezai, G., Kesharvani, P. , Yumnam, B., Bhatia, G. Gender inequality is a dominant feature of the status of women in India which characterizes their access, availability and use of mass media, especially the print media.[1] This paper examines how access to New Media i.e. Internet can promote reduction in gender gap in media use and consumption patterns of women. Using the survey method, reading habits and content preferences of newspapers readership and internet use among men and women in metro and non-metro cities, were assessed. Based on their socio-economic profiles and use and consumption patterns, four Types of Readers of newspapers and Users of Internet were found: casual or serious newspaper readers without on-line news access and those who accessed online news but were either casual or serious newspaper readers. As far as content preference is concerned, women newspaper readers read about films, entertainment, lifestyles and advertisements while men read about politics, sports, business and science and technology. Amongst women, the young read about sports; those who had higher-incomes and a higher education read about business, education, science and technology and editorials. Serious women newspaper readers without online news access were inclined towards politics, crime, film and entertainment while serious newspaper readers with online news access read more of editorials, sports, lifestyle and education-related news. These gender differentials in online content preference were however not significant unlike among newspaper-reading groups even though two out of every three online news-readers were men. Once women have access to internet, they reported similar views on advantages of the internet over the newspaper and reasons for accessing news online. Gender inequality is considerably reduced when women are in a position to access the new interactive media and live in cities which have a good infrastructure. This reduction is contingent upon equal access to the internet facilitated by a higher education, income and technical literacy. Inferential statistics (T-test and ANOVA) were used for the study.   [1]

Author(s):
Fred Mudhai

Title:
Digital Renaissance and Resistances in Africa at 50

Abstract:
In mid 1990s and early 2000s, a number of African leaders as well as various socio-economic and political commentators bemoaned the possible harm the Internet and related new information and communication technologies (ICTs) would cause the continent as some donors and determinists evangelized the benefits of the developing world 'leapfrogging' to a progressive digital era. This article probes and assesses the relevance and applicability to Africa of systemic approaches such as media-cultural imperialism and electronic colonialism by the time most African countries were celebrating their 50th anniversary of independence from 2010. The article, based on personal experiences and interviews with key informants as well as review of the literature, is hinged on a number of questions. What social (moral), economic and political harms and opportunities have new ICTs brought to the continent? Specifically, in what ways have

donor projects in these areas perpetuated dependency? How have private investors in the ICT sector exploited or benefited the continent? How have new ICTs fitted in the larger geopolitical agenda, and in what ways have these big ideas fitted with the policy goals of African states? In what ways have African people been creative in developing software and platforms for use locally and for 'export' to other parts of the world? How far have Africans gone in populating the Internet with their own content? Are concerns about the dearth of content relevant to African people still as significant as they were within the first few years of the Internet and related new ICTs? In answering these questions, the article takes into account the fact that there are indeed many 'Africas' in as much as there are matters of common interest to African states and people. The article combines a broad picture with examination of specific illustrative cases in various spheres of life.

Author(s):
Maxwell Mthembu

Title:
The Digital Divide Post-WSIS: The Case of Swaziland

Abstract:
The digital divide continues to be experienced by developing countries post World Summit on Information Society (WSIS). Many countries in the developing world are still far from meeting their targets of bridging the divide as per the WSIS resolutions. This has been further exacerbated by the global economic meltdown which has also affected would be financiers of information and communication technologies in developing countries.Within the Southern African Development Community (SADC) telecommunication costs are still relatively high thus marginalizing the great majority of the citizens. The phenomenal uptake of mobile telephony it was hoped would bolster the drive towards an information society, however in many instances that has not been the case. Swaziland is one case of a country where many people still use their mobile phones mainly for voice communication and short messaging service (SMS).This paper seeks to ascertain the nature of the digital divide in Swaziland, a landlocked Southern African country, in its quest to reduce the divide. Swaziland has over the years relied on South Africa for routing most of its telecommunication traffic. The high cost of telecommunications in South Africa has had a spill-over effect on Swaziland. The deployment of undersea fiber-optic cables by SEACOM and Eastern Africa Submarine Cable System (EASSy) was perceived as a solution to the high telecommunication costs. This, it was argued, would enable marginalized communities to access the internet resulting in an information society. However, many Swazis have not yet benefitted from the deployment of undersea cables because the costs still remain relatively high. With the country currently facing economic and financial challenges, there is likely to be an increase in the divide. The lack of an independent regulatory framework has resulted in battles for market share by the major telecommunication players in the country. This has also witnessed interference by the government to protect its interests in the telecommunications sector. In a nutshell the paper seeks to:Ascertain whether or not the majority of citizens in Swaziland understand the benefits of accessing the internet as a solution to their problems such as addressing issues of poverty. In other words, is the Internet a priority in their lives?Do Swazi Citizens have the necessary capabilities of accessing the Internet? Has infrastructure been deployed in rural areas to cater for the majority of the people who reside there?   Assess the political will to create an information society?Ascertain the extent to which information online is available in the local indigenous language, SiSwati.

Author(s):
Periyasamy Govindaraju
Maani Mabel

Title:
ICTs in Rural India: Prospects and Challenges

Abstract:
The United Nations Development Programme (UNDP) reports in its regional Human Development Report that among the South Asian countries India along with Pakistan and Mongolia lags behind in achieving most of the Millennium Development Goals (MDGs). Many development thinkers have raise doubts whether India could achieve any of the MDGs by 2015. Results from various nations on the Information and Communication Technology (ICTs) initiatives suggest that they are powerful disseminators of information to communities particularly in development aspects including health, education, coastal and reproductive information. There are ample evidences suggesting that ICT can serve as change agents in mainstreaming

the least developed countries into the arena of "Information Economy" by achieving poverty reduction, improved health care and quality education.

In India, the ICT initiatives among the rural communities have shown encouraging developments. Various stake holders including research agencies, NGOs and educational institutions have targeted the rural communities in holistic empowerment by providing knowledge inputs through appropriate use of technology advancements. They disseminate information on agriculture, banking, education, training, telemedicine and other services through ICTs. There are a number of success stories like how agriculturists interacted with professionals to save their crops out of seasonal diseases, school drop outs and women have completed school education through e-educational services, fishermen who have lost in the sea have come out of the sea using the services of Geo Positioning Satellites, poor farmers and fishermen have eliminated middlemen in their buying and selling, children have self learnt computer applications, narrowing down of gender and caste discriminations and the list goes on.

In our involvement in studying the effectiveness of these initiatives among the rural folks of Tamil Nadu, we have found out the issues of sustainability, misconception of the role of ICTs, lack of community ownership and participation, lack of awareness among rural folks on the usefulness of ICT. As a whole, it has been misconceived that ICTs is solution for development and not as a means to an end. So the present study is aimed to discuss the intentions of select initiatives, the present status of the initiatives and the challenges for achieving the project goals. The study consists of three cases – Chiraag Internet Centers of IIT, Madras; Village Knowledge Centers of Pondicherry Multipurpose Social Service Society and Village Knowledge Centres of M. S. Swaminathan Research Foundation. The study adopted intrinsic case study methodology which inculcated in-depth interview, focus group discussion and field observation techniques. The users, non-users, operators and project initiators of these initiatives were interviewed using semi structured questionnaire. The study indicates that the positive impact of the project strongly depends upon its design and implementation with much focus on participatory need assessment and participation of the community. It has been revealed that no design can be universal to achieve development. India with its diverse culture and communities, every design and solution should come from the community level.

Author(s):
Ismail Ibraheem
Osman Gazzaz

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

Abstract:
The growing power of the social media to influence public opinion and shape domestic policies is contributing to a growing challenge of the power of states in contemporary times. States are recognised as the only legitimate unit for political organisation within and outside a geographically defined space. They are, therefore, political entities actively engaged in maximizing their power within the international system. This power is defined by the territorial boundaries over which states exercise power and within which it has sole jurisdiction over its citizens and internal affairs. It is also defined as a "platform for identity making" or cultural expression by states "produced through practices that divide the idea of the Self from the idea of the Other" (Everard, 2000: 5).

The description of the condition of most societies in the developed countries as "network society" by Castells (2000) indicates the way the Internet as manifested by the growing role of social media in influencing public opinion is influencing societies. Before the advent of the Internet, states were conceived in relation to territory and thus the principle whereby a state is deemed to exercise exclusive power over its territory is central to the development of international law. This is also the corner stone of the international system as represented in the charter of the United Nations (UN).

In the world today, social media are driving what could be described as a global process of cultural interactions. There has been a monumental growth of the use of social media and this has led to concerns about the erosion of sovereignty of states. Due to the virtually borderless and transnational nature of the Internet, the impact of social media influence especially with the 2010 controversy surrounding the temporary ban on the use of blackberry service in Saudi Arabia is an important and germane intellectual inquiry.

The depth of the influence is also captured in the definitions of globalisation that seem to highlight the role of the Internet in the process. For instance, the conceptualisation of globalisation as "shrinking space, shrinking time and disappearing borders that are linking people's lives more deeply, more intensely, more immediately than ever before" (UNDP, 1999: 1).

While engaging with debates on the effects of globalisation using the role of social media in public opinion formation in Nigeria and Saudi Arabia, this paper examines specifically how young people are using the social media of Facebook and Twitter engage with cultural, religious and political issues.

Author(s):
Cosette Castro

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

Abstract:
This article analyzes the emergent interactive digital content industry that has been thought in Latin America, particularly in countries like Brazil, Argentina, Uruguay, Venezuela, Peru and Colombia. The study is based on a transdisciplinary view (from Edgar Morin and Martín Barbero), including Communication Studies, Economics, Culture and Information Technology and Communication (ITC) to account for the mainstreaming of the topic that includes the promotion of research and production centers digital audiovisual content; in turn, it is directly related to digital communication and technology development. It also includes a vision of innovation that positions the communication, education and culture as strategic areas for sustainable development and social inclusion in Latin America. In others articles, I sought to contextualize the change from the analogue world to the digital world, and the uses and appropriation of different technological platforms in the media convergence and transmedia narrative in this process (CASTRO, 2008,2009, 2010, 2011). I used as an example the case of interactive digital free-to-air television, a Japanese-Brazilian system that was adopted in different countries like Argentina, Bolivia, Ecuador, Chile, Paraguay, Costa Rica, Venezuela, Peru, Nicaragua, Uruguay and Brazil. I tried to reflect on the need to understand the profound changes that Latin America are passing by from the point of view of social inclusion and the free offer of digital audiovisual content to the population. One may note that although much work, there is need for education, training, research and innovation in this Region, countries gradually begins to organize to produce digital audiovisual content. The interactive content initiatives are generally public television companies (offered free-to-air to the Latin American population) and are the minority, if compared in conjunction to private television companies. On the other hand, Latin America presented a proposal to stimulate research and production of interactive digital audiovisual content, in addition to be set up in an emerging industry, open space to offer a large gap between existing projects in the central countries. It treats the supply and development of digital content and services free for low-income population without access to pay TV, computers or cell phones of third or fourth generation and for the most part still have prepaid cell phones, but they have free-to-air TV at home. In the countries of the Region, where a media culture and television is the primary means of access to information and entertainment, it is necessary to raise other forms of digital and social inclusion. It also occurs from stimulating a digital culture, encouraging the production of audiovisual content by the audiences and independent producers for the adoption of free software, joint production of new knowledge and creative common. This is the case of the middleware Ginga, that has a free software community with voluntary participation of 12 thousand digital audiovisual content developers (coming from different areas, including communication, art, engineering and informatics) in Brazil and other 3 000 participants Latin America. In that sense, the transdisciplinary gaze is necessary and compatible with the changes that Latin American people are experiencing.

Author(s):
Yoonwhan Cho

Title:
Beyond Digitally South-North Korea: Investigating Media System Dependency (MSD) of the Digital North and South

Abstract:
Divided into North and South, Korea is the only partitioned country in the world. The proliferation of digital media system of the South Korea is often epitomized with the "success" of the Internet technology. Since its appearance, the Internet has claimed the centrality in the digitally North, as becoming an integral part and

deeply embedded into virtually every facet of daily life. On a societal level, its success has resulted in a relationship in which it integrated into the backbone of global political economic structure and any society on the globe must integrate it into its structure, only to survive. Similarly on the individual level, the embeddedness of the Internet-based technology into daily life has enormously been changing how the people are exposed to and process information. The digital technology has created an overall dependency in which the technology is continuously desired and needed. However, coincidentally, there's been a noticeable chasm within South Korea: A serious digital divide and subsequent psychological divide.

In the scramble to identify factors that attribute to digitally South-North Korea, a series of focus group studies are performed, especially in the context of Social Networking Site (SNS) in which psychological division becomes ever apparent. This study attempts to make relevance of Media System Dependency (MSD) among the digital North of SNS. Surrounding the theoretical background of MSD, issues like generation gap, political ideological gap, and socio-economic gap are considered and discussed along with the topic of digital and psychological divide.

The focus group studies' findings with 46 subjects suggest: (1) The psychological division seems to be associated with the difference in the intensity of MSD the digital North and South have with SNS (2) Expanding beyond the "traditional" dimensions of goal-resource relationship of MSD, SNS has become "almost unique" and most powerful resource of information especially among the digital North (3) the majority of the digital North are comparatively deeply engaged (than the digital South) in a compulsive and "paradoxical" relationship of dependency and self-efficacy which makes the medium powerful in psychologically dividing effect. To fully understand the nature of psychological division, it is argued that digital divide research should not focus exclusively on "visible" factors like political economic structure that cause south-north division but also on invisible, psychological factors that is fueled by the visible factors.

Author(s):
Indra de Lanerolle

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

Abstract:
For dialogue to take place we need to be connected. North-south dialogue implies the ability to communicate over long distances. And communication, as Castells has identified, relies on networks.

New communication networks are under construction while existing ones are subject to change. Watching this global phenomenon from the Southern tip of Africa in 2012, it is not difficult to find public discourses expressing fears of being trapped in a digitally-dark continent on the one hand and on the other, dreams of digital liberation and an African spring. In this context, data-poverty in Africa is a real constraint on gaining an understanding of communication realities.

The new communications networks under construction globally have significant implications for north-south dialogue. Each communications network (telephone networks, short wave radio, terrestrial television, satellite television, newspaper distribution, and the Internet) has different geographical network properties. The Internet is transnational and transcontinental and has geographical properties that differentiate it from all other communications networks. It also has specific network properties that have important implications for north-south dialogue including the relationship between distance and cost, and the flexibility of communication forms: one-to-one (like the telephone), one to some, some-to-some and one-to-many (like radio or television).

A new research survey conducted by Research ICT Africa in collaboration with University of Witwatersrand Media Observatory offers a rich source of data on Internet, mobile, television and radio use. The survey is based on questionnaires delivered face-to-face to nationally representative samples in twelve African countries.

The paper uses this data in order to investigate questions of African's ability to enter into 'north-south' dialogue.

First, how connected are Africans and which networks do they have access to? How many use the Internet? How does this compare, or relate to their use of other communication networks?

Second, to what extent can we see that Africans are benefitting, or could benefit from the 'small world' properties of the Internet. Or put another way, is there any evidence that Internet use extends communication geographically (including across a 'north-south divide')?

Third, is there evidence of *dialogue* (ie 2-way communication) or are the new communication networks re-producing patterns established in pre-existing networks (television for example) where the flow of communication is largely one way?

It is hoped the findings from the study will suggest some important avenues for further research.

Author(s):
Denise Wood
Rolda Rapotu

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

Abstract:
Online Information Communication Technologies (ICTs) make accessing information any time, any place and using any device a reality for more than a quarter of the world's population (Wood, 2010). With such increasing access to ICTs, the focus on the so called "digital divide" has moved from one of technology access (Vie, 2008) to "a broader focus on the sociotechnical factors that influence whether and how people access technology" (Warschauer & Matuchniak, 2010). While there is growing awareness of the potential of a new kind of "digital divide" emerging as a result of lack of such sociotechnical factors, much less attention has been given to the continuing "digital divide" for learners with disabilities, particularly those in developing countries.

The South African Government became a signatory to the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) on the 30th March 2007 and ratified the UNCRPD on the 30th November of that same year (*UN Convention on the Rights of Persons with Disabilities: Status of Signatories and Parties*, 2011). President Zuma reaffirmed the South African Government's commitment to the rights of persons with disabilities in proclaiming the theme for the International Day for Persons with Disabilities as "Keeping the promise: Working together towards the implementation of the UN Convention on the Rights of Persons with Disabilities", while also highlighting the barriers that continue to limit the realization of rights of people with disabilities (Zuma, 2010). However, despite the South African Government's commitment to the UNCRPD, public education and acknowledgment that education is the key to reducing poverty and accelerating long-term economic growth (South African Government Information: Education, 2010), baseline studies undertaken by the Centre for Multi-Grade Education (CMGE) in nine rural provinces in South Africa (Joubert, 2009) reported that most of the learners in rural schools come from poor environments, attrition is high (80%) and the curriculum lacks the appropriate teaching strategies required to accommodate learners with physical or other disabilities.

This paper provides a situational analysis based on a review of 32 special schools in the Limpopo Province of South Africa and reports on initiatives supported by the Finnish government to develop an inclusive information society using ICTs. The objective is to ensure that all citizens, including people with disabilities, in the province are able to access information. Education has been identified as one of the key development areas towards a knowledge economy. The paper also reports on a pilot project underway, which aims to address specific through the use of accessible ICTs designed to improve educational outcomes (MDG-2) and improve children's health (MDG-4).The project recognises: a) the role of accessible ICTs in improving educational opportunities and health for children with special needs, b) the importance of building the capacity of teachers and future graduates through pre-service and in-service teacher education and c) the need for a holistic approach to overcoming the new "digital divide" impacting on children and young people with disabilities.

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Emerging Scholars Network Section

Author(s):
Sarah Erickson

Title:
Teen Boys May Cry: Masculinity in American Teen Melodrama

Abstract:
Between 1997 and 2004, dramatic serials for teens exploded on prime time television. Building on the past successes of *Beverly Hills, 90210, Party of Five,* and the critical acclaim of *My So-Called Life,* these series presented dramatic narratives about teens, dealing with teen issues, for teen audiences. The WB network took off during this time period and secured its teen niche with shows like *Buffy the Vampire Slayer, Dawson's Creek, Gilmore Girls, Everwood, Roswell,* and *One Tree Hill.* These shows have benefitted from extensive scholarship on the industrial practices that brought them into being (e.g. Kearney, 2004) as well as analysis of representations of women, race and queer identities within these narratives; However, very little work has examined the representations of teen masculinities put forth by these shows. Building on the work of Miranda Banks (2004) and Sue Turnbull (2008), this paper seeks to begin to provide a preliminary reading of these masculinities and to develop a vocabulary of character attributes inherent to the teen dramatic serial. I utilize narrative analysis of eight teen melodramas debuting between 1998 and 2004 and a review of masculinity and teen television literature to triangulate my conclusions related to teen masculinity. Ultimately, four distinct masculinities emerged from this analysis: the Innocent Dreamer, the Emotional Androgyne (Turnbull, 2008), the Wounded Rebel and the All-American. Each of these types engages with teenage problems such as alienation, identity seeking and emerging sexualities in different ways. They are defined by and against each other and the other characters in the shows including their parents and their friends. They question, trouble and negotiate with ideals of hegemonic masculinity while simultaneously revealing its performative nature. Teen melodramas of this period exhibit masculinities which acknowledge the feminist and gay rights movements but which still cling in some ways to hegemonic ideals of strength and heterosexuality as essential to adult manhood. This paper provides an initial framework for discussing these masculinities and their place in the current gender discourses.

Author(s):
Elizabeth Godo
Michael Dick

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

Abstract:
In recent years, new ways of watching video content that was traditionally relegated to the television system have emerged, thanks to advances in broadband technology. Simultaneously, decreasing costs in consumer production equipment have encouraged more people to take up videography and share their experiences with others via the Web. The result of this is a hybridized alternative to the conventional system, in which the end-user has two key viewing options: a) re-purposed content distributed directly by traditional, offline broadcasters, and b) user-generated content created by virtually anyone around the world. This paper focuses primarily on the latter, the concept of creating original content for distribution via the Web, and the underlying access that the enabling technology provides to this medium. The resulting "e-communities" are examined through the lens of community development theory and held against current notions of identity and nation building in the Canadian context. Recommendations are made toward a public policy model which considers the socio-cultural impact of these communities, and fosters the growth and proliferation of the medium both in Canada and internationally.

Author(s):
Sean Samson

Title:
Sensation and shame: Images of coloured women in Western Cape tabloids

Abstract:
Colonial discourse, with its dependence on fixed racial categories, cemented coloured identities in South Africa with concepts of racial mixture between black slaves and white masters. While historical analysis shows that coloured origins are more varied, with heritage derived from Eastern and African slaves as well as indigenous tribes, the racist discourse of the early 20th century imbued 'colouredness' with sexualised shame – a white master's mistake. Coloured women in particular, were figured as promiscuous. Apartheid discourse sought to fix coloured identities between black and white. This liminal space was a fragile one to occupy and maintaining respectability meant guarding against sexualised shame. My work in progress looks at the prevalence of the stereotypical depiction of coloured women as promiscuous in the *Daily Voice* and *Son*, competing Cape Town tabloid newspapers aimed at working class coloured readers. I conduct a qualitative discourse analysis of each paper's representation of women who are on trial for violent crimes to investigate how the discourses of promiscuity combine with those of crime, religion and sexuality to add to their guilt. I then investigate how these depictions offer coloured female readers and coloured female journalists an opportunity to exorcise the stigma of sexualised shame while still reinforcing colonial ideologies, while acknowledging the commercial benefits of these portrayals. To establish the prominence of promiscuity as a deciding factor in the reader's moral judgment of these actors I will conduct focus groups with coloured female readers in Hanover Park, on the Cape Flats. Interviews with the coloured, female journalists at the *Daily Voice* and *Son* will determine their motivations for the framing of coloured female subjects.

Author(s):
Christine Singer

Title:
Representations of youth in South African screen media: The Soul Buddyz television programme

Abstract:
South Africa is a "young" nation, with more than 50 percent of the national population aged below 24 years, and 33 percent of the population aged below 15 years (PRB 2011). However, most aspects of childhood and youth in post-apartheid South Africa have remained significantly under-researched. In particular, there is a virtual absence of qualitative research on the complex interrelations of screen media, popular culture, and the lives and identities of young people in the country. Instead, South African children and youth have often been stereotyped as dystopic victims of poverty, violence, and HIV/AIDS by many development agencies

and within much European and American media. These representations are often informed by Western, middle-class perceptions of childhood and youth as universal periods, marked by innocence, purity, and prematurity.

In this paper, I intend to challenge such essentialising representations of young South Africans. While acknowledging the physiological dimensions of human development, I proceed from the premise that "childhood" and "youth" are culturally constructed categories, contingent upon social status and ritual activities, rather than biological or chronological markers alone. I define screen media, in turn, as a social practice that is implicated in the construction of discourses on childhood and youth in various ways (Prinsloo 2007). In the paper, I investigate the interrelations between screen media and young people's lives in post-apartheid South Africa. In particular, I explore the role screen media play in constructing ideas about "youth" in public spheres, in relation to dominant discourses about young people circulating via national and international media. To this end, the paper engages with *Soul Buddyz* (1999 – 2011), a popular South African television drama made with, for, and about young people. The programme was initiated by the South African health organisation *Soul City Institute for Health and Development*, and produced through involving young people themselves in the research, story writing, and evaluation of the programme. *Soul Buddyz* revolves around issues which South African youths deal with on a daily basis, such as family and romantic relationships, sexuality, HIV/AIDS, bullying, abuse, and dealing with disability. In the paper's final analysis, I propose that that despite dealing with such serious subject matter, *Soul Buddyz* highlights the agency displayed by young South Africans in creating their own lives in constructive and creative ways within, and despite, certain constraints. In this way, the television drama challenges the totalising perceptions of South African children and youth as inherent "victims" or as a "lost generation." In the final analysis, then, I suggest that *Soul Buddyz* can be understood as representative of the wider project of previously colonised people's re-appropriation of their own image through the medium of the screen, to construct their own cultural identities.

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Author(s):
Lienkie Du Plessis

Title:
The use of social media for organisational crisis communication: a theoretical framework

Abstract:
The advancement of technology, especially the Internet, has brought about rapid change in the way people communicate with each other, as well as how organisations communicate with their stakeholders. The Internet, specifically social media, can be used as an idyllic instrument to communicate with stakeholders during a crisis due to its richness and reach. The rapidly growing rate of social media creates opportunities for organisations to reach their stakeholders, and according to Barker (2011:118), the evolution on the technological front has forced organisations to plan for proactive online crisis communication response. Hence, it is argued that organisations need to proactively implement a strategy for using social media during a crisis to communicate information in a timely, effective and accurate way. Although various authors have looked at the role that social media plays in a crisis (Gonzáles-Herrero & Smith 2008, Sweetser & Metzgar 2007, Taylor & Perry 2005) no theoretical framework has been suggested for the use of social media during an organisational crisis. It is envisaged that this study, which is a work in progress, will indicate how, based on existing theories and empirical research, organisations can use social media to communicate with stakeholders during a crisis. The study will indicate which elements of social media are beneficial to organisations during a crisis situation, and based on this, propose a theoretical framework to use social media for organisational crisis communication. The study will contribute to the academic field of organisational communication, and in particular to the field of crisis communication and the use of social media.

Author(s):
Isaack Mngni

Title:
The Culture of Media Policies in a Colonial and Post Colonial Southern Africa: The case of South Africa and Zimbabwe with reference to the British Liberal Media System

Abstract:
In many components of the world, Africa is always understood and perceived to be the home of the world's most problems and challenges. The African media system has not escaped this skepticism. Now in the post colonial period most African countries and its leaders have furthered the legacies of policies of the former colonial regimes in pursuit of varying political ends. Therefore the drafting of media policies in the region has been mostly informed by this rhetoric.

Post-apartheid South Africa has been hailed in the world for its democratic institutions, its respect for the fundamental human right norms such as freedom of speech, freedom of the press and editorial autonomy. However, these fundamentals have come under siege when taking into account the recent bill proposed by the South African ruling party, the African National Congress (ANC). The proposed Protection of State Information Bill, notoriously known as the Secrecy Bill, has been met with a huge number of outcries from the public, civil society, and print media industries. These external players regard the bill in a similar way as the censorship laws that prevailed during the hostile and undemocratic leadership of the Apartheid government.

Zimbabwe has been cited by many as an example of what the bill might lead to in South Africa if entered into force. In the year 2002 the ruling ZANU-PF government entered into force the Access to Information and Protection of Privacy Act (AIPPA). AIPPA had the very same characteristics in its approach and discourse as the bill proposed by the South African government in limiting and infringing on the rights of a democratic media as safeguarded by the country's constitution. Therefore it is against this backdrop that this paper intends to understand the nature, the culture and the orientation of the media policies significant and dominant within the region using Zimbabwe and South Africa as a case study. Furthermore, this study seeks to contribute to the understanding of media policies within the African media system. The argument that this study seeks to bring to the table is that African media policies are path-dependent and influenced by the historical and political context in which the colonial masters exercised their regime.

The significance of the British media and communication system is that it has provided a "torch light" and normative discourse on how the media ought to be in liberal democracies. South Africa and Zimbabwe in transition to independence and the post-colonial period adopted a British communications model, inclusive of its liberal democracy and its economic principles. However, a few decades later, post-independent South Africa and Zimbabwe appear to be lagging in their counterpart referential style of media governance. Zimbabwe was the first to undergo the route, and now South Africa is making its way to the "blackhole". Therefore this study brings into context a comparative analysis of media policies in the region using Britain as an optical tool and barometer. The conclusive argument that this study seeks to put out is that the South African and Zimbabwean media policies are the products of British liberal tradition and the British colonial authoritarian order.

Author(s):
Neeraj Khattri

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

Abstract:
In the past three years it has been seen in India that SNS are very popular among youth. They can develop their own page to include their favorite music, TV shows, profile and photos. These sites have attracted youth who wants to share their views and thoughts with other people. On the other hand SNS like Facebook,Twitter, Hi5 enable individuals to play a very important role in constructing their own identity. So, we have conducted this research study to examine through focus groups that what are the reasons in using Social Network Sites among Youth in India. The main objective of the research are- To study why metro youth of India Use Social networking sites. To find out the reason or motivation behind the use of Social networking sites. To find out why SNS are so popular among metro youth in India. The study has been undertaken in National Capital Region, Delhi, India. The data was collected through focus group Interview.

This method is selected due to its advantages in exploratory studies. This quantitative approach provides insights into the thoughts, ideas, perceptions and attitude of the SNS members who use the online media to fulfill their needs. The new era is taking its place very fast among us. We want everything very quickly especially Communication. SNS fulfill their needs and wants. This study reflects that psychological aspect is the basic reason behind the use of SNS.They are strongly related to the human needs of communication,socialization,being an active part of a group or maintains long distance friends.

Author(s):
Carlos García

Title:
Contradicciones comunicológicas o armonías forzadas en los procesos de Globalización Cultural

Abstract:
Carlos Alberto García Méndez Universidad Nacional Autónoma de México carlingm@gmail.com +52(55) 57807677   Esta investigación es una lectura antropológica y comunicacional sobre la globalización económica y sus procesos derivados: tecnológicos, políticos, organizacionales y, especialmente, socioculturales. La tesis central es que hay una conducta económica global que fomenta a ultranza el consumo e impulsa muchas formas homogéneas de consumir, sin embargo, es en las particularidades de lo local donde este esfuerzo global de superponer hábitos de consumo sufre cambios y se registran, entonces, contradicciones comunicológicas o armonías forzadas. El presente paper recupera el debate entre lo llamado Cultura Global y la Identidad Cultural Local, en el contexto de la mercantilización global de bienes e industrias culturales. ¿Cómo podríamos entender desde el terreno epistemológico a la cultura, su relación con la cultura global y las formas en que las personas, específicamente ciudadanos de un país de Sur, se relacionan con la oferta cultural generalmente del Norte? ¿Las tesis de Hebert Miller sobre el imperialismo cultural son aún vigentes, bajo qué términos se sostienen a sí mismas y en qué momentos su teoría es frágil y quebradiza? Las estrategias metodológicas empleadas fueron la investigación documental, la observación etnográfica y la descripción semiótica. Se apostó por una metodología cualitativa que permitiera recolectar información en el terreno y acercarnos a los escenarios donde converge lo global con lo local. En la primera etapa se exploró bibliografía sobre el tema de la cultura desde fuentes antropológicas, sociológicas y comunicacionales. Luego se investigó sobre la globalización económica y los procesos de mercantilización de la cultura desde lo histórico, económico y comunicacional, apoyado en los estudios de Economía Política de la Comunicación. En su segunda etapa, la labor etnográfica y semiótica se realizó a partir de recorridos antropológicos para observar, describir y registrar prácticas culturales y escenarios de reproducción y consumo cultural. Por lo tanto se desarrolló una investigación bibliográfica (monográfica-documental) y se empleó un estudio etnográfico; más tarde se regresó a lo monográfico para reinterpretar y reajustar, en un proceso de reincursión teórica. En un sistema económico de estrategias sofisticadas y cuadrículas desarrolladas a partir de una inteligencia instrumental, el acto del consumo se escapa por los intersticios del sistema, se convierte en un escenario de emancipación, vendetta: las tretas de los débiles se activan y desde los no lugares de la globalización se generan diálogos imprevistos entre los consumos locales y los consumibles globales. La cultura ni es inerme ni permanece estática, tampoco es arrebatada por las firmas globales. Al contrario, genera resistencias a través de modos de hacer o artes del vivir: camuflajes, mimetismos, piraterías, clonaciones, rebeldías calladas pero expuestas con descaro, inteligencias de supervivencia que se adaptan a los juegos del poderoso en una fragua de armonías forzadas. Lo global y lo local, en términos culturales, juegan una dialéctica donde ningún elemento logra subsumir al otro.

Author(s):
Tsuisung Wu

Title:
Live performance in a digital age:An exploration analysis for audience's perceptions of liveness

Abstract:
In "live and technologically mediated performance", Auslander (2008) stressed that liveness was defined through history and culture; especially, the media environment is an important source for audience's perceptions of liveness. Because audience perceptions and understanding about liveness is changing accompanying to the development and use of new media technology. There never has been completely livenss sense without any mediated media .

This study, drawing on the "liveness" concept of Auslander (2008), Aimed to explore the audience perceptions of liveness for live performance and the interaction relationship of audience perceptions, media environment and performance.

In this study , we choose 30 live concert audiences to be interviewees and hold 6 focus groups to collect interview data. For understanding the effect of media environment, the interviewees were divided into three generations according to the timing for emergence of digital technology:1.digital generation(under 30 years old): those people who are growing up in a digital environment; 2. intermediate generation(31 to 50 years old): those people who are across the non-digital and digital technology era; 3.non-digital generation (above 51 years old): those people who are growing up in a non-digital environment.

The research results revealed that although emphasize liveness , all live performances were filled with considerable number of media, such as large-screen TV, microphone, lighting etc… Especially large-screen TV played an important role , most interviewees watched the live performance through this media, because the performer was far from them, they could not see him/ her clearly. That is, all "live" performances isn't live, they are all mediated performances.

In addition, the previous media experience of interviewees will influence their perceptions of liveness. For example, singer's album is the important criteria for performer's live voice performance. And most interviewees used to use media terms such as "TV News", "screen", "sound effect" to describe their perception.

In generation difference, the digital generation interviewees(under 30 years old)who mostly are digital media heavy user and performer's fans. Due to adore the performer, most of interviewees were fully invested in live concert, even they were crazy to shake their bodies and scream for the performer in live concert. And because they frequently repeated listening to the album of the performers in everyday life, resulting in a more sensitive perception of the sound, most of them know exactly which section of the song should be the whirlwind treble, where singer is out of tune. That is, they have more sensitive liveness.
Otherwise, the non-digital generation interviewees (above 51 years old) who were growing in a literary culture and seldom touched digital media. Most of them were just seated quietly and listened carefully to the music in live concert . They don't join the performance with singer. Because seldom used sound media in everyday life, resulting in a more insensitive perception of the sound. Unless it is a big mistake, or most of them can' just where is out of tune.

Author(s):
Mabogoshi Matlala

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

Abstract:
 Breakfast radio shows are conventionally seen as entertainment and not contributing to serious public debate. Drawing on the concept of popular culture, this paper argues that breakfast shows could be seen as part of a popular public sphere that brings about debate in an entertaining and non-confronting manner. It uses the 5FM Morning Show that is aired on weekdays from 6h00 to 9h00am on the 5FM radio station. The paper illustrates the misconceptions that exist regarding breakfast shows like the view that they offer listeners an escapist idea of reality which draws them away from their active citizenship roles. The paper is situated in various literatures that delve into the South African radio landscape and uses popular culture and public sphere theories combined in discussing the style and participation within the show. While Northern authors have looked at radio as popular culture, most studies in Africa have adopted a more normative public sphere framework. Thus, by looking at the chosen breakfast show, I argue that through its use of distinctively South African terminology, norms and lifestyles, the show challenges the common North- South flow of communication. Using the qualitative method of discourse analysis and interviews, the research discovered that breakfast shows are essential as they contribute to a popular public sphere. Through analysing the three sampled shows, it was found that the show uses humour and satire as its style to capture its audience. The show can also be viewed as reality radio, as audiences get to know the team on the show and the language, use of jingles and sound clips that also sets the show apart from others. It also found that although audience participation is inclusive and facilitated in various ways, some of these ways can be seen to enhance the style of the show. Through this it can thus be perceived that the show contributes to a popular public sphere.

Author(s):
Francesca Musiani
Valérie Schafer

Title:
The Internet model on trial (1970s-2010s)

Abstract:
This paper intends to show how the Internet model – ecosystem in constant evolution, influenced by the widespread development of the Web and its commercial scenarios, and by the reconfigurations of the Internet value chain – has, ever since the inception of Arpanet in the Sixties, raised issues of modelization and flux management. Taking the Internet's architecture as its main object of inquiry, the paper retraces the controversies this architecture has been subject to, the tensions that are currently putting it on trial, and the discussions concerning its possible futures. In doing so, it aims at showing how the Internet model, far from being a static one or having imposed itself due to a supposedly intrinsic technical superiority, has constantly shaped and has been shaped by the modification of practices over time – notably its appropriation by the masses – and by an assemblage of technical, economic, political, social choices enacted by its different stakeholders. In particular, we intend to show how the issues of modelization and neutrality of the Internet lead to (re)think its materiality and spatiality – the crucial role of protocols and infrastructures for the functioning of a « network of networks » where the virtual is entangled in the tensions that are transforming « real » society.

Author(s):
Alexandra Parker

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

Abstract:
In exploring the representation of mobility in Johannesburg as portrayed in films of recent decades, the city reveals itself to be overwhelmingly masculine and remains inaccessible to women. This paper will focus on the two modes of movement of walking and driving as depicted in three of Oliver Schmidt's films: 'Mapantsula'; 'Hijack Stories'; and 'Life, Above All'.

Johannesburg's origins were firmly entrenched within the masculine realm when men from all over the country and further abroad settled in the small town to seek their fortunes in gold. Although women gradually made their homes in the burgeoning city as the settlement stabilised, the majority of these women were white. Because black women were not needed as labour on the mines, they suffered greater exclusion and were relegated to reside permanently in the townships or in the backyard accommodation in the white suburbs or to remain in the 'homelands'. These spaces were overwhelming defined as domestic in nature. For black women, Johannesburg has remained inaccessible, indifferent and masculine.

The confinement of women to these spaces is reflected in the representation of mobility in films set in and outside of Johannesburg. Mobility depicted in film represents agency in the city and this agency is portrayed through urban and masculine characters and masculine modes of transport. Most of this mobility is demonstrated through the urban trope of the *tsotsi* so that even the mobility of walking takes on the signifiers of the masculine. Aside from the lack of urban female protagonists in filmic Johannesburg, women on the screen are generally static characters restricted to the domestic realm and as a result, are unable to exert agency in the city of the screen.

Author(s):
Mrinmoy Majumder

Title:
Online labour activism and unionism.

Abstract:
The emergence of new form of media has made availability of information an easy deal. The advancement in communications tools has placed itself into an integral position for users of new media like blogs and

portals. Labour activists and trade unions tend to use blogs, portals that are centered on workers and working conditions. International Labour Organisation (ILO) have been working in the context of new development in communication and educating stakeholders about its benefit related to the workplace and workers development. The action carried by labour activists and trade unions in publishing updates on various blogs and portals for workers awareness, education whether that be in form of extreme or moderate usage of language and actions. The usage of blogs can have impact on users who are workers, and who are fighting for decent work practices. The online information also brings together activists from various places to participate and spread similar messages to mobilize the workers and also the general media. Interestingly on the online platform, the power balance may decline as everyone has equal chance to spread information. On the contrary, unions and activist may engage in only disseminating information rather than establishing online dialogues, as it has something to with level of access and awareness of workers to the new media. It may sound as a development tool to support worker and to facilitate better relationship among workers and management. The language and action used online may or may not provide or represent the similar picture of the reality. An easy possibility of indulging in online activism is resolution of conflicts and dispute. Along with it, usage of online medium opens up easy access to larger base of legal tools, instant awareness and general media coverage and reduced travel expenses and does not require physical presence. Is dissemination of information similar to what labour activists and trade unions used in the past by using other communication tools like print and radio? The new identity online domain may be called as new unionism or cyber unionism. And activists, unions using blogs for one way communication, reinforcing a relationship with stakeholders that are often hierarchical and bureaucratic. The common assumption of unionism has been that it has its presence in manufacturing and public sectors but due to various irregularities at workplace, union activism has spread across sectors. The online forum has provided platform employees to voice against the management to IT, ITES, retails and services sector in relation decent work practices. Reduce the above to following: I am interested in finding out how the labour activists and trade union are using the online blogs, on the basis of language patterns and action, which are published on the blogs. I would use critical discourse approach in analyzing the articles and write-ups published on blogs supporting labour activism and unionism.

Author(s):
Felicity Duncan

Title:
Neoliberalism in the face of financial crisis: an exploration of changing neoliberal discourse in response to the crisis in the economy

Abstract:
This paper explores the ways in which the discourse of neoliberalism and its proponents responded to the financial crisis of 2007 and 2008. While, in a crucial sense, economies consist primarily of material inputs and outputs, economies can also be understood in discursive terms, as formations of cultural, linguistic, and ideological ways of understanding, describing and constituting what we mean when we talk about "the economy". In the years leading up to the financial crisis, the discourse of neoliberalism, which emphasizes free markets, competition, free trade, and deregulation, dominated our understanding of "the economic" and our collective responses to economic events and issues. The financial crisis, however, struck at the heart of this discourse by highlighting some of the tensions and inconsistencies inherent in its model of how economies function. It was a moment of crisis for neoliberalism, a moment when established patterns of dealing with structural contradictions, their crisis-tendencies, and dilemmas no longer work as expected and, indeed, when continued reliance on those established patterns tended to aggravate the situation. As countries and governments struggled to deal with the fallout of the crisis, the ideologies of neoliberalism underlay much of the debate around what to do, but at the same time, were the target of much criticism. Among the many forums in which this complex crisis in neoliberal discourse played out, none was more important than the meetings of the so-called Group of Twenty (G-20), a group of developed and developing countries and multilateral agencies that, in the wake of the crisis, cemented its status as the world's most important economic policymaking body. This paper uses a textual analysis of news coverage of meetings of the G20 between June 2007 and November 2009 in the *Financial Times* and the *Wall Street Journal* to attempt to trace out the ways in which neoliberal discourse dealt with the consequences of the financial crisis. These two newspapers were selected as they are the world's largest and most prominent business newspapers, and have long been known for their decidedly pro-business, pro-neoliberal stance on economic matters. Thus, they provide an ideal window into the ways in which proponents of neoliberalism attempted to re-evaluate and redefine their ideology to absorb the implications of the crisis. In analyzing the evolving discourse, this study asks whose voices were heard in the mediated newspaper debate, how fault and blame were attributed for the failings of the economic system, and what remedies were suggested to repair

the damage done by the crisis. The findings suggest that the discourse of neoliberalism flexibly accommodated the crisis by reinterpreting it as a failure to fully implement the tenets of the ideology, as well as attributing blame to irrational elements of the general public (rather than bankers or leaders). In suggesting remedies, the stock-in-trade ideas of neoliberalism were repackaged for the new context, without any fundamental re-evaluation of its central ideas. This study thus illustrates how flexible and adaptable economic ideologies that serve the powerful can be, even in the face of crisis.

Author(s):
Keith Van der Linde

Title:
Mediating Identity, Mobile-ising Culture: MXit in the relational lives of teens

Abstract:
The primary aim of the study was to examine the mediating role that MXit plays in the identity formation of 16-18 year old adolescents. Little is known about the social impact of MXit on adolescents' identities when this usage is so deeply embedded in the relational exchanges of teens' everyday experiences. Nine focus groups, four group interviews and two on-on-one interviews were employed across six schools located in four socioeconomically divergent Cape Town suburbs demarcated using middle to upper-income (Milnerton and Newlands) and lower-income (Khayelitsha and Cloetesville) operational definitions. This was to examine the contextual ways in which adolescent identity and the mobile youth culture postulated by Castells, et al (2007) manifest in the consumption practices of youth living in a society of deep-seated structural division. The study employed a qualitative-interpretive approach supplemented by social constructivist and cultural studies paradigms, while Erikson's identity crisis framed adolescents' need for social media, and Goffman, McLuhan and Meyrowitz contextualised the differential performances of identity in online and offline settings. The study presents significant findings in assessing the behavioural change that mobile media effects in the lives of its most avid users, and the intimate relationship between offline norms and online practices. This local usage bears striking intonations to international trends, where youth perceive mobile media to be their distinct territory, ushering in generational identities symbolised by notions of inclusion and exclusion. However, discourses of age, race, class and gender are constituted in the disembodied relationships of MXit, exacerbating South Africa's polarised social relations, while simultaneously allowing the individual to be emancipated from these discourses.

Author(s):
Carole Chibbonta

Title:
Citizen Journalism's influence on Zambia's 2011 election results

Abstract:
Zambia's September 20, 2011 general elections saw inordinate delays by the Electoral Commission of Zambia to release presidential, parliamentary and local government election results. Eighteen hours after the September 20 elections closed, results in certain constituencies has still not been released. This delay caused tension with speculation of vote rigging by the then ruling party (Movement for Multi-party Democracy) and led to several citizens seeking alternative means to give out the much yearned for information. Several social media sources therefore started to give regular updates of the results, despite results not being officially announced by the Electoral Commission of Zambia as stipulated by the law.

This paper discusses the role of citizen journalism in Zambia. It focuses on how citizens used the internet and their mobile phones to exchange information during the delay in releasing the 2011 general election results. The paper explores how citizen journalism manifest itself during the period of releasing election results as well as analyses whether citizen journalism contributed to the shaping and circulation of public opinion. What was the influence of citizen journalism in shaping public opinion regarding delays in announcing the 2011 results?

Author(s):
Elastus Mambwe

Title:
Investigating the Use and Impact of Social Media in Zambian Newsrooms

Abstract:
Social media have continued to take on a central role in news processes at different levels. For news organisations, social media have not only come as means to distribute content, but to also connect to consumers of their news products. Their use in newsrooms has challenged the long standing definitions of mass communication as the lines between personal and mass have been significantly blurred. Social media present an unprecedented level of freedom for media houses that have traditionally seen heavy state control, regulation and involvement, particularly in countries in the South such as Zambia. Additionally, the ability for social media to facilitate faster, cheaper, wider-reaching and interactive communication comes as an added advantage to journalists and newsrooms in such countries. Despite a growing acknowledgment of the roles that social media play in new development and dissemination, it is doubtful that media houses in Zambia have fully embraced them as communicative tools. The degree and frequency to which social media are used by Zambian media in the said processes is not known. Furthermore the impact these tools have had on general newsroom and journalistic practice in the country still remains unclear. This research therefore proposes a study to determine the level of utilisation of social media tools by media houses in news gathering and dissemination, and the impact these tools have had on the media houses. The study not only attempts to investigate the current levels of use of social media in newsrooms, but sheds more light on the factors influencing those levels; the challenges media houses face in the interplay between social media and traditional media; and the perceived impact they have had on news production. The study will seek to show that very few media houses in Zambia formally utilise social media tools, but that these tools are mostly employed by individual newsroom staff. Additionally, the study shall endeavour to provide evidence of the perceived apathy towards social media and that lack of training on the usage of the available tools has inhibited its uptake. Qualitative and quantitative data from sampled news organisations on social media use will be presented to help answer the research questions. Knowledge on the levels of usage and impact of social media on newsrooms in Zambia will help in drawing up policy on social media, and perhaps also help determine if there is need for such policy. Furthermore, the results of the study will be instrumental in influencing the development of tools that are suitable for the Zambian media landscape.

Author(s):
Simon Thibault

Title:
'Incendiary Media' in Bosnia-Herzegovina and Kosovo: a new look on the debate regarding the regulation of the press in fragile states

Abstract:
After the end of the war in Bosnia-Herzegovina in 1995 and in Kosovo in 1999, the United Nations (UN) and the Organization for Security and Cooperation in Europe (OSCE) implemented strict media regulatory policies to prevent the local media from inciting ethnic hatred. The UN and the OSCE imposed mandatory codes of conduct for the press, rules prohibiting the incitement of hatred, and mechanisms to sanction the media. Such measures were swiftly criticised by journalists' organisations defending press freedom. The International Federation of Journalists (IFJ) and the World Press Freedom Committee (WPFC) criticized the repressive approach taken by the UN and the OSCE, arguing that it would undermine the growth of an independent journalistic culture in Bosnia-Herzegovina and Kosovo (IFJ/WPFC, 2000). The UN and the OSCE pleaded that these regulatory measures were necessary to curb heinous and incendiary media content that threatened the pacification of these two societies (UNMIK, 2000).

We contend that the heated debate between the UN, the OSCE, and their critics reveals two contradictory philosophies on the regulation of the press in countries weakened by ethnic violence. First, journalists' organisations such as the WPFC and the IFJ believed that a free and unrestricted press in Bosnia-Herzegovina and Kosovo was the best antidote to intolerance. Second, UN and OSCE officials felt that a strong regulatory framework was necessary to prevent the media from fuelling ethnic hatred.

Through interviews with key stakeholders and an analysis of policy documents, we propose to shed light on the practical and theoretical aspects of that debate. In doing so, we will critically assess the work of Putzel and Zwan (2006) and Roland Paris (2004) who support media regulations in countries emerging from

conflicts. This work in progress is an important step to conceptualize a debate that has not been sufficiently investigated in the literature.

Author(s):
Sheena Johnson-Brown

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

Abstract:
First year students are required to create blogs-online diaries- as part of their coursework in the Bachelor of Communication Arts and Technology programme (BCAT) at the University of Technology in Jamaica. For the majority of the students, this is the first time they have been exposed to blogging and often approach the task with great zeal. However during the semester, the level of enthusiasm, the quality and quantity of the blogs tends to fluctuate as students encounter the demands of blogging.

Blogs are part of a new territory for tertiary education in the global south. Many of the skills required in blogging are often the same skills that lecturers often encourage students to develop such as: keeping a reflective journal, critically assessing sources, researching a topic and responding to work of their peers. At the same time, educators in these institutions, have to consider the challenges faced by students due to the lack of access to information communication technologies (ICTs).

Using the theories of social constructivism and critical inquiry, this paper seeks to explore within an action research framework communication students' experiences using blogs as a reflective learning tool.
As a work in progress, this research paper examines:

(1) The students' views of using blogs as part of their learning experience

(2) The use of blogs as a learning tool that enables the social and virtual construction of knowledge.

A qualitative analysis of blogs and focus group discussions are the selected research methods. This paper will include the lecturer's experience with this assignment.

Author(s):
Zvenyika Mugari

Title:
Conversation between Past/Present amidst interjections from â€œan Inconvenient Youthâ€ : A Post colonial reading of the Julius Malema story in the media.

Abstract:
Habermas theory of communicative action posits that human communication succeeds only when certain conditions and premises to do with rationality and purposefulness have been met. Conversation presupposes some sort of turn taking in active listening as well as talking for all participants involved. It is as much about silence as it is about talking oriented towards understanding between peers. structured by context. The relationship between the interlocuters is supposedly dialogic. What Habermas theory does not account for is the structuring effect upon conversation of pre-existing text and context as well as disruptive interjections and intrusions of unreason. This paper takes a critical postcolonial look at how the Julius Malema story since 2007 has been framed by the press both in South Africa and the press in the global North bringing into sharp relief contradictions and paradoxes about the pastness of South Africa's apartheid past and the reality of the rainbowness of the post-apartheid South African nation. Julius Malema, the former president of the African National Congress Youth League (ANCYL) has earned himself epithets as the firebrand, controversial, inconvenient youth, from the time he lead a pro-Zuma lobby within the ANC in 2007 at the famous Polokwane elective congress of the ANC which thrust Zuma into the Presidency of South Africa's ruling party up to his suspension from the Party and deposition from the ANCYL presidency. Malema introduced of most hotly debated issues in the South African Press since that time. The Malema story could literally be equated to a discomfiting and most uncivil interjection and intrusion upon a genteel conversation. The interjections bring out the discoursal tension between South Africa's apartheid past and the ideals of a rainbow nation South Africa aspires to be. To what extent do the issues Julius Malema raise represent a

rehashing of a colonial past everyone would rather forget but whose ghost may be still very much present. Only a postcolonial analysis of the Malema story as proposed in this paper can bring to the fore the complex ways in which present consciousness continues to dialogue with a colonial past supposedly bannished and buried beneath the nation's collective unconscious. For how long must the people of the South suffer the conversation between colonialism and postcolonialism to continue? The Julius Malema story, at the level of discourse shows the end is not yet, "not in a thousand years", probably.

Author(s):
Michael Serazio

Title:
Selling the Future: The Social Construction of 'Digital Native' Consumers

Abstract:
This article investigates how the advertising and media industries are conceptualizing and strategizing the 'millennial' generation (those U.S. teens and young adults born in the 1980s and 1990s) through a perceived technological intimacy. Drawing upon 15 in-depth interviews with industry professionals and an assortment of business discourse, the research illuminates how millennials are 'sold' in a double sense: both the online promotional tactics used to target a cohort so often decried as unreachable through traditional channels as well as the stereotypes spun about this generation's values and behaviors that, cyclically, legitimate the commercial work that is produced. From this 'common sense' perspective emerging about millennials as 'digital natives' – that is, of a demographic that exhibits a 'networked hypersociality' and 'participatory exhibitionism' – a variety of corporate strategies are emerging. These scheme timeless adolescent developmental needs related to identity and community with the latest opportunities that user-generated content, online social networks, and spreadable media provide. By designing branded online spaces and flows for expression and interaction – and effectively monetizing the social web – the mentality and output of the advertising industry is being transformed. This points to a more flexible, collaborative media ecosystem than that of 20th century mass broadcasting – an environment touted by marketers as more 'democratic,' yet, at the same time, one that erodes clear borders between commerce and sociocultural life and obscures the conspicuousness of the ad message from the audiences it courts. An inquiry into how these commercial interests target this consumer generation through new media arrives at a timely moment, given the increasingly unsustainable amounts of personal debt that young people are accumulating. Moreover, this article raises concerns about the political potential of 'empowering' technologies being hijacked for mere profit-making ends and whether youth identity and communities will be limited to consumerist avenues in that developing digital space.

Author(s):
Trina Joyce Sajo

Title:
The affective labor of Adult Cam Models (ACMs)

Abstract:
Cybersex is a term used to describe a range of sexual relations initiated and/or carried out in the virtual environment is a global phenomenon but practiced in different ways. In the Philippines, cybersex refers to "sexually explicit chat on the Internet" (McGeown 2011) and operates in different ways. Some performers work for themselves by logging on to a website or visiting chatrooms. Another, more popular, instance of cybersex is called ACMing or adult/Asian webcam modeling, which operates as exploitative wage work providing online services that are sexual in nature (Mathews 2010).

Recent studies of internet pornography have utilized the concept of "affective labor" as a lens for studying amateur pornography. The term draws from the tradition of Marxist autonomist thought that examines post-Fordist regimes of work. Immaterial labor, as defined by Maurizio Lazarrato (1996), pertains to work that produces "informational and cultural content." Affective labor is a subset of immaterial labor, and as applied to pornography, it "includes affective investments and attachments to specific sites and platforms and the exchanges taking place on them" (Lindgren and Whisnant, qtd in Paasonen 2011, 91).

In this paper I consider affective labor as a conceptual and analytical tool to examine the practice of cybersex in the Philippines, and more specifically ACMing. The pornographic status of ACM work is different from amateur porn in that it is supported by a labor structure that is similar to prostitution. In fact the

proposed anti-cybersex bill frames it, albeit narrowly, as a "form of prostitution". I discuss what affective labor can contribute to studies of digital pornography, and what limits this concept imposes on the practice of cybersex in a Third-World setting.

Author(s):
Albina Tortbayeva

Title:
Ownership theory in media coverage: framing of Oil Workers' Strike in West Kazakhstan

Abstract:
"Black gold" plays a big role in Kazakhstan. The country is among main 20 oil producers and with nearly 30 billion barrels has world's ninth largest proven reserves.

However, the IMF study finds that a main challenge for Kazakhstani government is ensuring the fair sharing of oil revenues among the population.

The demands for better living conditions and fair distribution of oil benefits were mottos of the longest and biggest industrials dispute in the history of Kazakhstan – oil workers' strike - which hit west region in May, 2011. The wave of strikes covered the whole west region involving more than 15 000 people, who were prosecuted by authorities, attacked and even murdered.

 The media of Kazakhstan ignored this event and only some independent newspapers covered the strikes from its first days. However, after the lawyer of the labour union was arrested for 6 years for causing social hatred, the world human rights organizations started actively covering the issue and blaming Kazakhstan of severe human rights violations.

The information on oil workers' strike published in many newspapers displays different points of view. It is logical, since the news is not mirror of the reality, and can never be objective. Instead they should be perceived as result of choices made by journalists due to values, newsgathering routines, journalistic norms (Schudson, 2003), financial considerations (Hamilton, 2004), and also the political culture (Entman, 2004). It was also argued that frames can be chosen according to the political ideology and preferences of the owners of the media.

There are many studies focusing in news selections and news framing in different countries, mostly dealing with political issues. The studies on news coverage of strikes and social movements tend to deal most with resource mobilization or collective behavior theories, which were criticized with focusing on political and organizational structure problems and neglecting social ones.

Thus we should consider that different media uses various frames to 'select some aspects of a perceived reality and make them salient'. (Entman, 1993:52).

 By revealing the frames used by news makers, we can then understand which ideas they wanted us to focus on while making other ideas absent. By applying Media ownership theory we can also understand whether the characteristics of the media owner: the government or the private sectors do affect the frames they use. This study is an attempt to expand scholarship work done in this field of framing news coverage of social movements, in this case labour strikes. In order to find what kind of frames are used in news coverage of strike, the study analyzes news articles published in 2 state-owned and private popular socio-political online newspapers, during one year period from first publication on strikes, supposedly in May, 2011.

Methodologically, the researcher will use mixed type of content analysis – quantitative and qualitative. Theoretically, it will be based on news framing theory and media ownership theory.

Author(s):
Kathleen Diga

Title:
Emerging African Scholarship – learning from Africa

Abstract:
The proposed panel for IAMCR under Emerging Scholars Network is titled, "Emerging African Scholarship – learning from Africa." This theme brings together a panel of researchers who are working towards understanding the factors and interventions which either heed or advance academic scholarship in Africa. The first researcher examines the case of the University of Botswana and the various academic struggles for these researchers within the context of their writing. The second paper is an update on the how Africa-based academic research is or is not building scholarly impact in their respective university disciplines through the Scholarly Communication in Africa Programme. The third paper examines a mechanism of a virtual network in the specific discipline which draws together emerging researchers as a way to build capacity of African information & communication technology or ICTD researchers. Finally, the last paper asks us to learn from the Asia experience and lessons on running a capacity building programme in Asia in the discipline of ICTD and how they have brought this model to Africa as part of their global network. The proposed outcome of the panel is to develop a clear articulation of the theoretical to practical basis of academic writing struggles on the continent.

Panel Chair: TBA

Paper 1. Katie Bryant-Moetele (U of Botswana & McGill University, Canada)- *"No, it's not possible": Using the lens of Epistemic Injustice to investigate northern theoretical control of academic research communities*

Paper 2. Eve Gray / LauraCzerniewicz (U of Cape Town, South Africa) - A view from the South: aligning strategy and technology for increased visibility of southern African research

Paper 3. Kathleen Diga (UKZN, South Africa) - ICTD Africa Researcher Network approach to enhancing ICTD academic scholarship in Africa

Paper 4. Arul Chib (Nanyang Technological University, Singapore) – Linking Research to Practice: Strengthening ICT for Development Research Capacity in Asia

Discussant: TBA

Author(s):
Kgalalelo Morwe

Title:
A critical analysis of the representation of service delivery protests in Mail and Guardian and the The Star newspapers.

Abstract:
Drawing upon theories of representation, this paper critically examines the ideological nature of representations of municipal protests in mainstream newspapers in South Africa, hereby looking at dominant media images of the protests. It focuses on ways in which the protesters' messages are mediated in two online versions of newspapers, the *Mail and Guardian* and *The Star* specifically. Utilizing critical discourse analysis, this paper examines the way in which media construct and deconstruct the protesters and their messages in the 2009 and 2010 municipal protests. By analyzing newspaper articles, this study investigates ways in which ideological positions are reflected through various textual devices as well as semantic, lexical and grammatical choices. The findings reveal that representations of protests are flawed and that the reasons behind protests are far more complex than just about poor service delivery. The overwhelming evidence is that across all newspaper articles assessed, there was a gross distortion of service delivery protests by the two newspapers in question. Media often serve as an instrument that represent, produce and circulate ideologies that lead to the misrepresentation of protests. The paper argues that articles written on protesters often carry biased and stereotypical overtones. The usage of the generic term of service delivery protests (instead of the more specific notion of water delivery protest or housing delivery protest) qualifies these protests as not having a clear direction and thus as ambiguous and confusing. More so, the generalisation of all protests as service delivery- related is seen as contributing to further marginalisation and diversion, and a banal and ill-informed understanding of the protests.

Keywords: service delivery protests, Critical Discourse Analysis, news, construction of reality, ideology, representation, framing.

Author(s):
Taryn Isaacs

Title:
The regionalization of the South African Tabloid

Abstract:
The traditional South African newspaper market caters to a very specific economic group, which is arguably literate, enjoy traditional news reporting and specific forms of journalism. Yet a shift in traditional print journalism occurred with the entry of the tabloid, which "turned the local media landscape upside down and created heated controversy in South African journalism circles to such an extent that tabloid journalism has attracted international attention" (Herman Wassermann 2010:1). Virtually recreating the South African media sphere, the tabloid's role within the South African media landscape, its relationship with its audience, as well as its subsequent function within the communities represented and catered for must be examined in order to understand the localization of this predominantly and 'originally' western phenomenon.

In response to these pressing questions, this paper introduces the tabloid by providing a necessarily condensed historical outline of its development and the conditions for its continued success whilst interrogating the regionalization of the tabloid phenomenon evident through media products that cater to specific communities, such as Die Son in the Eastern Cape. It further provide a succinct discussion of the findings of a larger Master's treatise study entitled "An investigative reconstruction of Die Son's readers' profile: a discourse analysis", substantiating (through topical structures) the hypothesis that South African tabloids cannot be deemed trivial or sensationalized, as they cater to the local realities of the represented communities. Furthermore, concluding that tabloids are not identical mass products across cultures - as due to their regional and national hybridization they can develop a heterogeneous character through their location, content, audience and function – they should be evaluated as such.

Author(s):
Marija Venter

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

Abstract:
Globally, mobile gaming is drawing a plethora of attention across the board – from marketers, gaming industries and a variety of scholars to name a view. Entertainment and gaming have been the entry point to many technological advances in the Western world, and have the potential to expand and mature Information and communication technology in emerging economies such as South Africa. The bulk of scholarly articles that specifically pertain to mobile gaming are set in resource abundant, highly developed contexts. Accordingly, much that is theorized surrounding these ubiquitous games is framed by first world situations. Howbeit, little is known about the adoption behaviour of mobile games amongst resource-constrained youth in emerging economies. Through this paper, I attempt to contribute to an understanding of networks enabled by the mobile phone amongst a group of 12-year-old children from the previously disadvantaged neighbourhood of Ocean View. In framing my research I will refer to Manuel Castells theory of Networked society as it conceptualizes everyday media engagement as participatory and distributed in the production and circulation of culture and knowledge. It shifts focus away from the individual in favour of a broader social and cultural ecology that a person inhabits. My method includes a participatory ethnography with ten children over a week, and further in-depth unstructured interviews with three children who often gamed together over a period of 4 weeks. Findings include the relationship between geographic situatedness, gangsterism in the area, social inclusion and the non-mobility of mobile phones when it comes to networked participation amongst this group. Furthermore, the piloting of bluetooth technology for multiplayer mobile phone gaming presented current hindrances in the proliferation of this mode of gaming. In turn, I proffer insights into the possibilities for the medium in low-income, resource-constrained areas.

Author(s):
Basil Hamusokwe

Title:
Political Advertising: A Challenge to Democracy

Abstract:
Political Advertising: A Challenge to Democracy? - A case of the 2011 elections in Zambia
Basil Hamusokwe
The University of Zambia,
Department of Mass Communication, Lusaka, Zambia

The article explores the role of political advertising in the electoral process and voters' choices in democratic elections. It examines the manner in which political-economic forces in a democracy can shape the choices of the electorate. It uses the case of political advertising in the Zambian 2011 general elections. There is no doubt that the media significantly benefit from political advertising through the vast amounts of campaign funding dedicated to advertising parties and candidates.

But is political advertising good for democracy? Does it actually subsidise democracy or perpetuate elitism. The dominant approach to work on advertising in media and communication studies in Africa has focused on the meaning of adverts, looking at the way in which adverts construct and reproduce power relations such as stereotypical gender roles. This often neglects to examine how advertising relates to political processes, as is demonstrated through the 2011 elections in Zambian.

In addition, the article demonstrates how the political economy of advertising gauged by how the populist democratic principles determines the political systems of the country. It argues that economic power and business elites one side and populism on the other – often working in collusion - influence patterns of the electoral process in Zambia. According to Mosco (1995: 142), an important question to ask is: "how are power and wealth related?"

The underlying logic of cost operates systematically, consolidating the position of groups already established in the main mass media markets and excluding political players or groups lacking economic power or resources required for successful participation and entry into the political process (Murdock and Golding, 1977: 37).

A more searching dialogue between political advertising and liberal democracy can highlight how media productions, economic power and pluralism can undermine the democratization process.
Using qualitative analysis, the article engages with debates on political economy, and looks at how political advertising can then be reconceptualised as a practice through which economic elites influence the electoral processes. The article also discusses political change in the context of democratization – the process by which democracy may be achieved (Parry & Moran, 1994: 1). It shows ways in which political economic forces born of democratization can shape public participation and determine the electoral process. These processes are no longer just determined by economic forces, but also by pluralist political candidates.

Author(s):
Kathleen Diga

Title:
Facing the African ICTD academic divide

Abstract:
For a Proposed Panel: Emerging African ICTD Scholarship – learning from Africa Clearly a digital divide exists between the North and the South. The same could be said about Information and Communication Technologies for Development (ICTD) research coming out from Africa-based academics with a small percentage being published in academic journals or presented at ICTD conferences. Given this under-representation in academia, the ICTD research field threatens the chance for local researchers, in this case Africa, to influence and leverage the benefits of ICTs within their own communities and countries. In an attempt to ameliorate this situation and try to build a field of Africa-based researchers in ICTD, recommendations have been proposed: 1) the global ICTD community recognise the major intellectual contribution which are missed if Africa-based institutions and academics do not participate in global academic spheres and 2) institutions deliver ways to change such imbalances and allow African ICT researchers to gain better reach and range from their own unique research. By putting efforts and resources to include Africa-based researchers into the ICTD research network, this supports the claims that building the capacity of networking would help enhance opportunities.

The following research builds on Sen's capabilities approach as well as the recently composed choice framework as researchers decide for themselves about their academic engagement in ICTD and works

within their resources and structure limitations in order to result in an outcome of either a journal publication or conference proceeding. This research tries to better understand whether building an African virtual online network of majority Africa-based researchers would help to improve capacity of these researchers to publish or present research at the global level.

This paper presents a work in progress to share with the Emerging Scholar Network on a participatory approach process in building academic capacity through a virtual peer network of emerging ICTD scholars in Africa. The interventions are iterative and based on the needs requested by the network members and also look for ways to maintain active membership participation. In hosting a virtual group, we are starting to see a better known group of African young scholars and that the network has some contribution to the improvement of academic status or ambition of these emerging networked scholars.

Author(s):
Arul Chib

Title:
Emerging African ICTD Scholarship – learning from Africa

Abstract:
Linking Research to Practice: Strengthening ICT for Development Research Capacity in Asia

Information and communication technologies have for long promised to provide quality education, improve healthcare, allow open government, and solve environmental issues. To realize this potential and influence policy-making and programme design, the Singapore Internet Research Center, supported by the IDRC, created an innovative research capacity-building programme. Over the past three years, the Strengthening ICTD Research Capacity in Asia (SIRCA) Programme has focused on developing the research skills of emerging ICTD researchers in Asia. The programme supports interdisciplinary ICTD research through the nurturing of research relationships. By bringing together experienced mentors with deserving early-career Asian researchers in an intellectually stimulating environment, SIRCA has fostered a cohort of talent capable of generating the rigorous scientific evidence needed. Their stories, and reflections upon the programme, are told in this edited volume. If ever it needed demonstrating that ICTs are an indispensible tool for developing an information society rather than a reward for achieving it, then the SIRCA programme has achieved that.

This volume, published by the Institute of Southeast Asian Studies, is directed at an un-addressed niche in the ICTD field – that of a guidebook which translates rigorous academic evidences to relevant development practices; offering a synthesis of experiences from those involved in this capacity-building initiative. Hence, the aim is to establish a research-practice link within the ICTD community, in order to foster holistic research approaches and quality outputs.

The first section discusses the inception of the SIRCA programme; opportunities, issues and concerns arising from the implementation, management and evaluation of both the process and the outcomes. The section primarily underscores the need for ICTD research to be more analytical and empirical as opposed to descriptive and anecdotal. It also highlights the importance of rigour and sophistication in ICTD research methodology. The narratives on the management level highlight the relationship of the mentors and PIs, the lessons learnt, and how the programme inspired the PIs to engage in ICT research and practice. The evaluation of the programme describes SIRCA's success in achieving its objectives, as well as recommendations for improvement.

The second section reflects the range of academic traditions represented in the programme through the lens of the research mentors. The section highlights the importance and complexity of key links; that between ICTD theory and praxis, and the links between research, instruction and professional development. However, practice of ICTD has not yet yielded a straight pathway to theorising either. We often aim to conduct ICTD research inside a "clean room" of research methods — structured, organised, and systematic — yet the reality is one of messy encounters with data gathering and analysis. An overview of ethics in ICTD research suggests a comprehensive canon is absent. Addressing these theoretical, methodological, and ethical issues from a critical perspective goes hand-in-hand with the hope of developing a unique tradition within ICTD research.

The third and final section highlights research papers produced by the SIRCA programme, beyond those that have found a home elsewhere in peer-reviewed global journals. With studies conducted in Vietnam,

Cambodia and the Philippines, the exemplars provide a concrete picture of the processes the principal investigators have undergone. As a SIRCA mentor stated, the programme has served as a platform for the cross-fertilisation of ideas. This collaboration has occurred across academic traditions, cultural backgrounds, and national and ethnic boundaries. SIRCA has led to a network of scholars that are bound not by schools of thought, ethnicities, age nor gender, but by a sense of purpose to use ICTs in the service of the Millennium Development Goals. In this sense, participation in the programme has brought higher order benefits to the principal investigators, mentors and staff. Based on the studies, narratives and recommendations provided by this volume, we offer insight into the extent of engagement required in the pursuit of disciplinary objectives, not merely for academic outcomes, but to contribute meaningfully to social change.

Author(s) (2012). *Linking research to practice: Strengthening ICT for development research capacity in Asia*. Singapore: Institute of Southeast Asian Studies.

Author(s):
Birgit Kreykenbohm

Title:
News reporting on the Kingdom of the Netherlands: Framing changing relations in the Aruban, CuraÃ§aoan and Dutch press, 2005-2011.

Abstract:
This paper analyzes news coverage in terms of news frames and mutual representations of Kingdom-relations in six newspapers from Aruba, Curaçao and the Netherlands in the period 2005 – 2011. The constitutional reform of the Kingdom of the Netherlands, which involved the dissolution of the postcolonial construct of the Netherlands Antilles on October 10, 2010, profoundly impacted the relationships in the Kingdom of the Netherlands. The changing relations influenced not only the local context in Aruba, Curaçao and the Netherlands, but also the relations between these countries as well as the dynamics of the Kingdom as a whole. In a construction as far apart as the Kingdom, with its Caribbean and European part, media are important sources of information. Established mainstream media reflect the shifting dynamisms in the relations and local perceptions of ongoing developments or incidents in those relations can even trigger a dispute.

Utilizing framing theory, this paper provides a content analysis of news frames in the coverage of newspapers in the Kingdom of the Netherlands and compares issues like sources, main themes and the principal actors. The research literature identifies five news frames (responsibility, conflict, human interest, economic consequences and morality) and this study assesses the relative visibility of each of these news frames in the Aruban, Curaçaoan and Dutch content of the six newspapers under study. For each country two newspapers were selected and quality and popular newspapers as well as newspapers in Dutch and in the local language Papiamento were included. A sample of 16 constructed weeks from routine news coverage in the period 2005-2011 was selected for each newspaper. While the Aruban and Curaçaoan press frequently report on events in the Netherlands, the Dutch press covers less and reports incidentally on Aruba or Curaçao and more on kingdom-related events in the Netherlands itself. This comparative analysis of Aruban, Curaçaoan and Dutch mainstream news content, illustrates the ease with which political rhetoric, historical images and stereotypical representation can be reinforced and even created in the written press. At the same time it shows, in spite of the collective constitutional bonds, the differences between the countries and their own social, historical and political development, but also the distinct cultures of journalism in Aruba, Curaçao and the Netherlands.

Keywords: relations Kingdom of the Netherlands / mutual representation/ framing / generic frames / newspapers / journalism

Author(s):
Vasupradha Srikrishna

Title:
The 'fasting' Brand of Anna: An exploratory study to understand the dominant representations and brand appeals constructed around Anna Hazare

Abstract:
There are many adjectives attached to Hazare like that of an activist, Gandhian, mass leader, a fasting activist and a hunger striker to name a few. The exploratory study seeks to recognize the dominant brand appeals and perception that are built through the headlines that figure in popular newspapers and news videos, in the Indian and in certain global media discourse. These are scrutinized to unearth the branding appeals and brand labels constructed around Anna Hazare. A persuasion theory is used to evaluate the brand labels and categorize them. The persuasion theory used is Rank's persuasion model. The trajectory the study takes is exploratory in nature, aiming to study the brand perception diffused and deepening the understanding using a CDA, thereby explicating the impact and effect of brand Anna Hazare. The first part of the study uses the Rank's Model as metrics by analyzing from the lens of the two parameters suggested, (a) 'Intensification': On how Repetition, Association and Composition are used in headlines to build the brand image of Hazare and (b) 'Downplay': How diversion, omission and confusion are used in headlines to build the brand image of Hazare. In the second part of the study, Branding sub-texts are examined, aiming to unearth the dominant brand image of Hazare. In addition to the criteria in Rank's model, two more supplementary criterions were introduced to make the study more comprehensive. The two additional units were: 'Anti-Hazare brand perception' and an 'Image tarnishing perspective'. The study is restricted to analyzing the text of headlines (newspapers and news videos) not only for attaining the operational rationale but also because according to Thompson (as cited in the book Media and ethnic minorities) "newspaper readers often do not read beyond the headlines, and those who do may already be primed to a certain attitude" (Alia & Bull, 2005). Hence, the ontology of this study is that, the headlines considered have a satisfactory impact factor and are analysis worthy. The sample size is 100 and comprises of newspaper reports, news videos and blogs. The study revealed brand adjectives and connotations like Anna as a "Gandhian", "Anti-corruption leader / crusader" and negative images such as, "an anti-democratic image" or "an anti-poor image". The study results explains the usage of implicit strategies like repetition and intensification, how they are used to achieve contamination of memory and contamination of reality, identifies the critical tools of propaganda and illustrates how the glorified image of Anna Hazare was packaged and sold.

Author(s):
Juan Manuel Auza

Title:
TongoBieber y la emergencia cultural

Abstract:
(Investigación en desarrollo). El objetivo de esta investigación es destacar las implicancias de los procesos de reenunciación de sujetos de clases populares en el Perú contemporáneo a través de productos culturales.

El acercamiento ha sido realizado analizando una versión local del tema Baby, del cantante pop Justin Bieber, interpretada por el artista Abelardo Gutiérrez, conocido popularmente como "Tongo", así como los comentarios de los usuarios en el portal YouTube al videoclip de la misma canción <http://youtu.be/KmUfmIF49QA>.

Una de las características más atractivas de la versión local de Baby es el nivel de destrucción del idioma inglés que Tongo ejecuta sobre la canción y que nos habla de un proceso no sólo tangible sino ante todo simbólico de erosión de los pilares que dan sentido a la relación de dominación norte-sur.

Respecto de los comentarios de los usuarios, lo más destacable es el nivel de odio que la versión de Tongo despierta sobre un gran grupo, y que tiene como contrapartida la cerrada defensa de la versión por parte de otro gran grupo, haciendo que afloren las múltiples contradicciones raciales y socioeconómicas que atraviesan a la sociedad peruana.

El análisis ha sido realizado siguiendo los postulados de Hommi Bahbha sobre "el solapamiento y el desplazamiento de los dominios de la diferencia" (2002:18) y los de Amartya Sen y Bernardo Kliksberg sobre la enunciación y la identidad (2007:31), así como el planteamiento de Oscar Lewis sobre la cultura de la pobreza (1972:27).

Author(s):
Rene Smith

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

Abstract:
The paper will present the findings of a qualitative audience study on black youths' media consumption practices and lifestyle (re)production.

Presented as a comparative analysis the research analyses differences and similarities in youth media consumption and lifestyles amongst black South African youths living in cosmopolitan urban locale, Durban (KwaZulu-Natal) and a small town, Alice (Eastern Cape).

The paper will examine the ways in which black South African youths use media, imported programming or local television content in particular, to fashion their lifestyles. Additionally, a sample of categories and typologies of youth lifestyles will be interrogated. Finally a proposed matrix for youth media consumption and lifestyles will be presented for discussion.

Author(s):
Giuidtta Toniolo

Title:
The place of genre in a new South African cinema

Abstract:
The gangster genre of film has long been associated with themes of "economic inequity and class stratification" (Marx 2010: 261), and its recent proliferation in South African cinema can easily be linked to the genre's intrinsic narrative potential. South African gangster films, such as Gavin Hood's Tsotsi (2005) and Ralph Ziman's Jerusalema (2008), succeed in bringing to the fore South African social concerns, such as the spread of HIV-AIDS, rural-urban migration and the rise of organised criminality, using the familiar iconography and narrative turns of the gangster film.

The aim of this paper is to assess the role of genre films in emerging national cinemas, by focusing on the gangster genre in South Africa. While work for this paper is still ongoing, my point of departure is Oliver Hermanus' first feature film, Shirley Adams (2009), which deals with the less glamorous side of gangsterism on the Cape Flats, and subverts the audiences' expectations of such films. I will argue that the film paves the way for a new South African cinema, characterised both by high production values and by 'brave' narratives which are able stand on their own, without relying on familiar tropes. This paper will argue that while genre films make for highly saleable cultural products - an essential concern in any emerging film industry - their potential as vehicles for the expression of local concerns and realities is limited by their reliance on stock characters and predictable structures.

My approach is largely concerned with theories of film genre and authorship, and includes a reflection on notions of the national and the international in film.

Author(s):
Ruchelle Barker
Eduard Fourie

Title:
DISCURSIVE REPRESENTATIONS OF FEMININITY IN A CONTEMPORARY WOMEN'S MAGAZINE: A SOCIAL CONSTRUCTIONIST APPROACH

Abstract:
In this study, the researcher presents the findings of a discourse analytic enquiry on the construction of femininity within a contemporary South African magazine. Within this study, it is argued that gender is a social construction through language. It is then posited women's magazines provide a channel through which discourse of femininity reaches women. It is subsequently posited that such constructions of femininity

may be narrow or stereotypical in nature which may influence the development of women's feminine gender identities.

A discourse analytic approach was utilised to reveal the different discourses within women's magazines and indicate how they may contribute to the construction of femininity. For the analysis, relationship-focused articles were selected from a contemporary women's magazine, *Cosmopolitan,* to identify the dominant discourses of femininity. From the analysis, certain themes were identified regarding the construction femininity which emerged from the discourse analysis. It was found that three main discourses of femininity exists within a contemporary South African magazines which includes femininity as heterosexual, femininity as nurturing, and femininity as managerial.

This study aims to provide insights and understanding into the cultural production and construction of social norms related to the construction of gender, specifically femininity, within women's magazines. A discourse analysis revealed that a traditional discourse of femininity exists in magazines articles. This traditional discourse is contradicted by a discourse of empowerment. In addition, the number of overlapping and contradictory discourses of femininity may have implications for gender identity negotiation. Although it may be argued that women don't entirely adopt, or may even reject dominant discourses of femininity within magazines, there is evidence that women's magazines play an important role in the social construction of the self, and continuous exposure to these discourses provides scripts for the construction of the feminine self and reinforces normative and hegemonic values (Osteman & Keller-Cohen, 1998). When considering the construction of the self, it becomes important to understand the myriad of ways in which traditional, and hegemonic, discourses are constructed for women's negotiation of a valid and own gender identity.

Author(s):
Katie Bryant-Moetele

Title:
"No, it's not possible": Using the lens of epistemic injustice to investigate northern theoretical control of academic research communities

Abstract:
Significant disparities in research article publication rates exist between researchers at American and European universities and those in Africa. Lillis and Curry (2010) estimate that researchers from the global North are responsible for 30% and 32%, respectively, of the world article outputs in the natural, social, and behavioural sciences, whereas researchers on the African continent are responsible for only 0.9%, with 0.6% of this attributed to South Africa alone. Many studies have investigated reasons for these disparities (e.g., Esselaar, Gillwald & Stork, 2006; Hofman, Kanyengo, Rapp & Kotzin, 2009; Mouton, 2010; Teferra, 2004; Tijssen, Mouton, van Leeuwen & Boshoff, 2006; Tijssen, 2007; Willinsky, 2006) and although they offer important explanations and potential solutions to address these disparities, these studies take a systematic approach to the issue and thus leave systemic issues largely unexplored. In other words, prior work in this area has mainly concentrated on the broader system issues in which African researchers are situated (e.g., researchers' access to national research funding, technology, and current research in their respective fields; researchers' heavy teaching loads and low salaries; and so on) ignoring the systemic inequities embedded within international research communities and how these inequities might impact African researchers' abilities to publish. Therefore, building upon the work of researchers in the fields of writing and knowledge studies (e.g., Canagarajah, 2002; Connell, 2007; 2009; Lillis & Curry, 2010), this paper presentation will report on preliminary findings from a study conducted in 2010 at the University of Botswana, which investigated researchers' actual lived practices as researchers. Emerging from this study's findings was a particular type of systemic challenge faced by researchers in their attempts to publish that can be made sense of by relying on McConkey's (2004) concept of epistemic injustice - when one's ability as a knower is questioned because of their subjective positioning in society. Therefore, using this analytical tool, this presentation will discuss the specific instances of epistemic injustice that emerged from my study; the negative repercussions such instances can have on African researchers, national policy communities in the global South, and international research communities; as well as suggest potential ways in which Southern researchers, in conjunction with their Northern colleagues, can work against such instances of epistemic injustice.

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Author(s):
Prasheel Banpur

Title:
Approaches to Organizational Communication: Situating 'Metaphor Analysis' Research Methods in the context of Indian Corporations

Abstract:
Indian corporations (the use of the term 'corporations' for privately owned companies in the Indian media has been very recent, post 1991 to be precise - the year the central government opened up markets for western corporations to invest in Indian companies) have had a 'celebrated' history in the country spanning over 150 years and more, and some of them are still going strong and have emerged as multinational corporations conducting businesses across the globe, primarily in the West. During these 150 years, the first part of this phase under the aegis of the British colonial rule and the second part after 1947 - the year of Independence, the owners of these businesses have successfully conducted entrepreneurial activities and derived exponential profits through the employment of a vast section of Indian populace in various roles - from managers to accountants to book keepers to manual laborers. This division of labor was an extension of the already prevailing social hierarchical conditions in India perpetuated through an oppressive and retrogressive order called Caste. The Caste system, known as Chaturvarnya, emanated from to the core principles of Hindu religion and divided people based on the community they were born into. The intrinsic nature of the Caste system was that it privileged certain section of the population for deriving benefits from societal production of goods and gave the access to religion and spirituality while rendering some groups untouchables or enemies. One who is well versed with this patriarchal system in theory and has been at the receiving end of it can go on and on about the demerits of practicing such an atrocious system. The context of the paper here, however, is not to bring to surface the nature of the Caste system but to identify its

manifestations in the communication of Indian Corporations' Management to its employees which on one hand claim to be fair and judicious in its practices and on the other hand seem to follow the nuances of Caste system while recruiting its workforce. The paper aims at studying the organizational literature of top software companies in India using theoretical approaches from Hermeneutics and research methods adopted by Western scholars, specially from the US, and identify the 'metaphors' used for communicating to the employees. The paper also aims at substantiating existing theories in this field or presenting new vistas of thought depending on the data interpreted.

Author(s):
Eve Gray

Title:
A view from the South: aligning strategy and technology for increased visibility of southern African research

Abstract:
The production and dissemination of knowledge is viewed as critical for meeting the social and economic needs of nations in emerging knowledge-based societies. Universities, as agencies of knowledge production and exchange, are under constant pressure to increase their research and knowledge output and, in so doing, contribute to national development goals. The strategic role of scholarly communication in disseminating knowledge produced in universities has received considered attention over the last several years as universities explore ways in which to increase their knowledge intensity (Brown et al. 2007).

 The need to improve scholarly communication capacities and practices is particularly pertinent to universities in the southern African region where the development challenges faced are considerable, yet levels of research – as measured by conventional journal impact measures - are low and falling behind other regions in the world (Mouton et al. 2008) and participation in the global system of knowledge production is limited.

 The Scholarly Communication in Africa Programme (SCAP) a 3-year research and implementation initiative funded by the Canadian International Development Research Center and based at the University of Cape Town, aims at increasing the visibility and developmental impact of research from universities in Southern Africa. The SCAP intervention, building on the potential offered by the use of digital technologies, has sought to understand how southern African universities and their governments could best leverage this potential to align with their strategic goals, rather than with the metrics favoured by the developed world. What is emerging is an Afrocentric understanding of the 21st century scholarly communications environment.
SCAP's dual research investigation and technology implementation initiative is guided by its grounding in Cultural Historical Activity Theory (CHAT). This methodology has enabled a dual approach, combining understanding of existing and future scholarly communication ecologies with the brokering of a participatory approach to deliver the aspirations of researchers and institutions for effective research communication. In doing so, the project teams have taken an open-minded approach to leveraging the potential offered by a range of different digital communications models, from formal outputs to the use of social media. A policy and advocacy research strand seeks to interpret these findings for the development of research communications strategy and policy at national and regional levels.

 This paper will be a report on work in progress, in the final stage of the SCAP project. The research findings of the programme thus far and the implementation initiatives under way in 2012 are providing a wider vision of what constitutes effective scholarly communication, the constraints that impact upon this vision, and the technology solutions appropriate to their context. The role of social media and collaborative digital platforms are emerging as crucial components in building scholarly communities and increasing the reach of research for social and economic development in the region. From this is emerging a new perspective on what African research could bring to the global research endeavor.

Author(s):
Tasmin van Tonder

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

Abstract:
It has long been argued that the Internet holds the promise of revitalizing the public sphere. The argument is made that the Internet more easily facilitates a public sphere, as there is an unlimited amount of information available, and anyone with access and knowledge of how the Internet and its surrounding technologies function is able to air their opinions and contribute to any debates far more easily online than through traditional or old forms of media. With this in mind, many contend that with the help of various new media technologies such as mobile phones, the digital divide (particularly in Africa) can potentially be bridged. This then begs the question: in the process of 'bridging the gap', are these devices used in a manner that strengthens the public sphere or not? More specifically, what are the online consumption and interaction habits of South African youth, particularly with regard to accessing news? With a focus on the urban youth of South Africa (the group that has some of the highest access to the Internet and its surrounding technologies) this paper will seek to establish whether the wider penetration of technologies that support Internet access does in fact encourage wider or more meaningful participation in the public sphere.

Author(s):
Cheryll Ruth Soriano

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

Abstract:
In order to challenge political, economic, and social structures and express demands for the transformation of such structures, minorities' online performances weave together spaces of culture with broader agendas of transformative politics. These productions bypass traditional distribution systems and can serve as a promising vector for minorities as they insert their own stories and struggles into national narratives. This possibility for self-production of political expression is particularly salient for minority groups who have long suffered as objects of others' image-making and issue-framing practices. However, techno-utopian promises that online media will empower the 'voiceless' have also been challenged as issues of 'strategic essentialism', 'objectification', commercialism, and state controls shed doubt on whether online media can truly be localized and emancipatory for minorities (Landzelius, 2006; Ginsburg, et.al., 2002). Yet, as minorities are often understood as diaspora communities in the West and given the understudied nature of minorities from developing societies as online activists, the question of whether new media can be valuable in reconfiguring minorities' marginalised conditions remains devoid of actual empirics of the dialectical tensions surrounding their social and political mediation.

What are the possibilities for activist agency, articulating minority voice from the Third World, amidst conditions of minoritisation and enabling and constraining structures surrounding the engagement of the Internet as a medium for communicating activism? Through a multiple case study of three minority groups from the Philippines: an indigenous social movement organization, a Muslim minority revolutionary group, and a political party of lesbian, gay, bisexual and transgender people, the paper argues that interrelated dialectical tensions surround Third world minorities and their use of online media for activism. These dialectics include: (1) tensions involving the intersections of minority identity, activism, and technology; (2) resistance versus accommodation and co-optation; (3) the dialectics of globalising the struggle while localising technology; (4) transcending national boundaries amidst the persistence of state control; (5) reconciling unity and diversity; and, (6) the politics of inclusion and exclusion, which includes questions concerning the broadening of boundaries of imagined communities of minority groups, while maintaining local communities of solidarity.

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Author(s):
Aneesa Hoosen

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

Abstract:
The representation of Africa in the West has historically been one of extreme prejudice. With issues of starvation, war and corruption continuously being the face of Africa, the recent hosting of the World Cup 2010 on African soil has seriously challenged these age-old perceptions. Using the British publication The Times and the South African The Star, this paper explores the coverage of the Cup across intercontinental borders. The paper unearths various themes which characterizes the stance of both publications bringing forth issues of intertexuality across international frontiers. The role of the nation-state in media coverage is examined in the modern context of global media proving a strong existence that continues to influence media coverage in local contexts. Furthermore, the economic impetus behind commercial newspaper publications becomes starker, giving rise to questions surrounding media agency and freedom.

Author(s):
Adolphine Lukusa

Title:
South -North Conversations. Translated Messages in Corporate Advertising: An Assessment of their Role and Impact on Selected Multinational Multi-brand Organisations' Images

Abstract:
Multinational organisations experience diverse communication problems with their customers through their translated advertising messages, while operating in varied national and international markets in their daily media and interactions. This is being primarily due to the numerous other dimensions the organisation has to account for. For example, the organisation's language of business (corporate language) may be 'English', but it deliberately chooses to do business with a Francophone clientele using the company's initial corporate language. This not only requires a translation facility, but also the French cultural conditions would have to be accounted for.
The paper will concentrate on the rhetoric figure and visual cues in standardised advertisements employed in French as well as in English advertising texts. The latter will come from multinational multi-brand organisations' subsidiaries in both the republic of South Africa and the democratic republic of Congo. Through the paper, the role of translated standardised message in intercultural, cross-cultural and international communication that these organisations encounter at their subsidiaries, shall be examined, queried and assessed. Thus this will establish the complex nature of the "South -North Conversations" existing between Vodacom South Africa -the company- with Vodacom Congo one of its official subsidiary and clientele.

Bilateral association that Vodacom South Africa (English as corporate language) shares with its subsidiary in the French speaking DRC Congo. In terms of 'exporting' and exposing Vodacom SA adverts to Vodacom DRC Congo clientele/customers will be discussed.

The main key areas addressed in this conceptual paper will target the reciprocity of such an association and the consequences that occur thereof.

Keywords: multinational, subsidiary, language, corporate language, rhetoric figure, standardised message, South – North conversations, Corporate advertisements.

Author(s):
Sylvia Blake
Jeremy Shtern

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

Abstract:

In September 2011, facebook launched its new "timeline" layout, which takes the format of an online scrapbook that organizes users' significant life events by year. The new format, which will become mandatory for all users in the coming days, encourages users to share more personal information than ever before by prompting them to upload their life's worth of media, beginning from the day they were born. At the same time, new apps are collecting more and richer user data for facebook than ever, such as *The Guardian Social Reader*, which tracks articles that users have read, and the *Netflix* app, which allows users to link their Netflix and facebook accounts to instantly share the movies and TV shows users have viewed online. The new format and apps, like all of facebook's innovations, serve the service's two primary goals of gaining new users, and gathering user data for use in targeted marketing.

These are just recent examples of the processes through which social media platforms create advertising fuelled commodities out of the personal information, tacit knowledge and labour of their user populations. Despite significant attention to such practices by theorists, media literacy specialists and privacy and surveillance scholars, we have little empirical data that explains how aware users are of their own commodification and, crucially, how users feel about creating value for social media firms in exchange for gratis access to such platforms.

In response, this paper asks: How do social media users understand, rationalize and attempt to appropriate the role played by their labour and personal information in creating social media advertising markets?

Research reported here uses Q methodology, complemented with conventional survey questions and open-ended qualitative questions, to identify and interpret the plurality of users' subjective viewpoints surrounding facebook sharing, the use of personal information in targeted advertising, and the company's ability to profit from the labour users invest when sharing content.

Q methodology is a rigorous qualitative methodology that identifies shared viewpoints among subjects across a set of stimuli. The goal of a Q sort is to determine shared ways of thinking among subjects by reducing diverse individual viewpoints down to a small number of "factors," thereby offering a complex picture of the plurality of subjectivities surrounding targeted advertising and user labour. Combined with conventional survey questions and open-ended qualitative questions, Q methodology is used to identify and interpret the plurality of users' subjective viewpoints surrounding facebook "sharing," the use of personal information in targeted advertising, and the company's ability to profit from the labour users invest when sharing content.

This paper presents work in progress based on the Users Pillar of the Social Science and Humanities Research Council of Canada- funded Interactor Commodity research project. Its primary objectives are to present preliminary data, contributing to the evolving theorization of social media and stimulate critical reflection on the appropriateness of the Q Method to the field media and communication studies.

Author(s):
Omar Alghazzi

Title:
Geographies of Sound: The Flow and Entrapment of the Syrian Jazeera Music

Abstract:

This paper considers the case-study of the music of a singer from a village in northeast Syria, Omar Souleyman, to shed light on an overlooked aspect of south-north connections, which is music and the politics of its flow and circulation. Souleyman became famous in northeast Syria, known locally as the Jazeera region, for his performances in weddings. In the late 1990s, an American collaborator with a Seattle-based record label, Sublime Frequencies, 'discovers' Souleyman's cassette tapes in Damascus and eventually meets him in order to launch his music to a Western audience. Souleyman's first album gets produced in 2006 and he has since become one of the label's most successful artists, performing in prominent music venues in the West and more recently collaborating with the Icelandic superstar, Bjork.

By examining the politics of representation of Souleyman's music in both Syria and the West, I ask: What role does music play in the construction of locality? And when locality is the means through which music is branded as global, how are we to understand each of those concepts? Can today's music be listened to without associating it to a place and without subjecting it to imaginations of what it represents? Using literature on modernity, hybridity, and representation, the paper studies the production of locality and the

dynamics of the local-global. The paper examines the multiple tensions at different levels around ascribing meanings to music based on understandings of modernity and authenticity. It also argues that an analysis of global music flows is more complex than just a focus on the "center-periphery" power structure between the north and the south. I conclude that the meanings that are projected by different actors on the same music at different spaces control the geography of its flow as well as its entrapment.

Author(s):
Christine Nesbitt Hills

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

Abstract:
Within a constructivist view, social realities are continually constructed and re-constructed through social practices and communication. Many scholars place the visual at the forefront of cultural construction of social life. Within this framework the paper explores how different positionings as an author, and different visual representations of people living and dying with HIV/AIDS influences meaning-making, and what that means for documentary photography as a tool of social change.

Documentary photography for social change is a term that can be used to cross the divides between the disciplines that practice development communication in some way or form, allowing practitioners to find a shared space to work towards their outcomes.

My methodological tool box uses semiotics and discourse analysis, centred on how meaning is constructed and considers the politics of representation. My qualitative research design draws primarily on Gillian Rose's model of researching visual methods; an overarching methodological framework to analyse visual culture, visualities and visual objects. The texts are drawn from a body of work focusing on HIV/AIDS in sub-Saharan Africa produced by influential South African photographer Gideon Mendel.

Through my analysis of the texts, it can be seen that reflexivity at the site of production and the use of contextual storytelling tools can lead to alternate representations working to counter the more stereotypical representation of AIDS. My analysis shows that through the reflexive, careful and considered practice of documentary photography it is possible to produce meanings creating social change at a discursive level. Furthermore, when documentary photography includes aspects of participation and self-representation, a space between the polarities of traditional photojournalism and participatory photography is opened up. This space broadens the reach of practice for documentary photographers working for social change as well as possibilities of further research in this little explored middle ground.

Environment, Science, and Risk Communication Working Group

Author(s):
Arul Aram

Title:
A Qualitative Study on Climate Communication in India

Abstract:
Keywords: public understanding of science, climate change, mass media, civil society, television, print media, sustainable development.

The public understanding of climate change happens basically at two levels: through mass media and through interpersonal communication. At one level, the mass media may report on science and politics behind climate change. At another level, the mass media report on the impact of climate change globally and locally. This study has delved into the mass media as well as civil society activism among people affected by climate change.

In the mass media, the false balance that has been a problem for years is declining. The sense of balance poses a problem when climate change is covered balancing climate change scientists with those of climate

change skeptics. Climate change is dealt with as any other controversy where there are essentially at least two parties. This is particularly so in print media. On the other hand, visual media concentrates more on immediacy than accuracy or even balancing. By nature there is no consistency in TV coverage. It does not take up a permanent stand. Agenda-setting studies suggested that media coverage influences public attention on climate change by telling people what to think about, but what to think is decided by social activism and stark reality.

India should be concerned about climate change since this will have adverse impacts on its people. The three main impacts are those on agriculture, sea level rise leading to submergence of coastal areas, and increased frequency of extreme events. Each of these poses serious threats to India. India has over 7,500 km of coastline with nine states and four union territories along the coast. The 1999 super cyclone that hit the state of Orissa killed 30,000 people, displaced one million more, and killed 3,70,000 cattle. It was an eye-opener that climate change is not confined to the global events such as temperature rise, glacier meltdown and sea level rise but has a definite say on regional phenomena such as tropical storms, drought, and rainfall. People in Orissa (now called 'Odisha') opine that the sea has turned rough since the super cyclone and they attribute this to climate change. Grassroots people's perceptions are important though they need to be scientifically validated.

The methodology of the study is: discourse analysis of the media text of *The Hindu, The Times of India, The New Indian Express, Deccan Chronicle,* NDTV and CNN-IBN; interview with journalists covering climate change; exposure visit to climate-affected areas; and interviews with people affected by climate change. The paper looks into the question whether there is disconnect between the media's understanding of climate change and the people's understanding of climate change. It also examines whether social and economic dimensions of sustainable development are incorporated in climate discourse.

Author(s):
Cindy Christen

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

Abstract:
For most people, news media comprise the primary source of information on contentious U.S. environmental policy issues, such as ratification of the Kyoto Treaty on climate change and oil drilling in the Arctic National Wildlife Refuge. In turn, research on hostile media perceptions (Vallone, Ross & Lepper, 1985) indicates that the slant of news coverage, personal opinion and high involvement can contribute to inaccurate impressions of citizen support for environmental policy alternatives. In the present study, secondary analysis of experimental data collected in 2002 showed that Democratic and Republican county commission members accurately assessed news articles as being favorable or unfavorable to Bush Administration policies regarding Kyoto treaty ratification and ANWR oil drilling. Consistent with research on relative hostile media perceptions, however, Democrats and Republicans each perceived the articles as relatively more favorable to the other side. The present study adds to the literature by demonstrating that the effects of relative hostile media perceptions and personal opinions on estimated citizen support for Bush environmental policies varied based on the favorable or unfavorable slant of the news articles. Contrary to assumptions by Gunther and associates (2001, 2002), reading articles espousing contrary positions led to polarization of personal views and an increased tendency to project those views onto others when estimating public opinion regarding the two environmental policy issues studied. Only when news article slant aligned with personal views did relative hostile media perceptions moderate the effect of personal opinion on public opinion judgments as previously assumed. Findings suggest that environmental policy developers should exercise caution when using news coverage as an indirect indicator of citizen preference, due to the potentially distorting effects of news slant, personal opinion and involvement on opinion estimates.

Author(s):
Tigere Chagutah

Title:
Environmental news: Unmasking the poor cousin of beat reporting in the African press

Abstract:

With the majority of Africans directly deriving their livelihoods from natural resource extraction, environmental sustainability is a major concern on the continent. The environment is a reservoir from which the continent taps resources to power its social and economic development yet there is evidence that this reservoir is under threat from unsustainable exploitation and flawed management practices. The press in Africa can play a critical role in holding institutions and individuals accountable for the impacts of their actions on the environment. Through provision of accurate environmental information and engaging the public in a policy dialogue, the press can enable citizens to protect their own environmental interests against abuse by powerful interests. In many parts of Africa, the ability of local communities to maintain a basic standard of living over a long period of time appears to be very limited. In addition to mismanagement of natural resources, most communities are constantly faced with various natural and environmental disasters which prevent them from engaging in actions that would foster sustainable development. Despite this, efforts by the press in Africa to take up the environment as a category of sustained analytical reporting have been lethargic. Characterised by a preponderance of political and economic reporting, the press in Africa seldom give environmental news prominence. This paper analyses the manifest and latent features of environmental reporting in the African press. It discusses the complex web of organizational and extra-organizational influences impacting on environment news construction and production and thus the level and quality of coverage observed. The paper establishes that for reasons including definitional ambiguity; newsroom practice and associated news production constraints; paucity of academic research on environmental journalism on the continent; generalist journalism curricula and consequent limited competence among journalists; exogenous economic and political pressures; gatekeeper discretion; and the commercial imperative of news organizations, environmental news commands a minor share of column inches in the African press. The paper also establishes some general trends observable in environmental coverage in the African press. Like other news categories, environmental coverage is shown to follow a typically cyclic wave and is largely tied to trigger events. Environmental reporting often uses highly illustrative visual images, including standalone pictures without adequate commentary or analysis. Much of environmental news coverage in the African press is event-centered hard news, falling within the related frames of risk, uncertainty, fear, outrage, and crisis, and using a one-dimensional plane to report on what are almost always multi-dimensional environmental processes. The paper reinforces the importance of a vigilant press in Africa which stimulates environmental policy debate, keeps an accountability score-card of government and corporate institutional actions on the environment and empowers societies to make informed sustainability choices. The paper calls for a vibrant research agenda which promotes a cross-cutting awareness of the interfaces between the bio-physical, social, economic and political dimensions of society that would guide training of journalists while also informing the practice of environmental journalism on the African continent.

Author(s):
Kyu Dong Lee
Sigi Lee

Title:
Kyu Dong

Abstract:

This study was purposed to search for similar and different patterns of covering the Japanese Earthquake and Tsunami between Korean newspapers and Japanese ones. The natural disaster happened to occur at Fukushima, Japan on March 11, 2011. Its damage was so devastated and disastrous that Japanese people must be shocked and horrified. However, it was very surprised that Japanese could cope with it calmly and patiently. On the other hand, Korean people were shocked and stunned even though it happened at a neighboring country. It was said that such different responses would be resulted from different media coverage pattern between Korea and Japan. The authors concerned media coverage on the natural disaster between Korean and Japan, and found out differences in media coverage patterns between them. They selected four newspapers of Korea and four newspapers of Japan as research objects, and collected news items of each of newspapers from March 12, 2011 to March 26, 2011. Each of news items was divided into headline, lead and main story, and was analyzed by the content analysis. Photos and graphic representations were analyzed by various semiotic research methods. As results of this study, it was found that there were big differences in covering the natural disaster between two countries. First, Korean newspapers mainly focused on disastrous and catastrophic damages of such natural disaster, while Japanese ones concerned safety and security of Japanese people. Second, Korean newspapers put big size of photos or graphics of earthquake, Tsunami and explosion of nuclear reactors on front pages repeatedly in many sensational ways, while Japanese newspapers carefully put such images into inside-pages or inattentive pages. Third, Korean newspapers produced a discourse of fear about the natural

disaster, while Japanese ones created a discourse of human safety and national security. Fourth, Korean newspapers tended to use radical, fearful and sensational signs to produce emotional senses of fear and nightmare about the natural disaster, whereas Japanese ones had a tendency of using non-radical, calm and careful signs to relieve anxiety of Japanese people. Fifth, Korean newspapers normally tended to infringe the well-known guideline of media coverage on the natural disaster, while Japanese ones truthfully tended to comply with the Japanese guideline of media coverage on it. In short, it was concluded that different responses of audiences on the natural disaster between Korea and Japan could be resulted from different signs, focuses, contents, photos and graphics of newspapers between two countries.

Author(s):
Pat Brereton

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

Abstract:
There exists an extensive literature on indigenous African produced films, mainly produced by indigenous scholars, which capture the complexity of the different socio-political as well as tribal and cultural influences that have shaped the continent's filmic output. At the same time there is also a growing number of American, and European financed, African films that have become popular in the West. Inevitably, commentators have often dismissed such films as embodying a new form of cultural imperialism designed to swallow up indigenous production. Nonetheless, such films also play a significant role in shaping Western attitudes towards Africa. Using an ecological lens developed over the past decade (see Brereton 2005, 2009), this paper will analyse several of these highly successful externally funded African projects, beginning with *Out of Africa,* alongside more recent examples including *The Constant Gardiner* and *District 9.*

As Frederick Ferre affirms 'we need to learn in new modes of ethical holism, what organic interconnectedness means for human persons' (in Attfield and Belsey 1994: 237). These Hollywood-African films can help to frame such a discourse, while also endorsing the primary environmental ethic of a moral attitude and respect for nature. Yet critical commentators rightly question how the West can expect the extremely disadvantaged Third World to wholeheartedly embrace ecological values and give up the possibility of gaining some of the luxuries and benefits which the rich industrialised world enjoy, irrespective of the overall ecological cost to planet earth.

It is glibly asserted that global/African poverty is too large a problem to be solvable, without destroying *our* way of life, which in turn serves to reinforce western impotence towards extreme poverty. Meanwhile, astute critics and academics, including most notably Thomas Pogge and Naomi Klein have effectively demonstrated the inherent fault lines within this thesis. Poverty and ecological problems remain a global phenomenon and have to be tackled in tandem.

This paper will explore how very broad ecological issues and debates, such as landscape deforestation, medical experimentation and over-population for example, are reflected and represented within a post-colonial African environment and filmic space. The language of eco-sustainability in particular is seeping into what would otherwise be considered as establishment thinkers and in many ways is beginning to become accepted as part of the common global culture. Meanwhile, Third World countries like those in Africa urgently require more immediate poverty and primary health care issues to be addressed. The danger of environmental issues becoming simply topical and populist, alongside related notions like 'universal sustainability' (Lattimer et al), while finding it difficult to sustain their energy and purpose in the long term, is exasperated by the way a broad and often conflicted ecological church can be seen to pull in various directions across a north/south divide.

Author(s):
Miguel Vicente-Mariño
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Title:
Comparing the Spanish TV Coverage of Climate Change CoP: From Cancun to Durban

Abstract:

Climate Change Conferences of Parties (CoP) have become one salient media event nowadays. Every year political authorities, civic society representatives, scientists and journalists gather together to discuss about climate change trying to achieve agreements to fight mitigate global warming and other climate threats. These summits have turned into an interesting object of study for Social and Communication Sciences, as they provide scholars with an opportunity to compare discourses and to frame the debate about climate change in a global perspective.

TV broadcasting is still the main source of information for the main part of the World's population, so an in-depth analysis about how media events like CoP are portrayed by TV stations is useful and can bring some of the keys to understand how people think and evaluate this phenomenon. Moreover, there is a lack of TV studies compared to a bigger presence of printed media studies, as the difficulties to collect the sample materials are higher.

This paper presents the results of a comparative analysis between how TV channels in Spain reported about the conferences held in Cancun (Mexico, 2010) and in Durban (South Africa, 2011). By means of a quantitative content analysis we reflect both the differences and similarities in covering the two summits covering a wide spectrum of topics and features: air-time of coverage, main keywords applied by TV journalists, comparison between TV stations regarding their source of funding (public and commercial) and their territorial scope (national and regional), sources of information, main characters...

Results returned a decrease in the total amount of broadcasted news between Cancun 2010 and Durban 2011 in Spain. They also confirm that these summits are better and deeper covered by public channels than commercial stations. Resources devoted to covering these events are scarce and most of the channels rely on international news agencies to compose their news stories, as the presence of on-site journalists is not common. Political authorities representing Governments (USA, China and the European Union) are the ones with a higher presence in the news, mostly presented within a conflict frame; mainly with the news pieces are long.

On the other hand, there is also a remarkable presence of environmental activists representing NGO's, while scientists count with a lower quota of participation. A relation between the length of the news pieces and the presence of uncertain and threatening messages has been found, together with a clear dependence on the availability of images in order to present detailed chronicles about the summit.

Author(s):
JUAN CARLOS AGUILA-COGHLAN
GEMMA TESO ALONSO
JOSÉ LUIS PIÑUEL-RAIGADA

Title:
Analyzing Different Discourses about Climate Change between TV Journalists and Youth in Spain

Abstract:

Climate change is the epitome of a global problem affecting the economy, health, environment and quality of life for citizens around the world. As a consequence, it is widely included in the international political and media agendas, periodically calling all governments to global summits about climate (CoP). These conferences are undergone in order to advance the adoption of measures to mitigate hazards caused by the emission and accumulation in the atmosphere of greenhouse gases (GHG) and to adapt and change environmental conditions all over the World. These summits are trying to anticipate a future, closer in time every day, in which the temperature increases at least 2 Celsius degrees. We talked about the future conditions of life for our youth. The analysis of TV news related to climate change in the Spanish TV newscasts shows a wide range of topics related to this phenomenon, which can be grouped into different thematic categories in order to allow a systematization of the displayed discourses. This paper presents the results obtained after analyzing a universe of 309 records collected from the TV newsreels in Spain (170 coming from the Cancun CoP and 139 from the Durban summit) with the repertoire of topics treated by young people during two focus groups. The profiles of these youngsters establish two main categories: age and educational level of participants. This distinction allow us to check how politicians -main actors in most of the news stories- do not appear as the more mentioned ones in the youngsters’ discussions. Instead they focused their concerns on those issues related to their closer environment, such as waste management or energy saving. In the meantime, discourses performed on TV newscasts are focused

primarily on political authorities and environmental activists, while other actors such as scientists or experts in climate change remain on a secondary stage.

Author(s):
Esa Väliverronen
Vienna Setälä

Title:
The role of 'field experts' in mediating science

Abstract:
Health and lifestyle issues have attracted growing media interest in the past decade. This interest has only been heightened by recent advances in science and technology, which have greatly increased our biological understanding of humans. In this process, discourses grounded in medical and biomedical expertise have spread to ever new spheres of life. Equipped with the latest research evidence on health and wellness and the science vocabularies popularized by the media, people today are describing their lives and their well-being more and more often in biological and scientific terms.

Stories about the health hazards of fat draw on scientific knowledge, the expertise of scientists and medical doctors, and increasingly on new 'field experts' such as nutrition consultants and personal health trainers. This paper explores the relations between actors in health communication in an anti-fat campaign, 'The Fat Rebellion' that was run in Finland's biggest daily newspaper Helsingin Sanomat. We focus on the role 'field experts' who played a key role in the campaign as mediators of scientific knowledge and expertise.

Nutrition therapists, personal fitness trainers and other field experts were the most cited actors in the campaign. They appeared as authorized users of science-based information and technology, and they worked in close relation with ordinary people 'fighting against fat'. They gave advice to and encouraged ordinary citizens to keep track of their weight. We argue that the strong role of field experts in 'Fat Rebellion' reflect a cultural change, a process towards biological citizenship in which the life sciences, lifestyle coaches and various technical instruments have assumed an increasingly prominent role in everyday life.

The major role played by field experts in the campaign points at a marked shift in knowledge culture whereby technocracy and commercial interests now come face to face with human uncertainty. The social relations in the Fat Rebellion reflect a transition in that the experiences communicated by the individual's personal meanings about how they feel are not valid. Instead a reliable indicator of how people are feeling can only be achieved through measurements of weight index and maximum heart rate.

Author(s):
Bienvenido Leon

Title:
The images of science. A content analysis of the coverage of climate change in the Spanish press, during the summits of Copenhaguen and Durban.

Abstract:
Global Climate change (CC) is currently considered to be a very relevant topic to our society. In spite of its importance, many people perceive CC only as a global remote problem with no incidence in their lives. Polls indicate that during the Copenhagen Summit in December 2009, the number of citizens who believed in the existence of an anthropogenic CC decreased, contradicting thus the increasing scientific consensus. Therefore, media representation of CC may play a substantial role in the social perception of the topic. Considering science as a codified form of knowledge leads to the need of translating it, so that the public can understand it. But sometimes this process is interfered by norms and journalistic values, which make it difficult to represent science in an accurate and efficient way. Considering the complexity of the CC phenomenon, some experts have suggested the need to present it to the public through icons, which can be easily understood. Therefore, the way CC is portrayed in images can be relevant to understand how media represent it. However, this topic has not been the focus of much academic research so far. This paper focuses on the representation of CC in the Spanish press, during the summits of Copenhagen (2009) and Durban (2011). More specifically, it studies the portrayal of the science of CC in the images published in the two leading Spanish newspapers (El País and El Mundo), and compares them with the way science is represented in the texts. A content analysis of 225 articles, including 150 images, was carried out. Results

indicate that the political framing was more predominant in texts (44%) than in images (28.6%), whereas the social framing was more frequent in images (21.3%) than in texts (12.4%). The images with a social framing show mainly actions of protest by environmental groups, with a high visual interest. The scientific framing was more frequent in images (20.6%) than in texts (16.4%). The images related to science show mainly graphics (figures about evolution of temperatures, gas emissions, etc.), mitigation and consequences of CC. Some of the graphics are found to be overloaded with data and difficult to understand, which can contribute to move CC further away from the citizens. Contrary to what happens in the texts, images do not follow the journalistic principle of balance nor portray the positions of sceptics about the existence and anthropogenic origin of CC. This article presents some results from a wider research project on communication of climate change, which is carried out by researchers of the University of Navarra (Spain), the Miguel Hernández University (Spain) and the International Institute for Social Studies (Brasil). It is sponsored by the Spanish Ministry of Science and Innovation (CSO2010-15269).

Author(s):
Isaltina Maria Gomes

Title:
Anthrax and panic: a spectacle created by the media

Abstract:
News about science and technology go beyond the beats or magazines and begin to compose the general news. This occurs mainly when the facts that are making the headlines have directly or indirectly, any relation to risks to human life, because this question is undoubtedly one of the issues that attracts the attention of readers, listeners, viewers and Internet users. With the distribution of letters contaminated by anthrax (*Bacillus anthracis*) in the United States in October 2001, bioterrorism has gained a privileged place in the Brazilian media. This article demonstrates printed media's teatment of everything referring to the theme. We discuss the excessive importance attributed by the Brazilian media to a theme that was distant from our concerns. Ultimately, our goal is to show how our press is subordinate to the agenda dictated by international news agencies, but also to marks a spectacle point of these stories, from a theoretical support that is based on discourse analysis. In our view, the concern about health prevention is legitimate. But what about the fuss the national media made about the Anthrax (*Bacillus anthracis*) bioterrorism? The days that followed the receipt, in the United States, of the first letter contaminated with the bacillus gained space infinitely superior in the national media to that granted to any disease located in Brazil, whether on the evening news, printed in newspapers or in general information magazines. To get an idea of the space devoted by the media to the anthrax case, we analyze a sample that includes 21 editions of two Pernambuco newspapers - *Diario de Pernambuco* (DP) and *Jornal do Commercio* (JC) - and two editions of three national magazines- *Época*, *Veja* and *IstoÉ*. The editions of JC and DP were published between October 5 and 25, 2001. In the case of weekly magazines only the issues of October 17 and 24, 2001 were analyzed.

Author(s):
Andrew Ong
Jeremy Sng
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Title:
Nuclear energy use in Singapore: A study on the applicability of the cognitive miser and scientific literacy models in predicting attitudes

Abstract:
With growing populations, energy stability has become a strategic concern for many nations because of the increasing pressure for energy resources (Kowal, 2011). The global use of nuclear power is rising, with China projected to become the world's largest producer of nuclear energy by 2050 (Zweig & Bi, 2005).

However, unpredicted crisis and accidents have precipitated fear and reluctance to adopt certain technologies, and hence, the public rejection of such technologies (Gupta, Fischer & Frewer, in press). A recent example would be the Fukushima Nuclear Crisis which occurred six months ago, which experts claim to be the second-worst nuclear accident because of the complications and drama involved (DiSavino, 2011).

Research on public acceptance towards scientific technologies has largely been focused on risk, and more recently, benefit perceptions and public attitudes (Alhakami & Slovic, 1994; Costa-Font, Rudisill & Mossialos, 2008; Poortinga & Pidgeon, 2006; Slovic, Flynn & Layman, 1991). Trends also show that most of the studies conducted are concentrated in North America and North-West Europe (Gupta, et al., in press). Studies in Asia generally examine explanations of risk perceptions associated with nuclear power (Katsuya, 2002). Even fewer have studied the reasons for public attitudes, and the implications of these research results on governmental policies (Huang, Bi, Zhang, Li & Qu, 2010).

Traditionally, the scientific literacy model explains how knowledge enables a person to accurately assess the risk and benefits, which increases public acceptance towards an emerging technology (Nisbet & Goidel, 2007). Recently, more studies have been conducted using the cognitive miser model, where individuals are postulated to be "cognitive misers", exerting little mental power to collect and process information regarding a given issue (Fiske & Taylor, 1991). As "cognitive misers", non-experts will turn to heuristics to form their opinions on complex scientific issues.

The cognitive miser model and the scientific literacy model have both been used by researchers to predict public attitudes towards scientific complex issues, but with conflicting results. This study applies and tests both models with regards to individuals' attitudes towards nuclear energy use in Singapore. Using a randomly selected sample of N=201, a computer-assisted telephone survey was conducted to study how media exposure to negative frames, trust in government and level of knowledge predict public attitudes towards nuclear energy use. Our findings indicate that the cognitive miser model is partially supported, showing a positive and significant relationship between trust in government and attitudes. The scientific literacy model was supported as well, with level of knowledge having a positive relationship with attitudes. Media learning effects were also found to exist as media exposure to newspapers and Internet were positively related to level of knowledge, suggesting a mediating relationship between media exposure and attitudes. These results indicate that both models are applicable in explaining the formation public attitudes towards nuclear energy use.

Author(s):
Lin Song

Title:
A Critical Overview of Environmental Reporting in China

Abstract:
Lin Song (PhD Candidate, University of Lincoln, UK)

This paper mainly examines the freedoms and constraints on journalists' covering environmental issues in China and the complicated relationships that may hinder their coverage of an environmental issue.

This paper reports on research on the coverage of environmental issues in mainland China. Given the restrictive climate within which journalism in China operates, the paper explores the complex issues that arise in the context of environmental coverage. China's political class has long been preoccupied with environmental issues, especially those relating to the country's rapid industrial growth, which has potentially significant consequences for Asia and the World. The steady worsening Chinese environmental situation, dramatically illustrated by the debate over air pollution in Beijing this winter, means it will continue to be an important media topic for the 21st century. However, since much of the Chinese media remains state-controlled, the media's principle official function is to help policy-makers connect with the general public. Many journalists, on the other hand, aspire to a more independent role, sometimes based on western notions of journalistic professionalism, and attempt to address topics of public interest and importance. This paper analyses the practices of environmental reporting from the perspective of journalist's self-conceptions of professionalism. The research is partly based on the author's personal experience as a Chinese science and technology journalist combined with data acquired from in-depth interviews with eighteen environmental journalists and the media leaders from mainstream media organisations, important TV programmes, professional environmental newspapers, large metropolitan papers and a national radio station. The research also conducted semi-structured interviews with several scholars in the media and journalism field in national key universities in China to get their personal perspectives on the current reporting of national environmental issues.

In addition, the complex relationship existing between journalists and the state (and the specific unwritten conventions relating to the media) in China will be explored. In particular, the paper examines how

environmental journalists secure sources for their stories and which pressure groups and professional organisations influenced their coverage. It explores some of the underlying and unwritten rules that govern the practices of reporting sensitive topics. The paper concludes that the new developments in investigative journalism in China (particularly in the field of environmental reporting) are being cleverly exploited by the state to promote social regeneration under its own direction. It analyses the impact of the Central Propaganda Department's on the environmental news as part of this strategy of managed coverage.

Author(s):
Chao-Ping Hong

Title:
A Power and Knowledge Divide in Disguise? Comparative case study of Public Engagement in Clean Technology Clusters

Abstract:
Creating a green, sustainable future isn't only about technologies and innovations but also human dimensions, in which communication among various stakeholders are crucial in developing clean technologies. However, the public, being the largest body, are often excluded from taking part in the decision making process of developing new technologies. Authority, power and scientific knowledge are held in a few hands of legitimized powers (academia, corporate and political parties), thus neglecting the public's voice on the basis of a 'deficit model'- constantly referencing to their lack of scientific knowledge. Previous research shows that only informing the community about technological project is not enough, and that in many local areas where there are strong oppositions, it is due to the fact that plans are usually drawn up by consultants during the initial stage of the projects without involving the public until the project develops. Upstream public engagement activities such as workshops, focus groups, or public debates concerning controversy scientific issues such as genetic modified food, nanotechnology or nuclear energy have been designed and organized to facilitate the development of new technologies, especially when they are at the initial or niche stages. But when it comes to technologies that are less provocative and controversial, it seems that the whole notion of public engagement is being discarded.

Followed by the economic crisis, the economic part of the 'three pillars' in sustainable development have received relatively large attention, with emphasis placed on recognizing how sustainable approaches could contribute to developing core strengths of the economy. Also, emphasized by the OECD, to achieve sustainable development goals, advancing the green economy is necessary. But as political rhetoric and economic value are becoming the driving forces in causing the marginal effects of sustainable development discussions, does it also mean that the general public, in the process and practice of creating opportunities for investment and renewable energy, establishing clean-tech companies to obtain potential markets and networks and innovative technologies, are gradually being excluded, being neither ownership to scientific knowledge nor power? Therefore, this paper argues that, in developing clean technologies, the recent model of sustainable development framework, which focuses too much on the economic entry point, is neglecting the public opinions and deepening the gap and divide between the 'power and knowledge' owners (academia, corporate and political parties) and the public.

The research question asked in this paper is: to what extent are public engagement being practiced and adopted in the development of clean technology clusters in the recent years? Are there real and meaningful 'dialogues' and 'feedback' from the public (civil society) in the development and implementation of clean technology clusters or is there a large power and knowledge divide under disguise of capitalism and economic values? This paper will answer these questions by conducting a comparative case study of the communication activities regarding business-oriented and domestic-based clean technology clusters worldwide in the recent 10 years to see whether or not public engagement communication activities has been employed during the implementation of clean technologies; and if so, how are these activities being formed and how they contribute to the process.

Author(s):
Jingrong Tong

Title:
Framing environmental problems in the Chinese press

Abstract:
Environmental problems are an inevitable negative consequence of China's prioritised economic modernisation and are a current issue that needs to be tackled with urgency and awareness. Especially from 2008 onwards, often occurring disasters caused by environmental problems have signified increased risks for the whole population. Drawing on theories of framing, and more particularly on the works of Entman, Semetko and Valkenburg, Dirikx and Gelder and some others, this paper offers a systematic study of the Chinese press coverage about environmental problems. It aims to analyse the media frames of environmental issues in investigative in-depth reports covered in 11 print media from 2008-2010. The framing approach allows the author to understand what specific agendas and frames the Chinese press coverage has, such as what environmental problems have been defined, who is responsible for the environmental problems, what consequences the environmental problems might have, and if any treatment recommendations have been given. This article will also explore whether and the extent to which there are differences between the coverage of media that operate according to different editorial principles. The agendas and frames will be further examined in the social, economic, political context of China.

Author(s):
Arul Aram

Title:
Media fallout in Tamil Nadu after Fukushima disaster

Abstract:
Gradually, the opposition against nuclear energy was disappearing when climate change came into dominant discourse. So much so in the U.N. Copenhagen climate conference of 2010, nuclear energy was eulogized as green energy, one of the best alternatives to fossil fuels. The nuclear disaster in Fukushima, Japan, following a tsunami in March 2011 rekindled the debate on nuclear energy. The media in the Tamil Nadu province of India had been particularly sensitive to radiation and radioactive issues after the Fukushima disaster. In this context, anti-nuclear movement against the Kudankulam nuclear plant in Tamil Nadu (built in collaboration with Russia) which is nearing the stage of commissioning took a virulent turn, ably supported by the media. Kudankulam is a big village with a population of over 11,000 people, in the southern part of Tamil Nadu on the coastline. The main occupation of the people is fishing on shores and the deep sea. Eighty per cent of the employable workforce in the village is jobless. The women in Kudankulam make a living by rolling beedi, a local form of cigarette. Around 40,000 people, including the people of Kudankulam, are living close to the nuclear plant site. Farmers, fisher folk, intellectuals, and activists oppose the setting up of the nuclear plant. Farmers joined the movement because the nuclear plant is likely to get its water from the nearby Pechiparai reservoir. This means irrigation water would be diverted to non-irrigation purpose, which would eventually lead to drop in agricultural yields. Besides, the threat of displacement forced the people of Kudankulam into the movement. The view is that for the larger public's risk of not having uninterrupted electricity supply, the villagers are to be made the victim.

The anti-nuclear campaigns in India were preceded by (1) the Chipko movement in the 1970s when village women hugged trees and prevented forest officials from felling them, (2) the Bhopal gas tragedy of 1984 which sensitized Indians against industrial disasters, and (3) followed by the Narmada Bachao Andolan (NBA) in the 1980s onwards questioning the construction of dams. The anti-nuclear movement in India centres on livelihood and displacement. Safety became a new concern after Fukushima. The paradigm of nuclear energy being the major alternative to meet the energy needs is being questioned. The media has a major role in shaping public opinion and triggering political action in this nuclear issue. This study does a framing analysis of the text of two prominent English newspapers, The Hindu and The Times of India, besides gets opinions of stakeholders to elucidate this phenomenon. The so-called Indian scientific consensus on the nuclear issue was vetoed by civil society activism, tactically supported by the provincial government despite the Indian Government's keenness on going ahead with the nuclear plant project in Kudankulam. The reasons journalists do not take to scientific debate head-on is because they lack enough knowledge of the nuclear issue or they have sympathy towards activism against the nuclear plant.

Author(s):
Rowan Howard-Williams

Title:
Reflex Actions: Risk Society, Public Campaigning and the Keystone XL Pipeline

Abstract:
Environmental risks present a problem for modern societies. The institutions and practices that are responsible for the modern world's successes are now also culpable for the risks which face its citizens, and in some cases threaten its very existence. The process by which societies begin to recognise and question the principles on which modernity is based has been referred to by Ulrich Beck and others as 'reflexive modernisation.' Environmental problems are a key part this process as they often highlight the extent to which existing institutional arrangements cannot account for the problems they create.

Communications media are crucial sites of meaning construction as well as circulation of discourses about risk, science and nature. Theoretical accounts of reflexive modernisation often attest to the importance of media, though seldom address issues of mediation and representation in a great degree of depth. Focusing on the controversy surrounding the proposed Keystone XL oil pipeline during 2011, this paper examines the strategies of interest groups on each side in their attempts to further their causes, and how these can inform or complicate ideas around risk, expertise, and broader narratives of modernity. Public campaigns and communications material released by interest groups are analysed in terms of the analytic tests for reflexive modernisation proposed by Beck, Bonss and Lau (2003) and Latour (2003).

Environmental debates of this sort are often characterised with the environmentalists as reflexive, fighting the industrialists who are still stuck in the first modernity. In this case, even the pipeline proponents adopted a reflexive stance, linking opposition to the pipeline to human rights violations in Middle Eastern oil-producing countries. Externalities are recognised as a key aspect of the decision-making process and the debate is positioned by both sides as a dispute over values and priorities rather than hard scientific facts. Which particular externalities get internalised is a matter of contention and is part of the new work of boundary-making which comes with increased reflexivity. Old boundaries, not only between nature and society but those between different social spheres, between forms of knowledge, between 'us' and 'others,' are pluralised and no longer recognised as pregiven but are instead contextually determined. Despite this evidence for reflexivity on all sides, the pipeline proponents remain committed in practice to a modern agenda, lending support to Latour's (2003) contention that the shift towards reflexive modernisation is more discursive than material..

Author(s):
Irene Pollach

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

Abstract:
Mounting environmental problems have led to increasing communication about environmental issues and solutions in both the news media and corporate communication. Corporations communicate about their efforts to reduce their environmental footprint in order to gain or maintain their social legitimacy. They publish environmental and social reports for their internal and external stakeholders in order to provide an account of their achievements and outline their future goals regarding environmental sustainability. Corporate environmental and social reports are essentially self-reports and contain only the content the companies choose to report. Therefore, these reports give companies ample opportunities for reality construction. Departing from issue lifecycle theory, this paper studies the evolution of corporate environmental and social reporting. Issue lifecycle theory suggests that issues develop in the public arena, mature, and peak out, as they are addressed by companies and policy makers. The paper applies computer-assisted text analysis to explore the evolution of a number of environmental issues in the 20-year dataset of corporate environmental and social disclosures. The study is based on a corpus of 2,720 corporate social and environmental disclosures published by 288 companies in the years from 1992 to 2011, i.e. 20 years of corporate environmental and social reporting. The companies in the sample include all US and European companies from low-impact industries, moderate-impact industries, and high-impact industries on the "Forbes 2000" list. In addition, a list of environmental issues was compiled based on a glossary of over 100 environmental terms published by the US Environmental Protection Agency, a list of 56 environmental problems published by the EU's European Environment Agency, and 42 sustainable development issues identified by the United Nations as part of its Agenda 21 program. These sources were selected in order to obtain lists of rather general environmental issues that were compiled by both government agencies and supranational organizations and stem from different years, which is important for a longitudinal study. The list of environmental issues was compared against the dataset and average frequencies were calculated over the 20-year period. This analysis provides insights into the way in which and the pace with which

corporations adopt, address, and drop environmental issues identified by governmental and supranational bodies.

Author(s):
Tanja Dreher
Michelle Voyer

Title:
Pacific Calling Partnership - Listening for Media Justice?

Abstract:
This paper explores 'listening practices' as a contribution to South-North conversations on the impacts of climate change. Specifically, we focus on the listening strategies developed by Pacific Calling Partnership (PCP), an Australian NGO using media advocacy to raise awareness of the impacts of climate change in Kiribati, a small Pacific Island state 'on the front line of climate change. While Australia is geographically situated south of the equator, in the context of climate change impacts in the Pacific, Australia is a major power, a major polluter and very much aligned with the priorities and policies of the Global North.

This paper analyses the climate change communication strategies of Pacific Calling Partnership using a 'listening' framework. Emerging attention to 'listening' in media studies research focuses analysis on questions of receptivity, recognition and response in contexts in which metaphors of 'speaking' or 'voice' are more commonly used. In order to ensure that the voices of Islanders are heard in Australian public debate and on the world stage, PCP claims to '*listen* to calls from our low-lying island neighbours in the Torres Strait and the Pacific about the serious threat that climate change poses to them; *recognise* that Australia has an ecological debt to these peoples; and *raise awareness* of our responsibility to these communities as part of a global solution towards a sustainable future'. The focus here is not only on 'giving voice' to communities of the Global South, but also explicitly to practice and facilitate 'listening' to their stories.

The analysis identifies both opportunities and challenges for NGOs based in the Global North engaging in South - North conversations. A significant challenge is to avoid 'speaking for' those whose voices are most commonly marginalized in media coverage and public debate focused on the priorities of elite nations. With its focus on 'listening', PCP makes space for local voices in Kiribati, a country which is a near neighbour to Australia in the front line of climate change and yet one which very rarely features in the Australian news media or public debate. PCP also works to create 'listening' events and media coverage focused on screening and discussion of 'The Hungry Tide', a documentary film in which Islanders narrate their experiences of global environmental change. This work highlights the potential for 'listening' practices to contribute to media justice campaigns which seek to address asymmetrical media flows in debating climate change impacts and responses. A significant challenge for NGOs of the Global North engaging in South – North conversations is to negotiate difficult questions of privilege and responsibility. The PCP negotiates material issues including the politics of aid and development, migration, legacies of colonialism and Australia's complex role as a significant power in the Pacific and loyal ally to the United States.

Author(s):
Wanning Sun

Title:
Risk Management, Self-Making, and Lifestyle Television: Examples from the People's Republic of China

Abstract:
This paper is an analysis of the role of lifestyle television programs on local, metropolitan and national television in China. It is particularly concerned with the ways in which issues of health, food and consumer goods safety, environmental degradation, and financial risks are communicated and constructed in these programs. The paper argues that China provides a telling illustration of a television industry in dynamic transition between state and commercial domination. It shows that life advice television steps in where the state retreats from the care of its citizens in areas including housing, employment, education and healthcare. The paper thus highlights a number of distinct ways in which Chinese television assists or even enables the project of self-making and self-transformation, optimising opportunities, and minimizing risk in an increasingly uncertain time.

Author(s):
Miki Kawabata

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

Abstract:
The purpose of this paper is to investigate and discuss about the role of media communication during the environmental disaster. The author focuses especially on how people's anxiety was influenced by their media communication. The 2011 Tohoku Earthquake and Tsunami, and also the subsequent nuclear accidents in Japan were a series of huge environmental disasters for the Japanese public. The whole incidents caused more than 15,000 death and 340,000 people are still evacuated from home after almost one year. The images of devastating damage of the earthquake and Tsunami were broadcasted on live on almost all channels of Television for several days after the earthquake. The nuclear accidents caused by Tsunami in the Fukushima Daiichi Nuclear Power Plant Complex forced many people to evacuate from the nearby area, and also made all the people in Japan worried about the effects of radiation. Everybody who was inside or outside of affected area sought for the information about the incidents though every kind of media communication. Kawabata (2010, 2011) found out that various kind of internet the mass media use may affect the people's anxiety on the environmental issues. Analyzing the empirical data from a survey, the author discusses about what kind of media communication people used for seeking the information during the environmental disaster and how various media communication affected the people's anxiety.

Author(s):
Mariam Shaikh

Title:
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

Abstract:
This research study is driven by the scientific consensus based on the growing incidents of extreme weather events worldwide that can be attributed to climate change. Specifically, this study focuses on whether environmental coverage by the media attributes extreme weather events to climate change and if environmental journalists are ensuring a balance between scientific evidence and denials of climate change from anti-environmental lobbyists.

This study compares the differences in media discourses on environmental issues between developed and developing countries. One mainstream newspaper from each country was chosen for analysis. For consistency, the study reviews and analyzes media discourses of two similar extreme weather events in two different countries. The dates of occurrence and magnitude of damages are the same for both events.

The recent monsoon floods in Pakistan (June–November 2011) and the floods caused by hurricanes and tropical storms in the United States (June–November 2011) have been chosen as being nearly identical for comparative case studies.

The paper establishes that in U.S the scientific findings are covered by mass media with certain level of uncertainty, while in Pakistan, media is helping its audience informed choices with regard to environmental issues and concerns.

Author(s):
Pieter Maeseele
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Lauren Van der Steen
Daniëlle Raeijmaekers

Title:
Climate change, social debate and political (in)action: the principle of cumulative inequality and competing journalistic approaches

Abstract:
This paper reports on the results of a study focusing on the frame sponsorship level of the climate change debate in Belgium. It starts from a risk conflict-perspective (Maeseele 2010, 2011), which calls for a recognition of techno-environmental controversies as social conflicts involving contestation between various social actors over competing risk definitions, which are based on the confluence of competing (i) rationality claims, (ii) values and, (iii) interests. By exceeding a narrow focus on the competing interpretations of the scientific aspects of existing risk definitions (i.e. rationality claims) in favour of an explicit attention for the role of competing values and interests, this perspective brings forward how existing social structures and practices significantly enable as well as constrain the actions of the involved actors. In this paper, the preliminary results of a series of in-depth interviews will be reported: first, with spokesmen from the environmental movement as well as the so-called countermovement (referring to organizations with an interest in the de-problematization of climate change), about their (i) communication strategies and media activities, and (ii) evaluation of news media roles and responsibilities; and second, with journalists from quality, popular and alternative news media about (i) the credibility and professionalism of those communication strategies and media activities, and (ii) their evaluation of news media roles and responsibilities. On the one hand, these interviews demonstrate the large extent to which the 'principle of cumulative inequality' (Gamson & Wolfsfeld 1993) determines the communication strategies and media activities of the involved actors: to compensate their lack of direct policy influence, environmental movements are led to focus their communication strategies on the mass media which limits their ability in both organizational and substantive ways (especially in a context of a widespread perception of climate fatigue), whereas business associations and climate deniers, having access to institutional channels of influence, profit from lobbying in private. On the other hand, we also find significant differences regarding the interpretation of notions such as 'news value', 'objectivity', and 'reliable sources' between journalists from either traditional or alternative news media as well as from either (self-declared) progressive or other news media. The implications for the news media's representation of climate change in general, and the involved frame sponsors in particular, will be discussed

Author(s):
Jill Johannessen

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

Abstract:
The historical responsibility for the climate crisis rests in the hands of the rich industrialized countries, yet, developing countries are facing the most devastating effects, caused by drought, sea level rise and extreme weather events today and in the future (WDR 2010; 3). Due to the inequality inherent in the inverse relationship between developed and developing countries a global climate justice movement is emerging. Climate justice captures the unjust relations between the North and the South, which are closely tied to development opportunities in developing nations. Climate justice is therefore essential for a dialog and common understanding between the North and the South. International and local groups were building up for climate justice demands prior to the UN climate summit, COP17, which was held in Durban at the end of 2011.

Even though, one of the foundations of the Kyoto Protocol is "the common but differentiated responsibility and respective capabilities", there has been a concern that climate change negotiations will ignore this important principle. President Zuma of South Africa brought this key principle to the forefront in his address to the Informal Ministerial Consultations on COP 17 in Johannesburg (09.09.11). His whole speech can be viewed as an attempt to (re)define the climate change challenge as a development challenge, emphasizing vulnerabilities and impacts in the South, and the essentiality of funding to developing countries for adaptation and support to avoid the polluting path to development.

Given the centrality of the mass media in the formation of public understanding of the climate problem, this paper addresses:

- To what extent is climate (in)justice and interrelated development challenges reflected upon or used a narrative during the Durban climate talk in South African and Norwegian media?

- How is climate justice promoted, rejected or negotiated in journalistic practices, norms and editorial concerns?

A comparative perspective allows the author to identify similarities and differences across cultures and to assess the 'definitional power' of social actors in the media. The media analysis will include both quantitative and qualitative elements, but with emphasis on the latter. The media analysis will be complemented by interviews of activists, journalists, and politicians and how they contribute to shape climate change narratives and relate to climate change as a justice issue and the pressing challenges of global poverty.

Author(s):
Rahma Al Foori

Title:
Framing Gonu Cyclone in "Oman" Newspaper: Dominance and Relinquishment of Frames

Abstract:
This paper provides a framing analysis of the coverage of Cyclone Gonu, 2007 in 'Oman', a an Omani quality newspaper, for 14 days from the first cyclone warning on (5/June/2007) until (18/June/2007) when the coverage was underway to fade. Semetko and Valkenburg's (2000) framing model is applied to the sample frame of (339) stories which focus mainly on the social problems erupting in the wake of cyclone. (quoted in: Dirikx & Gelders, (2009) Entman (2004: 5) defines framing- as the process of "selecting and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and/or solution". The use of framing in this study departs from the constructionist view that meanings are created in individual communities based on the most dominant concepts which form the consensus of a given society (Hansen, 2010: 34), (Hannigan, 1995: 32). Framing, as a method, is a pragmatic tool to measure the level of dominance of particular frames either inductively or deductively. The investigation of frames in Oman, has revealed that the governance of the "Attribution of Responsibility Frame" reaches (68) percent agreement in the sample under consideration. It also shows that the "(Economic) Consequences Frame" achieves (59) percent agreement. The leading frames of both categories correlate, for the most part, as the minimal difference of (8) percent between the two would predict. A discussion of taking responsibility by government towards a problem, for instance, presupposes a consideration to economic measures of the issue. Interestingly, the findings project a tapestry of frames which, to a degree, could be employed within one story. In fact, sometimes, a story could project the use of numerous frames at once. "Morality Frame" and "Conflict Frame", on the other hand, are the least used ones scoring (10) percent and (4) percent of concurrence in this coverage whereas "Human Interest Frame " ranks in the middle of the four frames scoring (31) percent which is a very significant indicator of the salience of emotions and personalization in the framing to stories. This study reveals the level of dominance of particular frames to infer the most pervasive concepts in the Omani context, as manifested by the investigated coverage. Bibliography: Dirikx, A., Gelders, D.,(2009) Global Warming through the same lens: an explorative framing study in Dutch and French Newspapers. In T. Boyce & J. Lewis ED. Climate Change and the Media, Lang Publishing, New York. Entman, R. M. (2004) Projections of power: Framing news, public opinion, and U.S. foreign policy. Chicago: University of Chicago Press/Politics, 1, 77-92. Hannigan, J., (1995). Environmental Sociology: A Social Constructionist Perspective. USA and Canada: Routledge. Hansen, Anders. (2010) Environment, Media and Communication. London: Routledge.

Author(s):
José I. Latorre
Maria T. Soto-Sanfiel

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

Abstract:
We present the analysis of an exploratory empirical two phases study designed to uncover the attitudes towards Science, Scientists and Popular science of media future professionals. In phase one, 80 senior students of Audiovisual Communication (Universitat Autònoma de Barcelona) worked for a semester in a course on Production and Direction of four Radio programs (1 Radio-art, 1 fictional story, 1 documentary or news program, 1 free genre program) based on the work of a set of scientists. Through open questionnaires,

students were asked about their attitudes to Science and Scientists prior and after the course, as well as about the pros and cons of producing scientific Radio contents. At the end of the semester, students were also asked to express their impressions and gratifications (satisfaction and enjoyment) about the experience of producing this kind of contents. A qualitative content analysis of data was performed then. Main results showed that students accepted that having worked on the production of scientific contents had turned out to be a distinct positive experience that they failed to enjoy at first. In fact, they stated that production process had been difficult, demanding and slow. Besides, they believed that Scientists were easily accessible and nice. Also, that Science information could be open and available. Nevertheless, they considered that Scientists were hard to work with, particularly because they speak their own jargon, they do not understand format limitations or edition of audiovisual contents and not accommodate to media requirements. Students believed this was in clear contradistinction with current production fast work routines in media, indeed. Science remained a subject which was seen, a priori, as not appropriate for radio media contents because it was difficult and probably boring. They thought that Science did not belong to a common culture and, given its objectivity, was not easily amenable to human appreciation. Phase two was designed to convert data obtained from qualitative analysis into quantitative for not only validating it but using them in a complementary way. A similar formed group of students from the next year course (n= 75) were exposed to the same experience of radio creation. After finishing the semester, these students were asked to complete an anonymous questionnaire with Liker scales including the attitudes identified in the qualitative first phase. Measured variables included: enjoyment, gratification, Science as a subject of media content, production of based on science media programs, Science and Society, and Scientists. Statistical tests (Factor analysis and correlations) confirm presence, strength and direction of previous attitudes. The results of this study could be useful for Educators, Media professionals, Designers of Media or I+D policies, Radio creators, Scientists, and Communication researchers.

Author(s):
Sangita Shrestha

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

Abstract:
This paper presents an analysis of media representations of the environment as well as locally contextualised representations of the environment in Nepal. The study explores environmental discourses in the Nepalese media and everyday lives focusing on environment discussion programmes aired by Radio Sagarmatha (a popular community radio in Nepal) and the data collected through focus group discussions held with 80 participants in Nepal. A total of 50 weekly programmes spanning a year long period (from May 2009 - April 2010) were selected for the study. On the other hand, a total of 8 focus group discussions held in April 2010 from rural as well as urban areas consisted of 2 groups of community forest users, a group of farmers, a group of IT professionals, a group of development professionals, a group of business professionals as well as two groups of environment experts.

This research explored the extent to which criteria of newsworthiness apply for the discussion of environmental topics in a predominantly non-news radio programme. The analysis found that the programme although does not follow conventional news format supported news criteria. A combination of content and discourse analysis in this research further explored the prominent agendas in the media, drawing attention to media sources and the source contexts. In addition it illustrates how these environmental stories are mediated. Discourse analysis of the media texts and the data generated in the focus group discussions in this research showed that the environment is constructed and contested in multiple ways. The representations of the environment not only differed in the media and the local context but also showed variations among the different groups of people. The analysis also showed that the constructions of the environment oscillate between two opposite spheres (i.e. power and powerlessness; active and passive citizens; abstract and concrete issues; lay and expert knowledge; urban and rural residents; local and global issues; and the problems of developed and developing nations). This research concludes that the construction of the environment is multifaceted and complex in which the members of the public spheres compete with each other for contestation.

While the environment is constructed by the experts in the media, the findings from the focus group discussions, held among rural groups showed that the expert environmental discourses are challenged by experiential lay knowledge. In this study, Batabaran Dabali although constructs the environment as newsworthy (in number of ways), the participants in the focus groups suggest that the way environment covered in the media is not 'newsworthy' at all. While the role of the media is believed to be important in

bringing environmental awareness, media has not been successful in stimulating changes in public attitudes suggesting that media environmental stories have limited meaning in the everyday life of Nepalese people.

Author(s):
Shu-Chu Li
Lin-Mei Huang

Title:
The Use of Fear Appeals in Taiwan's Global Warming News: Using the Quantitative and Qualitative Approaches to Analyze its Effects

Abstract:
the purpose of the study is to examine the use of fear appeals in media coverage of global warming in Taiwan to understand how the issue of global warming was reported by Taiwan's news media, and whether Taiwan's journalists were effective in terms of reporting this issue to the public. According to Witte's Extended Parallel Process Model (EPPM) (1992a, 1998), four variables are identified as important for fear appeal messages to be effective--perceived severity, perceived susceptibility, perceived response efficacy, and perceived self-efficacy. The EPPM proposes that with a low degree of threats, message recipients will not attend to the messages and that, only when recipients perceive the threats in the messages as highly threatening, will they process the fear appeal messages.

This study adopted both the quantitative and the qualitative approaches to examine the use of fear appeals in Taiwan's global warming news. For the quantitative approach, the method of content analysis was adopted using the four elements of fear appeals in the EPPM to analyze the global warming news. Fourteen major news media in Taiwan including eight newspapers and six television news channels from 1998 to 2011 were selected to analyze their global warming news. The results of the content analysis show that 2881 news articles were reported by the 14 news media with more than 80% of the articles only containing at most two of the four elements in the EPPM. The effectiveness of message design of Taiwan's news stories regarding the global warming issue was discussed in accordance with the fear appeals model.

According to the EPPM, unless people perceive global warming as a personally relevant and severe threat to them, they will take no action at all. However, what we found from the quantitative analysis of this study is that only relatively small percentage of global warming news in Taiwan media consisted of personally susceptible messages, but a high percentage news contained severity messages. To be able to effectively evaluate the fear appeals utilized by Taiwan media in global warming news, a thorough analysis of the ways global warming messages that have made more personally relevant are needed.

For the qualitative approach, the variable of *place attachment*, the formation of emotional and cognitive bonds with a particular place, will be used to analyze global warming news in Taiwan media, which consisted of personally susceptible messages. According to Scannell & Gifford (2011 October), place attachment can be measured via person, process, and place dimensions. Although the study of Scannell and Gifford is a quantitative one, this study will transform their 20-items place attachment measurement into a set of coding scheme to do the content analysis of the data of this study.

Author(s):
Ming-Ying Lee

Title:
Risk communication in governance: Constructing the network of typhoon forecast among Internet actors

Abstract:
The uncertainty and complexity created from modern technologies has led human beings into high risk societies. The government, as an authoritative source of information in governance, has a predominance of defining risks. However, in the past, the government was inclined to communicate the risks with one-way, linear, top-down way. The majority of people at risk from natural hazards do little or nothing to reduce their vulnerability. Risk communication can be considered effective, if it can alert the public as to what is hazardous and the extent of the danger, and what should be done to protect themselves. Also, an open, transparent and participatory platform of risk communication is needed. Thus, achieving effective risk communication concerning typhoon forecast via the Internet is consequently becoming increasingly important.

The aim of this study is to explore the process of constructing network of typhoon forecast by the interactions between the Internet actors and the government, drawing the theoretical framework of 'Actor Network Theory' to analyze a case study of leaking of weather forecast on a government officer's Facebook in Taiwan. In the end of August 2010, before the news of typhoons officially announced, the director of Weather Forecast Center in the Central Weather Bureau posted news and also showed different opinions on the typhoons on his personal Facebook. His personal Facebook thus became an alternative weather forecast center and attracted many Internet followers. However, the majority of people got confused whether the information on his Facebook on behalf of the government or personals.

In this study, research questions were asked: how did the online network of typhoon forecast be constructed? To what extent did the director interpret, and his online followers understand and respond to the risks knowledge of typhoons? Research methods deployed here include: 'secondary analysis' of relevant news coverage, 'discourse analysis' of the messages of typhoons during their landing on the director's Facebook, and 'in-depth interview' with the director and 10 online followers who has interactions on his Facebook.

This study founded that although the director mixed his role between the individual and expert, he broke the government monopoly on risk knowledge and transformed it into the process of learning and dialogue among Internet actors. In particular, in the period of typhoon landing, some of his online followers played active roles as 'witnesses' of typhoon, which posted instant, real and local circumstances on his Facebook. His Facebook thus became a knowledge base of 'collective cooperation' where different actors can contribute to. It seemed that the network of typhoon forecast was developing.

However, due to the conflicts of interests of the news media and the authority of government information, the network was unfortunately destroyed. The director then stopped to post any relevant risk knowledge on his Facebook, yet other actors in the network showed the effectiveness of motional mobilization and developed anti-government discourses. Therefore, the construction of network of typhoon forecast was in dynamics and the actors adjusted their roles afterwards.

Author(s):
Usha Harris
Karen McNamara

Title:
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.

Abstract:
Using an interdisciplinary approach this paper broadly explores the impacts of climate change on heritage, culture and ecology in the Pacific. First, it draws specifically on a case study of Daku village in Fiji. Second, a human rights approach is used to understand how these projected and current impacts in Daku village can have serious implications on the enjoyment of people's human rights, such as right to life, adequate food, water, health, housing and self-determination. The severity of these impacts on communities, and limited action to date, demands new ways of understanding climate change issues for both those at the community level and governments with the moral obligation to protect. Third, the paper looks at how participatory media, used in adaptation responses can enable participants to better understand climate change risks through the process of message creation. Outcomes from this form of community agency include the ability of communities to influence decision makers on climate change adaptation policy, share information with other communities, as well as encourage greater dialogue between researchers and local communities.

Author(s):
Emmanuel Das

Title:
Mass Media Exposure and Environmental Awareness Among Rural Community

Abstract:

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Today nothign in more important than being concerned about environment. In the present day world environment has become a major international topic and has become an important bench mark in the process of universal awareness of importance of the environment.

Environmental issues have emerged as a major global concern for human survival in the present century. A large number of international organizations with a collective wisdom of scientists, economist and planner have come up to settle the environmental issues confronting the nation and the physical world. The environmental crises have convinced the world to use technologies and resources to repair the damage already done to environment and also to plant substitute for certain chemicals in order to protect and pressure nature and natural resources.

Research on the relationship between the mass media and the environmental awareness is extremely scant. In India the research are limited to an analysis of quantitative coverage of environment in daily press, on radio and television. The upshot is that no mass media is very significant. The studies did not investigate or even consider the relationship between extent of coverage and level of public awareness about environmental issues. It is generally hypothesized that greater the coverage greater is the public awareness.

Keeping all these things in view the present study was conducted with following objectives.

1. To ascertain the socio – economic profile of respondents
2. To study the availability and use pattern of selected mass media in rural community.
3. To assess the extent of mass media exposure among the respondents regarding environmental issues.

The study was conducted in Deoria district of Uttar Pradesh, India. Rampur Karkhana block of Deoria district was selected purposively. This block comprises of 108 Villages, out of which 4 villages were selected randomly. 30 respondent were selected randomly from each of these selected villages. Thus total number of respondent are 120.

On the basis of the finding of the study it can be concluded that most of respondents 63.3 percent are between 36-45 year of age. 29.3 per cent respondent are educated up to high school. 35.8 percent intermediate. Only 10.8 per cent respondent are graduate or above. Most of the respondents 81.0 per cent have nuclear family. Only 18.4 per cent have joint family. Monthly income of 22.5 per cent respondents is between Rs 10000-20000 where as income of income of 56.8 per cent respondents is above Rs 20,000 per month. Most of the respondents 47.5 per cent live in semi pucca (Semi cemented) house. 23.4 per cent live in pucca (cemented) house. Only 18.3 per cent respondent live in kaccha (made up of bricks,clay and tiles) house. 45.83 per cent respondent have medium socio – economic status where as 29.17 per cent have high socio – economics status. Most of the respondents 69.1 per cent listen radio daily. 15.8 per cent once a week and. 96.6 per cent respondents listen music on radio where 55.0 per cent listen environmental programme.

42.5 per cent respondent watch TV daily. Only 5.8 per cent watch once a week. 38.0 per cent respondent watch environmental news on TV. 79.1 per cent respondents read news paper daily. 4.1 per cent respondent read magazine regularly and 14.1 per cent occasionally. 17.5 per cent respondent said that magazine contains environmental news. Most of the respondent 56.67 per cent have moderate knowledge about environmental issues. 28.33 per cent have low knowledge. Only 15.0 per cent have high knowledge about environmental issues. Age education and income were found to have positive influence on mass media exposure.

Author(s):
Maite Mercado
Àngels Àlvarez

Title:
News coverage of the site of the Centralized Temporary Storage of high level radioactive waste in Spanish television news (2009-2011)

Abstract:
The international fight against climate change had returned to a public debate the desirability or otherwise of the use of nuclear energy, taking into account that energy-related activities account for 80% of CO_2 emissions worldwide. Now, at a time when the growing support for nuclear energy has slowed down after the catastrophe of Fukushima, Spanish Government have approved an extension of the life of the nuclear power plant Santa María de Garoña in Burgos and a resolution designating the candidacy of Villar de Cañas (Cuenca), for hosting the Centralized Temporary Storage (ATC) of spent nuclear fuel and high level radioactive wast. The construction of the ATC was proposed in 2004 but the project did not begin until December 2009 when the Minister Sebastian opened the nomination process. In September 2010, Sebastian proposed to the Council of Ministers to Zarra (Valencia) as their final bet but at the Executive meeting he met opposition from several of the ministers and, in particular, of the then Deputy Prime Minister. Now the new government has resolved the issue. On February 12, 2012, thousands of people gathered in Villar de Cañas (Cuenca) to express their opposition to nuclear power. The Platform against Nuclear Basin Cemetery believes that there is no social consensus on nuclear waste, which should be reason enough to discontinue the irrational project will jeopardize the future of the region and the country. Numerous surveys have focused on pondering the state of public opinion and its evolution over time in relation to the energy issue in Spain. The Center for Sociological Research (CIS) has been doing for almost 40 years opinion polls and surveys on the nuclear issue commissioned by the Administration. Spain is among the group of countries least supportive of nuclear energy. If the European average is 44%, in Spain is 24% (Special Eurobarometer 297). But how do inform the media about this? This paper presents a study on the news frames on the ATC case in Spanish television news from December 2009 to December 2011 from studies based on analysis of content on the informative treatment of a topic and the framing theory

Author(s):
Alison Anderson

Title:
The BP Horizon Oil Spill and Digital Networked Communication

Abstract:
This paper examines the usefulness of the concept of 'network society' for examining recent developments in the environmental field. Through focusing on the case study of the BP Gulf of Mexico oil spill it investigates the strategies of environmental groups and industry to control news agendas. The Gulf of Mexico oil spill is widely regarded as a classic public relations disaster. BP took a very reactive response and were initially slow to use social media. By contrast environmental activists moblized faster and attempted to subvert BP's messages through the mediums of facebook and twitter. However, while many environmental groups gained enhanced visibility, rarely do established structures of media and political power become fundamentally challenged. This raises important questions about the changing nature of environmental journalism and the ways in which industry is responding.

Author(s):
Juliana Miuro
José Azevedo

Title:
The Challenges to Building a Science 2.0

Abstract:
The technological revolution focused on digital networks brought greater access to the interaction and participation from the easyness of the communication introduced by Web 2.0. In this context, scientists and research institutions have starded a movement called Science 2.0, whose collaboration is at its core.

Starting from the concentration of efforts based on collaboration at work in online communities and collective intelligence, it is possible to outline new paths for design, development and communication of science. Sharing scientific researches makes possible the leading to info exchanges – comments and suggestions –, also facilitate corrections and improvements and fill the gaps in the dialogue between scientists and society, making more effective science.

In a context where professionals and non-experts have equal opportunities to participate in the construction of knowledge, there is necessary to know, to analyze and to discuss all experiences, even in the beginning, which are been practiced in scientific environment.

In order to draw a panorama of Science 2.0, 22 research institutions in Brazil plus 25 in Portugal were analyzed with the objective to identify information and communication technologies they are using, which are nowadays in use – blogs, podcasts, forums, Facebook, Twitter, Youtube, wiki and another platforms. The analysis has done based on available informations in the institutions websites, followed by interviews with their communication professionals.

We have sought to understand how research institutions are changing their ways to develop their works and communicate the results, as well how the public is being invited to participate in these processes to generation and sharing knowledge. In another words, we have tried to realize how the institutions and scientific projects in Brazil and Portugal are entering at the context of Science 2.0 to take advantage of the potential of the public to trade and cooperate.

As results, the analysis show that, in Brazil and Portugal, more than 50% of the cases was adopted any communication and information technology, in general to propagate their results. Furthermore, that was projects which received public input, even an initial level. But, while the brazilian view shows the option for the adoption of many media platforms, portuguese scenario points to a more participative use of those technologies.

Finally, the levels of interaction and participation were measured, in according to the concepts related to the cultural convergence, in the classification proposed by Henry Jenkins – media convergence, participatory culture and collective intelligence, by assuming that the crowds, spread over different parts of the globe, but with common affinities, can alter the course of science.

Author(s):
Matthew Hibbard
Alka Tomar

Title:
Young People and Climate Change: an Indian Study

Abstract:
The 2007 Synthesis Report of Inter Governmental Panel on Climate Change (IPCC) argues that "warming of the climate system is unequivocal, as is now evident from observations of increases in global average air and ocean temperatures, widespread melting of snow and ice and rising global average sea level."

This calls for an effective communication, public outreach, and education as a way to increase support is perhaps nowhere more pressing than in the context of climate change. The growing scientific consensus on the reality and causes of climate change, as well as scientists' increasingly urgent message that climate change is underway, and at the current rate of greenhouse gas emissions, will lead to significant and increasingly severe impacts, call for concerted response. Creating a Climate for Change explores how communications efforts can be fortified to make them better serve community's capability to respond to a challenge requiring policy and individual action.

Hence the Article 6 of the UNFCCC clearly addresses the importance of climate change communication to the general public and of engaging stakeholders in the issue. It further highlights the responsibility of the participating countries to develop and implement educational and public awareness programs on climate change and its effects, to ensure public access to information, and to promote public participation in addressing the issue (UNFCCC, 2008).

This paper is based on the empirical qualitative study on Indian youth attitude and behaviour and climate change communication. With the age group of age 16-24, the study period was 2009 -2011 with support of UK and India Education and Research Initiative (UKIERI), British Council.

India is a large developing country of sub-continental proportions - home to 1.22 billion people or 17.31% percent of the world's population. A large proportion of this population continues to live in rural areas and depends heavily on climate-sensitive sectors such as agriculture, fisheries and forestry for its livelihood. With rapid economic growth, however, the demand for goods, services and energy has soared and large shortfalls are emerging. The government estimates that the rate of growth of energy demand will be 5.2 percent each year if it is to provide energy to all citizens.

Drawing on range of climate change communication issues and campaigns the paper has two objectives:

- To evaluate the climate change messages effectiveness and challenges (correct knowledge, relevance, suitability, mobilisation, motivation, challenges and sustainability) in the climate change communication campaigns.

- To which degree and extent climate change campaigns messages provide information which is relevant to urban and rural young people (keeping language, literacy, gender, age, socio-economic levels, gender and lifestyles) and play a positive role in mobilising youth for adopting a sustainable life style.

Author(s):
Anabela Carvalho

Title:
State commitment to promoting public participation on climate change: a discourse analysis of national communications reports to the UNFCCC

Abstract:
While governments have an important scope of possibilities in relation to mitigation and adaptation to climate change, the engagement of citizens is a key factor for both individual and political decision-making, as well as for the successful implementation of any measures. Studies show that there is widespread citizen concern with the problem but attitudes and behaviour have not been changing significantly. There is also a large degree of mistrust in relation to governments and corporations. Fomenting the involvement and empowerment of the public in devising means and making choices to address climate change is therefore a crucial goal for the coming years. However, as ample research has shown in the last few years, public participation processes are riddled with paradoxes, tensions and limitations (e.g. Phillips, 2011; Delgado et al., 2010).

Signatories to the United Nations Framework Convention on Climate Change have committed to promote and facilitate 'the development and implementation of (…) public participation in addressing climate change and its effects and developing adequate responses' (article 6). One of the instruments to assess the implementation of such a commitment is the National Communications Reports to the United Nations Framework Convention on Climate Change. This paper will present a comparative discourse analysis of National Communications Reports of twelve countries: Argentina, Australia, Brazil, China, India, Mozambique, Portugal, Russia, Sweden, Tuvalu, United Kingdom and USA. Those countries have very different contributions to global greenhouse gas emissions and have different degrees of vulnerability to climate change, which makes them into significant case studies. The chapter will look, among others, into the following questions: What do countries report that they have done in terms of promoting public participation on climate change? What is understood in the different reports as 'public participation'? What are the governmental and non-governmental institutions that are presented as responsible for this? How are their roles and the roles of citizens constructed in these reports? How are public participation processes assessed?

Author(s):
Chienyi Hsiang

Title:
Public Perceptions Toward Science In China

Abstract:
Over the past decades, a growing number of studies have focused on public understanding of science and tried to explore it. Public familiarity with basic scientific concepts and principles has been proposed as essential for effective decision-making both in personal daily life and national policy. Quantitative and qualitative studies of the public understanding of science have been conducted in many countries. Those studies have provided valuable insights into to what extent that citizens may haveunderstood important scientific concepts, and furthermore, into the ways in which they seek and use scientific knowledge and how they think about science. There were only few public understanding of science related studies conducted in China.   Therefore, the objective of this national survey aims to explore the public perceptions toward science, scientists, scientific research, and climate change. This study focuses on the multiple voices of climate change in china society and how these voices attempt to move toward government action and policy making. As a global issue impacting a variety of the Earth's natural systems, anthropogenic climate change is a phenomenon with far reaching implications. This study will seek to examine the use of communication as a tool for influencing decision-making processes and public acceptance of such strategies, and heavy emphasis on the creation of national policies for climate change mitigation and adaption.   In China, science is not an objective concept; it may change its implications in different social and cultural settings. Marxism is considered to be scientific in China; science means development and progress, and often the term is used to describe government policy. This study will also explore how Chinese people think the relationship between science and democracy, and to explore how the scientific ethos is negotiated in the public sphere, and how both its critics and its apologists attempt to construct an image of scientific authority in matters related to science that directly relate to matters of policy and judgment in China.

Author(s):
Gabriele Hadl

Title:
Science under threat – Climate Change Denialism, Climate Justice and Communication

Abstract:
Inter-section PANEL

When UN delegates burned metaphorical midnight oil in Durban last year, media coverage of the summit and of climate change in general was at an ebb world-wide. In the meantime, residents of South Durban suffered the worst of a historic rain deluge, in addition to the familiar ailments brought on by hosting the facilities producing 80% of South Africa's oil products and much of its industrial emissions.

While people who did least to cause it suffer the worst effects of climate change, in the countries most responsible, interest in the topic is waning. Especially climate change denial has been eroding people's sense of urgency and commitment to hold their governments responsible. Science associations now realize they are "in a street brawl with climate change deniers". The "street" is in the mediascape – mainstream news media, small publications, internet sites, climate change blogs, and denialist blogs. Famous brawls include the hacking incident at the University of East Anglia (dubbed "Climategate" which added to the confusion and faltering of the Copenhagen Summit) and relevations of funding and action plans of the US right-wing think tank Heartland Institute (dubbed "Heartlandgate" which confirmed the coordinated and well-funded nature of the denialist push, including plans to weaken science education in American schools). But they also involve daily verbal harassment and threats to climate scientists and activists in private e-mails, public blogs, mainstream newspapers and TV news, and online videos.

The climate change denial phenomenon has been widely analyzed in psychological and political terms. However, our field of media and communication research has arguably the most to contribute to a solution. What are the connections between media concentration and the influence of denialism? How does the current structure of internet-based communication favor the building of opinion ghettoes over dialogue? Do communication rights imply the right to spread lies and confusion? How does the crisis of journalism impact public understanding of climate science? What are the connections between communication justice and climate justice?

This panel will bring together communication scholars and climate change communication activists to discuss the above issues and define what can communication scholars contribute to help move the discourse on to the urgent matter of how to adapt and mitigate climate change?

(Panelists to be discussed and arranged with the participation of several sections and Working Groups, notably Community Communication; Environment, Science and Risk Communication; Global Media Policy, Political Economy and others. At least one of the panelists should be a climate change activist, preferably local.)

Author(s):
Ibrahim Saleh

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

Abstract:
Climate change is a complex subject by any standard, especially in the poor societies and nations, where media coverage of global warming is inadequate. A chorus of voices has expressed concerns regarding their vulnerability to climate change; yet there remain misgivings as to whether these countries can confront the epic environmental challenges to come in the not too distant future. Besides, this mix between poverty and environmental challenges lead to a series of social problems ranging from food, health, water security and employment to financial competitiveness and economic viability. To add to this dim picture, many of these poor countries are currently experiencing profound changes and challenges through multiple, shifting, fragmented and often contradictory modes of identification. According to the World Bank, there are currently over 1.4 billion people live at the poverty line. Ironically, guarding economic growth is often the key consideration in climate-change negotiations even though economic growth is the main driver of climate change, however the UNFCCC are increasingly focusing on science-based decision making and scientists are increasingly exposing the impact of economic growth on the environment.

The research highlights the current conflict between humans and nonhumans in a competition for natural resources for survival. This conflict can also be seen between groups of humans when competing economies scour the globe for resources and prevent their competitors from acquiring more favourable positions, which resonates with is described as the "politics of scarcity."

As such, the impacts of climate change is superimposed on existing vulnerabilities that further reduce access to drinking water, negatively affect the health of poor people, and threaten the food security in many countries in Africa, Asia, and Latin America, where basic livelihood choices are limited, decreasing crop yields threaten famines, or where loss of landmass in coastal areas is anticipated, migration might be the only solution. In either ways, the repercussions of climate change are highly uncertain.

In this context, issues related to climate change in these poor societies have usually generated policy debates about their causes and consequences that resulted from the huge gap between the science of climate change and the politicized news coverage in the light of economic crises. This situation ended with a dysfunctional aspect of the science-policy interface.

The aim of this study is to look on how the world summits of climate change as transnational media events in the poor countries. Based on an empirical study we will discuss some similarities in the performance of journalists and highlight the complex dynamics of framing involved in-between the "global" and the "local" in such journalistic moments in these poor countries.

A sample of countries are drawn that include Bangladesh, Egypt, El Salvador and Indonesia, where they all belong to lower-middle income countries ($1,006 to $3,975) except Bangladesh that belongs to lower income countries ($1,005 or less) nations according to the World Bank classification of low income and lower to middle income nations.

Ethics of Society and Ethics of Communication Working Group

Author(s):
Chen Ni

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

Abstract:
A public relations practitioner carries the burden of making ethical decisions that take into consideration the interests and well-being of different stakeholders, based in part on his/her personal values. Today, PR professionals have often been accused of being unethical in practice. Many observers have regrettably attributed such problem to the fast shift from deontological or principle-based judgment to the pragmatic, utilitarian thinking which is evident in the West.

This study thus, attempts to explore how public relations students (China vs. US) approach ethics, either as utilitarians or as deontologists. It addresses four related research questions:

1. Do students in US and China think alike or differently? If differently, what contribute(s) to this difference? In addressing this particular question, *the influence of social change on ethical practices in China and US* will be carefully examined.
2. Do utilitarian (basing chosen behaviors on a calculation of what will bring the greatest good -- and least harm -- to affected people) and deontological (basing ethical decisions on universal principles) approaches co-exist in students' minds? Or does reliance on one stance correlate negatively with holding of the other? Some scholars regard deontology and utilitarianism as approaches which conflict, ruling out the possibility that one could adhere to both at the same time; and others suggest otherwise. It is, thus, important to test this further, especially as it may apply in China, a nation influenced by Confucian thought. To that end, this study compares the ethical thinking of Chinese and U.S. students with a basic assumption that utilitarian thinking would be strong in both countries, but perhaps a bit stronger in the US than in China. Deontological thought, on the other hand, may still hold sway with special force in China.
3. Does utilitarian thinking lead toward expediency – taking the low road for short-term gain – as some fear? Or does careful situational analysis lead them to be high-minded utilitarians?
4. Do Chinese and U.S. students tend to differ significantly regarding both their beliefs and behaviors in ethical dealings? If so, what are the factors?

Methodology-wise, a sample survey will be conducted among Chinese and U.S. college students.

Author(s):
Maria Madalena Oliveira
Fernando Paulino
Joaquim Fidalgo

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

Abstract:
Created in the second half of the twentieth century, in the context of an intense debate on media ethics, news ombudsman is one of the most complex and ambitious media accountability tools, being at the same time a kind of facilitator for the relationship between the public and the professionals. Intrinsically problematic, since it is a function that is founded on the basis of an interception between self-regulation and audiences' awareness of media effects, news ombudsman is not only the reflex of a media ethics understanding but also a barometer of the ethics of society in what concerns media performance. As ombudsmen are supposed to manage public's interpellations, it could be said that they are expected to manage readers', listeners' and viewers' feelings on what is right and what is wrong. This means that, more than to verify the correspondence between professionals' acts and codes of ethics, news ombudsmen perform an analysis of social sensitivity. For this reason, some differences between northern and southern societies could be admitted in the way ombudsmen act.

Taking into account these assumptions, we intend to examine the Portuguese and the Brazilian experiences of news ombudsmen. Although practiced in the same language, ombudsmen's job is shaped by social, historical, political and even economic differences. In this context, our proposal is to compare the way ombudsmen of each country see themselves and the representations they assume about their social role. Carrying on with a study started last year on Portuguese media ombudsmen, this paper aims at extending the research to Brazil, where a questionnaire already applied to Portuguese ombudsmen will also be used to better know this experience in the Brazilian media. The purpose is to explore the status of news ombudsman in two different continents, which means also two different sides of the world.

The objectives of such a proposal are: a) to depict the history of this job in two different contexts (the European on one hand and the South-American on the other); b) to explore the way ombudsmen acting in two distinct continents face the role they are supposed to carry out; c) to question the viability of this function in countries with opposite economic situations; d) to search for similarities and dissimilarities in style/language; e) to put into perspective the standards of media accountability in two Portuguese speaking countries.

Transforming themselves into a kind of agents of media literacy, as admitted by the Canadian researcher Marc-François Bernier, ombudsmen exercise both the promotion of news media credibility and the empowerment of audiences in what concerns consuming media critically. To understand how this double role is assumed in Portugal and Brazil is the deep purpose of the comparative study projected within this paper.

Author(s):
Ahsan Naz

Title:
The role of global elite media in interfaith dialog

Abstract:
In recent times, communication media have tightly integrated the human world as compared to the past. Thompson (1995) says that the scale of communication is globally increasing. Messages are being transmitted across large distances with relative ease. Global media have facilitated independent interaction despite the facts pertaining to their day-to-day lives, contexts, or locations; the communication conglomerates facilitate this interaction through some of the largest networks of global elite media. Watson and Hill (1997) emphasize that a strong relationship exists among media, elite, and society. Media propagates the ideas of dominant class to create a false consciousness, or hegemony, which is instrumental in coercing others to toe their line.
The toeing is not just restricted to Marxist critiques of the American elite. According to critics, the elite use the mass media as a propaganda tool to manipulate and control the socially isolated citizens of a mass society. This study uses these critical perspectives to analyze the contents of the Atlantic editions of *Time* and *Newsweek.* This selection is made on the basis of their circulation which makes them an essential part of the elite print media across the globe. In tune with the general purpose of this analysis, a brief account of their histories to emphasize on the need of interfaith dialog being a means for learning from the 'other'.

The significance of the other's dialogue for making moral decisions in the interest of people, groups, and nations cannot be denied when speaking in context of religions. This study focuses on the role of two mainstream, globally popular, elite newsweeklies: *Time* and *Newsweek*, in covering information on interfaith dialogue. This analysis is based on their reporting of three sensitive and significant world events, which are 9/11 in 2001, cartoon controversy in 2005, and the visits of the Pope (2003–2006). It evaluates the quality of the content and biases of the reporters and analysts with respect to the historical references quoted in the reports. It was learnt that the overall coverage of the events by these newsweeklies is unbiased, in-depth, and balanced; it objectively correlates the coverage with the facts that shape them. It was also found that these media had minimal jaundiced approach towards some religions. Such predetermination was crucial in view of the role of these newsweeklies in molding public opinion across the world. It was learnt that the publication of unbiased articles was essential for promoting the culture of tolerance, respect, and harmony to spread interfaith dialogue across the world.

Author(s):
Paula Jullian

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

Abstract:
The capture of the Libyan dictator Mohamar Gadhaffi (or Gadhafi, Kadhafi) was a significant step in the progression of the Arab Spring and even a long- awaited event by some governments, both in the Arab and in the Western world.

This paper presents an ongoing study of the depiction of Gadhaffi's capture and death and its reporting in different online news papers around the world, on the very same day it was announced. The study explores the treatment of this event from a Discourse Analysis perspective, considering aspects such as the language used to inform; the cultural context in which the piece of news appeared; the target audience for which it was written; the stance the medium takes, and the involvement of the countries in the conflict.

The corpus is comprised by 15 new reports (in a 15,000 word corpus) representing various and even opposite ideological positions which are subtly conveyed in the discourse. The analysis was carried out by means of the application of some elements of the subsystem of 'Judgment' of the Appraisal Model (Martin & White, 2005), which offers linguistic resources to recognize ideological and judgmental meanings below the surface of the text.

The purpose of the study is to offer a comparative view on the linguistic resources employed by different newspapers which reflect their inter-subjective positions, regardless of their claim of impartiality and neutrality. Such attitudes are often presented so implicitly that they may be easily missed by the readers immersed in the culture where the medium was published.

Reference:

Martin, J.R. & White, P.R.R. (2007) The Language of Evaluation: Appraisal in English. Palgrave Macmillan.

Word Count: 269.

Author(s):
Sandra Pitcher

Title:
Re-evaluating Social Networks and the Ethics of Privacy: An African Perspective

Abstract:
The inception of social networking into common public practice has continually been marred by its inability to protect individual privacy. In part, this is a result of ineffectual privacy policies, but at the same time, also a result of users' inability to manage the unprecedented merge between their online and offline relations. This paper addresses some of the arguments put forward in relation to these debates, while simultaneously arguing that the concept of privacy needs to be re-considered. Currently, many of the debates surrounding privacy and social networking have developed from an entirely Western ethic in which individualism is paramount. As Deborah Johnston (2001) explains, privacy should be seen as both an intrinsic and extrinsic social good in determining our autonomous self. This, as Charles Ess (2009) concedes, perpetuates the belief that privacy is a key element in cultivating and instilling individual identity, and thus must be protected as an inalienable right.

This paper however, takes a more pragmatic approach in line with the view of Thomas Scanlon (1975), who argues that our zones of privacy are characterised in a multitude of ways; subsequently, the ideas of privacy and social networks should be explored in this light. In essence, social networks are social communities, and therefore the ethics governing them should be construed as such.
Consequently, this research argues that individualism should be disregarded in some regard, and instead proposes that the practice of social networking should be balanced with a uniquely African perspective in which the concepts of *ubuntu* and communitariansim are used to elevate the notion of shared communal knowledge; subsequently creating a more universal governing social ethic.

Author(s):
Bibi Mall

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

Abstract:
Social media, particularly Facebook and Twitter have become the public spheres of the 21st century and legacy media seem to have recognised their utilitarian potential as journalistic tools. These sites have become new spaces of contestation on a variety of topical issues; they advance the democratisation agenda by facilitating robust engagement about a range of issues. Consequently, journalists are increasingly dependent such social media sites for story idea generation and for sourcing opinions on various issues. It will be contended in this paper that usage of such new media technological development by journalists has given rise to numerous concomitant ethical considerations with particular reference to veracity and sensationalism. A worrying trend evident in newspaper articles is the sensational headlines and generalisations about reasons for social developments, trends and phenomena based on discussions on social media sites, without corroboration from verifiable research findings. These trends underscore the need for newsrooms to articulate editorial policies on the use of social media as journalistic tools.Journalists ought to be made aware of the importance of devising protocols on the use of social media by journalists. They should be made aware of the negative impact on their credibility and that of their employer if controversial issues are sensationalised and conclusions made about them are based on information procured solely from social media sites. The study will be located within the South African newsroom context. South African journalists’ use of social media as sources of information and story idea generation will be queried. Content analysis of social media sites, Facebook and Twitter and of a selection of South African newspapers will be conducted. Articles that include comments and other information accessed from these sites and stories based on debates and discussions on these sites will be studied to ascertain ethical considerations or lack thereof.

Author(s):
Johannes Froneman
Cornia Pretorius

Title:
Challenges to internal ombuds: some lessons learnt from the WikiLeaks experience

Abstract:
Various challenges posed to news organizations by the WikiLeaks phenomenon were addressed at last year's IAMCR Conference. This included various legal, political and ethical implications.

This paper will take the debate further by investigating - against the background of the WikiLeaks experience - the role internal ombudsmen can play in strengthening journalism ethics. Put otherwise: to what extent can well-empowered internal ombuds play a meaningful role in addressing ethical challenges posed by phenomena such as WikiLeaks?

The following questions will be addressed:

How can the role(s) of internal ombuds (also referred to as ombudsmen, public editors or readers' editors) be defined?

Specific attention will be given to the Organisation of News Ombudsmen, but also the frames of reference of the Guardian's readers' editor, as well as some South African examples.

How do the broad legal and normative contexts differ and co-determine ombuds' role?

This will entail a brief examination of the coverage given of WikiLeaks by online news organizations in China, the USA and South Africa. While the dominant press systems were sometimes accurate indicators of news organizations' responses to WikiLeaks, it was not always the case. The online version of the People's Daily gave, e.g., very selective coverage of the WikiLeaks cables as it pertained to China; on the other hand, the Washington Post's coverage was far less extensive as one would expect. The initial research in this regard thus offer some surprising results which demand further explanation as it sets the stage, to some extent, for the reaction of ombuds (where applicable).

How did the ombuds of the Washington Post and Guardian react to WikiLeaks?

Articles, columns and blogs published online by the selected ombuds will be described and analyzed, particularly with reference to the respective newspapers' editorial codes and the designated roles of the respective ombuds. The potentially important role played by internal ombuds in stimulating and guiding media ethical debates as they pertain to specific news organizations will be explored.
Initial research indicates that the ombuds of the Washington Post and British Guardian reacted markedly different.

What did we learn about the possible role of ombuds in shaping media ethics?

Findings will be analyzed and an attempt made to explain the different approaches in order to draw some conclusions regarding the various roles played by ombuds in different contexts.

Author(s):
Estelle de Beer
Benita Steyn

Title:
Conceptualising strategic communication management in the context of sustainability and governance

Abstract:
BACKGROUNDIn the 21st century, two concepts receiving attention in all sectors of the economy and academia, are sustainability (manifesting especially in the domains of sustainable development and corporate sustainability) and corporate governance (manifesting initially in the corporate world but increasingly also in government and the non-profit sector). Sustainability and governance are currently also being explored in the field of strategic communication management, with specific reference to obtaining legitimacy and a license to operate from the community in which the organisation operates.Developments in the business-society relationship, specifically ethics and stakeholder engagement, necessitate a broadening of the field of strategic communication management to also consider sustainability and governance principles in its value-added contributions to the organisation. The latest development in the global debate on the institutionalisation of strategic communication management in the organisation is culminating in discussions on the involvement of communication professionals in the compilation of the integrated report (an integration of the annual and sustainability report).PROBLEM STATEMENTTop management's expectations, about sustainability and governance in general, and integrated reporting in particular, will have an impact on the strategic communication management function in the organisation.In February 2010, the Johannesburg Stock Exchange (JSE) made it a requirement for all South African listed companies to present integrated reports, and as such, to combine the annual report and the sustainability report. However, how this will impact on the communication function that has traditionally been responsible for compiling the annual report, is not clear.The King Report on Governance for South Africa 2009 (King III) recommends inter alia that a board should ensure that appropriate systems and processes are put in place to produce an 'integrated report' to stakeholders, providing a complete picture of a company's triple bottom line performance. The communication function will be co-responsible for putting in place supporting systems and processes for integrated reporting, as well as for the development of the integrated report.This study will conceptualise the role of sustainability and governance in strategic communication management with specific reference to the integrated reporting process, as well as the development of the integrated report.RESEARCH OBJECTIVES1. The primary objective of this study is to explore the role of sustainability and governance in strategic communication management 2. The seconday objective is to conceptualise the role of strategic communication management in the 'integrated reporting process'.METHODOLOGICAL APPROACHThe research will be conducted in the qualitative tradition with specific reference to desk research.THEORETICAL FRAMEWORKThe reflective paradigm, legitimacy theory, stakeholder theory, the two-way model of excellent/dialogical corporate communication (contingency model) and the inclusive approach to corporate governance will be used as a theoretical framework for the study.EXPECTED RESULTSThe conceptualisation of communication management in the context of sustainability and governance will contribute to a shared mental model about strategic communication management.

Author(s):
Scott Timcke

Title:
Communication Studies, Justice, and Dialectics

Abstract:
While the study of justice is often associated with political philosophy and political sociology, this paper argues that there can be a distinctive consubstantial Communication Studies approach to justice. This paper seeks to offer the broad outlines of such an approach. It does so by drawing together the dialectical reasoning of Robert Craig, Richard Rorty, and Plato. Such an outline is fitting, given that Plato's The Republic is the preeminent investigation of justice through dialectic dialogue.

Author(s):
Rod Carveth

Title:
Facebook and Ethics

Abstract:
n May 2011, the following e-mail appeared in many in-boxes of journalists and bloggers: – "Google quietly launches sweeping violation of user privacy!" The intent of the all-caps headline was to get the media to launch into a major investigatory mode, which they initially did. What they quickly found, however, is that this was an anti-Google campaign commissioned by Facebook and implemented by Burson-Marsteller, one of the leading PR agencies in the world.

Facebook had secretly hired a PR firm Burson-Marsteller to plant negative stories about the search giant, Google. Specifically, Burson-Marsteller was pitching anti-Google stories to newspapers, urging them to investigate claims that Google was invading people's privacy. Burson even offered to help a well-known blogger write a Google-bashing op-ed, which it promised it could place in outlets like *The Washington Post, Politico,* and *The Huffington Post*. The plot backfired when the blogger turned down Burson's offer and posted the e-mails that Burson had sent him. USA Today then reported on the story, embarrassing both Facebook and Burson-Marsteller.

During the 1960s, Harvard University theology doctoral student Ralph Potter observed the growing concerns over the build-up of nuclear weapons and saw an ethical quagmire. His research provided the theoretical groundwork for what is now called the *Potter Box*.

The Potter Box includes four components: the empirical definition of the situation; loyalties rooted in preference; modes of ethical reasoning; and theological or quasi-philosophical religious worldviews (1999). Potter argues that, "any sustained argument, waged by alert, persistent interlocutors, would have, eventually, to deal with each of the four types of questions I had isolated" (1999, p. 4). That is, Potter's ideas are relevant to virtually any contentious issues, including scholarly analyses of business decisions.

Companies often cross boundaries in competition with one another, but, when they are caught, at the very least, their business ethics are questioned. Employing the Potter Box Model, this paper explores why a firm would engage in spreading false information about a competitor.

Author(s):
Yoonwhan Cho

Title:
Disregarding South-North Cultural Differences: A Content Analysis of Unifying Cultural Imperative for Teenagers from Mobile Industry

Abstract:
The images of teenagers over the world are portrayed as spending too much time with media technologies and texts; from mobile phones, to Social Networking Sites (SNS) and MTV. Whether you are from digitally North or South country, it is easy to witness in the media these almost universal, identical images of the teens. Though researched extensively and ethical as it may seem, the negative influence of these images on

the social and individual life of the teens is not an easy issue to deal. The focus of this study, mobile technology industry and the teen culture, exemplifies this challenge as well.

From the field of advertising research, especially the topic of cultural congruency and effectiveness of advertising strategy, it is assumed that in individualistic cultures such as U.S., the culturally congruent individualistic appeals generate more favorable attitudes towards the advertisement, brand attitudes and higher purchase intentions than culturally incongruent collectivistic appeals commonly found in collectivistic culture such as Korea. However, due to the characteristic of mobile phone as a medium of "connecting people" and the industry's effort toward hegemonic process, it is hypothesized that the concept of culturally congruent appeal doesn't apply to the case of mobile phone and the industry would emphasize the collectivistic appeal in their strategy as delivering the messages of imposing a cultural imperative of owning a brand new mobile technology among the teens.

The study tackles this issue with objective empirical data and the cultural dimension of individualism-collectivism as a reference point, to investigate how advertisements of mobile phone in teen magazines portray the necessity of mobile phone. The objective of this study is to evaluate to what extent the mobile industry is appealing on the cultural orientation (i.e., collectivistic or individualistic) of mobile phone user, even to the point of imposing a cultural imperative or social norm of owning a brand new mobile technology through advertising campaigns and strategies.

Using the content analysis of 292 cases from U.S. and Korean advertisement for brand new mobile technology, comprised of traditional magazine advertisements and brand placements, the frequency of appearance of collectivistic and individual advertising appeal in teen magazines is counted. Mainly, the analysis is assessed to decide whether the focus is on oneself or others in the message to persuade its necessity. The study finds a statistically significant difference in the advertisements that the ads contain collectivistic appeal are featured about twice more than the ads with individual appeal in teen magazines. Also, based on the thematic content analysis, the study discusses about the relationship between the collectivistic message of "being connected" in advertising, the collectivistic characteristics that mobile phone has as a medium, and cultural impact on U.S. teen. Even though, the way the tech companies are working seems to be inevitably a process of hegemony, under the umbrella of ecological approach, the study concludes with suggesting the ecological understanding of mobile culture, which has industry, people, and medium as symbiotic factors.

Author(s):
Ben-Hur Demeneck

Title:
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

Abstract:
This article proposes the debate of the journalistic objectivity concept as an ethical and epistemological choice in the years 2000, considering a country in development - Brazil. It presents an intellectual interest showed by part of Communication researchers of South America and, after, points to how a doctorship investigation intend to challenge theoretical questions to gather empiric information about its central term in journalistic culture, mainly when some authors prefer nominate these times as "post-objectivity era".

In the last ten years, in Brazil, researchers of different regions began to reconsider the objectivity in journalism in critical realism basis (Líriam Sponholz, Wilson Gomes, Josenildo Guerra e Orlando Tambosi) as a kind of preserving its informative role and ethical imperative. This reveals changes in the field, because in many South America countries the adoption of the terminology "objectivity" had not being combined with its original epistemological meaning. The economical and political circumstances of its incorporation in some journalistic cultures suggested it as an adversary of media independence and of creative writing.

 This key-concept in history of journalism (objectivity), therefore its resilience and longevity, have been attacked since its incorporation in journalistic culture as a whole, in different ways – ideological, economical, technical, formal, professional, organizational, individual and antirealistic (Martin, 2004). Meanwhile, the idea of objectivity as the intersubjective procedures of inquiry and checking provides one of the most important identitarial characteristic of the transnational professional of journalists (Donsbach & Klett, 1993).

In effort to define "objectivity", this study divides three moments in a journalistic investigation in which the term could be identified: as the starting-point, as trajectory, or as propositional knowledge *a posteriori*.

Author(s):
María Teresa Nicolás

Title:
Drug trafficking in the media. Ethical aspects of conflict coverage of drug trafficking in Mexico

Abstract:
Reporting on the war against drug trafficking in Mexico is an important, delicate and danger issue. This paper presents a content analysis of news coverage given in the media to this problem. It also presents a theoretical-practical proposal to make a better coverage, to help better inform the audience and to protect the journalist in the accomplishment of its workInformar sobre la guerra contra el narcotráfico en México es un tema importante, delicado y peligro. Este artículo presenta un análisis de contenido de la cobertura noticiosa dada en los medios de comunicación a este problema. También se presenta una propuesta teórico-práctico para hacer una mejor cobertura, para ayudar a informar mejor al público y para proteger al periodista en la realización de su trabajo.

Gender and Communication Section

Author(s):
Hsiu-hui Sun
I-fen Chen

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

Abstract:
The involvement of women's magazines in cultural production casts significant impact on the discussion of women's issues and images. Reading women's magazines therefore helps female readers to build identities, engage in social learning and grow intellectually. *The Woman* (1968~1994) has been the most important women's magazine in post-war Taiwan not only because it keeps the longest publication record but because it witnesses changes in women's status that warrant further investigations.

During the first ten years of publication (1968-1978), although being a commercial magazine, *The Women* avoided being meddled by advertisers content-wise due to its founder Chang Jen-fei's insistence. However, the imposition of martial law by Kuomintang (the Nationalist Party) from the 60's to 70's influenced Taiwan's publication market both ideologically and culturally. It is inevitable that Kuomintang would also enforce its control on mass media and affected the content of *The Women* at that time.

The present study intends to conduct a pictorial semiotic analysis of *The Women's* content (1968-1978). This research aims at describing the representational process of female images during the martial law period in Taiwan. The present study hopes to enter an interdisciplinary dialogue with scholars of semiotics, mass communication and cultural history. By presenting the research findings of the present study, we wish to shed some light on pictorial semiotics, the history of women's magazines and gender studies.

Author(s):
Ranu Tomar

Title:
Status of Women Journalist in Hindi Print Media in India

Abstract:
This paper is an attempt to explore the struggle for gender transformation and bridging the gap between social identities of women and men. The mass-media have been quick to respond to women as a new growth industry. The relationship between media and women has a certain structure where women are trapped as an object. The role of women journalist in media decision-making is reflected in the poor representation of women issues and concerns.

The drastically changing media can be seen through years or especially post-liberalization period which has become more market-oriented. Media has on one hand has expanded opportunities for women but the kind of 'beats' and 'job' is assigned to women journalists is to keep them confined to soft-beats handling feature writing or shallow writings. This paper tries to explain that increasing number of women in media cannot ensure better status of women journalists. Importantly, this study highlights the professional inequality which is embedded in media and strongly based on social differences between men and women.

This study also indicates the language hegemony where English language dominates over Hindi print media with the sense that English is closer to power-elite. This paper addresses the hierarchy within women journalists on the basis of language, caste, class and religion. The reconstruction of Gender issue is dealt within patriarchal discourse of the media that is reflected in the stereotyping of division of labour in media.

It is an analytical study to explore different indicators of status of women journalists in Hindi Print Media based on my extensive field study conducted among women journalists working with major Hindi Language Newspapers in Delhi.

Keywords: Gender, Hindi Print Media, Representation, Language Hegemony, Soft-beats.

Author(s):
Fab-Ukozor Nkem

Title:
Gender and Communication Rights in Nigeria: Implications for Journalistic Practice

Abstract:
Development issues including communication rights, social justice and gender equality have in recent times topped the agenda of discourses in national and international fora. This is as it concerns the current emphasis on gender approach to development (GAD) which, no doubt is a healthy development, and seemed to have re-awakened the dead issue of imbalance in information and communication flow between the developed and developing world. Thus, apart from bringing progressive changes in national development; the approach has raised critical questions concerning the understanding of gender mainstreaming by journalists and its effect in the reportage of issues affecting the lives of both women and men. So far, studies aimed at finding out the representations of women in the mass media of most nations including Nigeria, show that women were either marginalized or excluded, unlike men who are fairly represented. Of particular mention are the results of the global media monitoring project (GMMP), organized by the World Association for Christian Communication (WACC), and held every five years since 1995. Women constitute almost half of the population in Nigeria and to deny them the right to communicate, to speak, and to be listened to in public space; especially the mainstream media is against both fundamental human right and the principles of democracy. As a system of government, democracy accords people their rights and privileges irrespective of sex; it is also a government that requires the full and direct participation of everyone in a society; it is characterized by equity before the law, and favours pluralism, that is respect for all talents, pursuits, and viewpoints. Hence, a survey was conducted on a sample of 400 practising Nigerian journalists, comprising 335 males and 65 females to know how they perceive the ideology in terms of its implications for the reportage of gender related issues. This is important recognizing that journalists by professional dictates are allowed to exercise their personal conscience in selecting what to cover and how to cover them which, invariably affords them the great opportunity to contribute their viewpoints, otherwise considered as biases. The results among others reveal that the journalists are not favourably disposed towards gender mainstreaming, despite their significant understanding of the ideology.

Author(s):
Victoria Pereyra

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

Abstract:
This paper critically analyses the extent to which the media's framing of incarcerated women and female prisons in Argentina from 2001 to 2010 has granted (or denied) grievability to their lives.

Media plays a key role in framing what is perceived as 'reality'. In Frames of War, Judith Butler (2009b: xi) argues that efforts to control the 'visualized and narrated' dimension of a subject greatly delimits public discourse, establishing the parameters of reality and regulating 'what can be seen and what can be heard'. In this sense, the power of media is particularly significant for those who are traditionally marginalized and excluded. Indeed, the media's power to define certain lives as liveable lives, and certain lives as unworthy, has great consequences for the conditions of living of those marginalized (Butler, 2009b). This issue is especially crucial for imprisoned women. Media power in granting or denying grievability to incarcerated lives is further reinforced by the fact that their lives may only reach the public through media frames (Bouclin, 2009). Indeed, the media constitutes the main channel through which popular imagination of incarcerated women's lives, and the public policies affecting their lives, is built (O'Sullivan & Wilson, 2006; Levenson, 2001). This issue is especially important if we take into an account the massive increase in female incarceration evidenced in several countries around the world (Walmsley, 2010).

The paper takes Judith Butler's theoretical work on gender and normativity (1990; 1993), as well as media and representation (2004b; 2009b), as a relevant framework for the literature on female incarceration and the media. It uses elements of discursive and semiotic analysis to examine the norms which have regulated the portrayal of death and life inside women's prisons. It develops an in-depth analysis of a created sample based on all the news-articles published by the three main daily Argentinean national newspapers: La Naciòn, Clarìn and Pàgina 12.

It argues that media frames have both justified violence against incarcerated women and granted certain levels of grievability to specific prisoners, following a particular script built around normative ideals based on motherhood, whiteness and class. While the prison conditions of all women's prisons attempts against their health and basic human rights on a daily basis, this precarity will only be acknowledged by the media if they 'perform' as 'women' following a specific script based, mainly, on motherhood, whiteness and class. This tight script, then, frames lives as worthy and unworthy, differentiating the claims that may be heard from those that will be silenced and concealed.

Thepaper develops an in-depth analysis of the relationship between gender and media, and the close relationship that exists between the concepts of gender-based performativity and precarity outlined by Butler (2009a: iv). It calls attention to the need to challenge the ways in which mainstream media frames those excluded and explore further how acts of resistance to these frames may be exercised.

Author(s):
Abigail See
Rebecca Cheang
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Chloris Jiang
Arul Chib

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

Abstract:
This research study aimed to understand the factors that lead to social exclusion among foreign wives in Singapore and the role that Information and Communication Technologies (ICTs) played in social inclusion and empowerment. We investigated whether ICT usage can alleviate social exclusion, according to the framework by Kothari (2002), and if it can lead to empowerment. Empowerment is achieved by defining personally meaningful goals, carrying out actions toward goal achievement and reflecting on the impact of

actions in relation to goal achievement (Cattaneo & Chapman, 2010). ICT usage can be a driver for empowerment as it encourages participation and allows assertion of autonomy (Obayelu & Ogunlade, 2006).

There has been an increasing trend of migration through marriage in Singapore, especially between foreign brides and Singaporean men. The share of these marriages rose from 21% to 31% within a decade (Singapore Department of Statistics, 2010). Research worldwide has documented the myriad of problems foreign wives face during the process of immigration adaptation (Yang & Wang, 2003), which coincide with the factors that lead to social exclusion (Kothari, 2002). In Singapore, foreign wives do not automatically attain the status of a permanent resident or citizen, while these criteria remain vague. Embedded in legal limbo, these foreign wives face limitations such as limited job opportunities. As work is central to one's level of self-efficacy and self-esteem, particularly for those who are career-oriented (Sadeghi & Vasudeva, 2005, 2006), and an antecedent of empowerment, the inability to gain employment may lead to disempowerment (Cattaneo & Chapman, 2010).

The current literature suggests that ICTs can be a source of social support to help migrants adapt to life in their host country (Choi & Chen, 2006), a tool to broaden their social network (Thomas & Lim, 2011). A research gap identified is the lack of understanding how this particular group of migrants, i.e., foreign wives, can leverage technology for social inclusion and empowerment (Constable, 2006; AWARE, 2006; Yang & Wang, 2003; Suzuki, 2000).

Drawing upon qualitative data from in-depth interviews with ~30 foreign wives in Singapore, we found that respondents who used the Internet frequently tended to form online social communities according to nationality, offering social support and tangible help to one another. Although not a direct cause of empowerment, ICTs still act as an agent to enhance social inclusion.

Nonetheless, there remain significant barriers to adoption amongst certain respondents, particularly a lack of knowledge about the advantages afforded by ICTs. Respondents adopted ICTs differently according to affordability and their willingness to learn. We conclude with recommendations to raise awareness about the problems foreign wives face, and as a further contribution to the literature on ICTs and migration.

Author(s):
Claudia Pedraza Bucio

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

Abstract:
El artículo plantea la problemática que supone la presencia de las mujeres en el ejercicio del periodismo deportivo, un ámbito de gran peso dentro de la industria de los medios de comunicación. El trabajo retoma la necesidad de visibilizar a las mujeres dentro de los industrias mediáticas, principalmente en su papel de emisoras; necesidad que ha sido planteada por los estudios de Género y Comunicación, concretamente a partir de los trabajos de autoras españolas como Martha Bach, Juana Gallegos y Ana Alonso, al igual que académicas mexicanas como Aimée Vega, Josefina Hernández Téllez y Elvira Hernández Carballido.

 La reflexión parte de utilizar el concepto de *orden de género* para caracterizar al ámbito deportivo como un espacio de distinción genérica donde el dominio se construye en torno a la masculinidad, lo que ocasiona una exclusión simbólica y real de los elementos femeninos, que deriva en una incorporación desigual de las mujeres al deporte.

A partir de esta idea, se analiza la forma en que esta exclusión trasciende en primera instancia a la representación del deporte femenil en los medios de comunicación (marcada por la estigmatización, desvalorización y subordinación); y en segundo lugar, al ámbito del periodismo deportivo (marcado por las dificultades para su acceso y participación de las mujeres). De manera general, dentro del contexto mexicano, se presenta el panorama al que se enfrentan las reporteras de deportes, con un orden de género que condiciona los temas, las formas y los puestos que pueden ocupar en su práctica periodística.

No obstante, su ejercicio periodístico también se puede caracterizar como una práctica a través de la cual generan un capital simbólico que les permite adquirir poder para transformar el orden de género excluyente que impera en el deporte (tanto en las canchas como en las redacciones) a partir de una doble *transgresión*. La primera, al *transgredir para comunicar*, supone la importancia de su acceso a un ámbito

excluyente desde el cual demuestran que las mujeres *sí pueden* hablar de deportes. La segunda, al *comunicar para transgredir,* se relaciona con su participación como emisoras de mensajes con los cuales es posible construir una representación social del deporte diferente a la que ha impuesto el modelo de masculinidad hegemónica. La intención final del artículo es revelar la necesidad de analizar la experiencia de las mujeres en su ejercicio del periodismo deportivo, para poder encontrar los enclaves de poder de esta doble transgresión.

Author(s):
Jeanne Prinsloo

Title:
Reviewing research: the sexualisation of girls

Abstract:
Recently public debate has increasingly foregrounded a concern with the commodification of childhood as a threat to its presumed innocence and enchantment. Disquiet is expressed in relation to two issues, namely violence and sexualisation, while seldom recognizing the gendered nature of these concerns and perhaps the interconnections between the two. Hypersexualisation, which is largely understood to pertain to girls, is attributed to the impact of media, consumer culture and the 'commodification' of children. As in other debates relating to sexual politics, there is no consensus about the relationship between the media and the sexualisation of girls. This paper sets out to interrogate the research done in relation to the sexualisation of girls and to argue that the two dominant paradigms do not adequately address the issues.

The different scholarly paradigms include the effects tradition and Cultural Studies approach. Research in the effects tradition asks 'What do the media do to children?' and assumes that media structures and content determine the meaning attributed it by the audience, in this instance girl children, who are viewed as vulnerable to becoming little 'lolitas'. It justifies calls for censorship or regulation of various forms. While much of this research emanates from USA, these sets of ideas increasingly inform conservative authoritarian calls for censorship in southern countries, such as South Africa, even attributing the early onset of sexual activity to 'western' media. The question that responds to the 'ethnographic turn' in Cultural Studies, 'What do children do with the media?' introduces a different dimension as audiences are understood to negotiate media texts in relation to their lived worlds. The assumption of children are active agents has given rise to celebratory accounts of the child as the canny consumer, not duped by the media constructions. Increasingly, advocates of the active audience paradigm acknowledge that meanings, while negotiated, are done in conditions not of their own making. In spite of this, the research continues to focus on negotiations of media without adequately addressing the texts they engage with. It also fails to addresses systemic power relations, notably gender, class and race, and its interconnections thereby evading the interrelationship of cultural products and little girls' subjectification.

This paper seeks to open up the discussion by problematising both approaches. It recognises childhood as socially constructed and conceptualises identity, including gender identity, as performed (Butler). It argues for a cultural studies or constructionist approach informed by Foucault's understandings of discourse and the formation of subjects through practices. The media texts, here those targeting girls, create discursive subject positions for the audience. The powerful discourses inscribed include patriarchy and are framed within a capitalist consumer culture. The paper considers what a holistic research approach with a renewed interest in text and context might do, arguing for the explicit re-insertion of issues of power into the equation, illustrating this by using a southern scenario, namely rural KwaZulu-Natal in South Africa.

Author(s):
Ana Escosteguy
Cristiane Gutfreind

Title:
Heroines: Biographical Stories within Brazilian Media and Cinema

Abstract:
The biographical stories, testimonials and diaries have increased their visibility within the different media, mainly, from the popularization of the web 2.0. We understand biographical stories as those which are told by the person who experienced particular events and facts. As a consequence, the voice of the subject gives authenticity to the story and it is related to one's identity, mixing authentic details, common-places and

fictional traces. The purpose of this paper is to discuss the presence of personal or biographical narratives within current Brazilian television formats and cinema.

Our interest is to highlight particular stories' characters. Although the celebrities' personal life is often stressed within the mediascape, the main focus of this paper is strictly related to ordinary people, more specifically, women's biographical stories. The analysis is based on the documentary Estamira (Marcos Prado, 2006) which tells the story of a sixty three year-old woman who has mental disturbs and lives in a landfill. On the television, we selected 12 women's testimonies among those aired at the end of the daily chapters of two telenovelas: Páginas da Vida (Globo, July/2006 to March/2007) and Viver a Vida (Globo, September/2009 to May/2010). These testimonies are available in http://paginasdavida.globo.com/Novela/Paginasdavida/0,,AA1249948-5744,00.html (acessed in 01/30/2012) and http://viveravida.globo.com/platb/portal-da-superacao/ (acessed in 01/30/2012).

All of the analysed stories emphasized aspects related to maternity as well as love relationships, this is, aspects considered part of feminine identity and of a gender concept. Besides, as retrospective narratives register past events, they depict fundamental traces of feminine identity construction. Note that the intention here is not to review the trajectory of identity and gender concepts or treat them as a category that is inherent in and innate to groups and/or communities, but focus on their social construct framework, implying the existence of values, rules, postures, obligations and duties that express what it is like to be a man or a woman in a given culture or society. The understanding is that identities are being permanently constructed, constantly changing, crossed by public discourses such as television and cinema discourses. Our findings reveal that in both settings – television and cinema – the analyzed narratives were constituted by dramatic trajectories, in which even the most tragic stories had happy-endings with their characters overcoming difficult problems and becoming better persons. In sum, those biographical stories are often sustained by realistic dramatic strategies which give authenticity to the stories at the same time that the characters become heroines.

Author(s):
Thembi Mutch

Title:
"Underneath our burkahs we wear thongs" Zanzibar Muslim Women, identity, change and the Media.

Abstract:
This paper discusses the conversations North- South for Zanzibari women in East Africa. The women on this Muslim island are torn between the conflicting traditions of the 'old' (which also links to the geo-spatial notions of the local), and the pull of the 'new' modernity as interpreted by Giddens (1995) Thompson (1995) and Featherstone (1999). However this paper suggests the matter is far more complex: the old dichotomies do not hold up, and there is a magpie nature to Zanzibar women's selection of information and creation of imaginative conversations and imaginary identities. This paper is a section from my PhD, looking at Zanzibari women's identity and agency, with reference to media. (Due for completion July 2012)

In the paper there is not a straightforward push-me pull you for the informants between the external, 'foreign' (Global North) informalisation of modern life (Wouters 2009) and the demands of the more formal, prescribed traditional 'old'. Whilst I posit that both the categories of old and new are conceptual ciphers, these are also made manifest as evidenced by the research.

The essentialist discourse based on an 'us and them' dichotomy, contributes in certain cases to the shift from an open to a closed discourse identifying the nation as a culturally and ethnically homogeneous group, therefore excluding minorities and obliterating internal differences (Madianou 2005). The reflexive project of creating the self, an essential element of modernity, argued by Featherstone, (1990) is tempered and influenced by the patchwork experience of modernity for Zanzibaris. Modernity is in some ways exemplified by international media.

The conventional arguments offered by the above theorists assume a strong state, and strong media in their aruguments promoting the influences of globalisation, in Zanzibar this is not the case. In addition, with the lack of embedded democratic practices in the state, and commercial and political life, a corrupt society of bartering and social capital, I argue that gossip and constant iteration of notions of community (Umma in Islam) plays a vital part in ordering the conversations around national identityThe conversations I analyse explore how ideas of change, progress and development are linked to public and private space, time and

identity. Democracy, modernity, media and agency are ideated by Zanzibari women in relation to complex notions of appropriate behaviour, and incorporated into existing 'traditions'.

What is furthermore pertinent is how Zanzibaris' appropriate media messages from the North- for example Multi-culturalism and hybridity from the USA, or role models such as Barak Obama, and appropriate them as their own. The media (in its many forms- particularly SMS, internet and television soaps) becomes another voice in the competing array of voices that vye for attention, reputation and power, and feeds into a broader discussion about national identity, moral codes, and change.

Drawing on work by Butler (2007) Madianou (2009) and Goffman (1963) I argue that that within the modern project of the creation of self- an essential component of modernity- there are clear performances to avoid shame, loss of face and maintain reputations, and constant efforts to enforce the definitions of what the 'right way to be Zanzibari' is.

Author(s):
Janet Kwami

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

Abstract:
New technologies have the potential to produce varying forms of opportunities and possibilities for marginalized groups to engage in their own kind of grassroots development and social change. Current research on the social aspects of new ICTs tends to focus on technical innovation at the expense of social appropriation. This study on the other hand seeks to understand how Ghanaian market women organize trade, enterprise and social networks through new ICTs such as mobile phones as they engage in grassroots strategies towards their own configuration of socio-economic development. In the Global South, trade and enterprise evolve around informal networks that are both local and international. In Ghana, markets are one of the most dynamic spaces and are at the heart of economic sphere where local and global exchanges have implications for socio-economic growth at both the macro and micro levels. The well-defined spaces for buying and selling are expanding with the wave of globalization and neoliberal government policies. With the advent of new ICTs, mobile phones have become an important part of Ghanaian daily life, enacted through local appropriation of digital tools to meet specific information and communication needs. This paper presents findings from an ongoing ethnographic study of how gender and new technologies intersect in the processes of social development among marginalized groups in developing countries.

While much has been written on gender and technology especially in the Global North and an increasing body of work considers digital and network technologies in the Global South, there is much less at the intersection between these domains. This gap leaves several questions to consider about how the introduction of ubiquitous communication technologies (such as the mobile phone) is varyingly translated across the landscape of gender relations around the globe. As such, this study focuses on where women are located or attempt to locate themselves in relation to network technologies such as the Internet and mobile phones. It interrogates the interrelationships between new digital technologies and socio-economic development among marginalized groups. Particularly, the issue of socio-economic development is approached not as a science applied by external experts but rather, how populations marginalized from the global economy or other structures of power attempt to 'do development for themselves' and how digital connectivity tools have become implicated in their efforts. By focusing on marginalization, attention is paid to the relationships between people, locales, and institutions rather than focusing on poverty, which tends to yield a more static framing around assets and accumulation. The focus in particular on the gendered dimension of technology uptake, appropriation and use, and the position women come to occupy in relation to ICTs is intentional and especially useful in examining issues of social justice in development practice in a digital age.

Author(s):
Milagros Rivera
T.T. Sreekumar

Title:
New Media, Gender and Leisure: Soft forms of subversion through the use of new media in Bangladesh

Abstract:
New technologies have the potential to produce varying forms of opportunities and possibilities for marginalized groups to engage in their own kind of grassroots development and social change. Current research on the social aspects of new ICTs tends to focus on technical innovation at the expense of social appropriation. This study on the other hand seeks to understand how Ghanaian market women organize trade, enterprise and social networks through new ICTs such as mobile phones as they engage in grassroots strategies towards their own configuration of socio-economic development. In the Global South, trade and enterprise evolve around informal networks that are both local and international. In Ghana, markets are one of the most dynamic spaces and are at the heart of economic sphere where local and global exchanges have implications for socio-economic growth at both the macro and micro levels. The well-defined spaces for buying and selling are expanding with the wave of globalization and neoliberal government policies. With the advent of new ICTs, mobile phones have become an important part of Ghanaian daily life, enacted through local appropriation of digital tools to meet specific information and communication needs. This paper presents findings from an ongoing ethnographic study of how gender and new technologies intersect in the processes of social development among marginalized groups in developing countries.

While much has been written on gender and technology especially in the Global North and an increasing body of work considers digital and network technologies in the Global South, there is much less at the intersection between these domains. This gap leaves several questions to consider about how the introduction of ubiquitous communication technologies (such as the mobile phone) is varyingly translated across the landscape of gender relations around the globe. As such, this study focuses on where women are located or attempt to locate themselves in relation to network technologies such as the Internet and mobile phones. It interrogates the interrelationships between new digital technologies and socio-economic development among marginalized groups. Particularly, the issue of socio-economic development is approached not as a science applied by external experts but rather, how populations marginalized from the global economy or other structures of power attempt to 'do development for themselves' and how digital connectivity tools have become implicated in their efforts. By focusing on marginalization, attention is paid to the relationships between people, locales, and institutions rather than focusing on poverty, which tends to yield a more static framing around assets and accumulation. The focus in particular on the gendered dimension of technology uptake, appropriation and use, and the position women come to occupy in relation to ICTs is intentional and especially useful in examining issues of social justice in development practice in a digital age.

Author(s):
Einat Lachover

Title:
Influential Women: Feminist Discourse in Women's Business Magazines – The Case of Israel

Abstract:
The current study seeks to analyze how a major Israeli business magazine aimed at women defines what makes a successful "career woman." Characterizing the nature of this discourse enables us to identify the gendered and social ideology embedded in the magazine. The study concentrates on one of the magazine's major projects, the choice of the "Woman of the Year," later reformulated as the "50 Most Influential Women" in Israel.

The paper begins with a theoretical section reviewing changes in the Israeli economy, most significantly the processes of capitalist globalization and neoliberalism. We then discuss the status of women in the Israeli labor market. This is followed by a discussion of the concept of "career woman" and her representation in the media, and particularly in business magazines. Next, the theoretical concept of "career feminism" is introduced, and the complex gender discourse that emerges from, and is constructed by, women's magazines, especially those for working women, is discussed.

The paper then presents the results of a study analyzing coverage of the "Woman of the Year"/"Influential Women" project in *Lady Globes* from its inception in 1990 until 2010 including analysis of the short texts about the selected women that accompanied the lists.

On the whole, the *Lady Globes* project calls for equal rights and opportunities for individual women in the existing sociopolitical order. The aim of the project is to enable women to fulfill their potential and exercise

their rights in the same way that men can. Throughout the years, the dominant discourse in *Lady Globes* reveals the central importance of the values of power, hierarchy, competition, money, sociocultural hegemony and individualism. The *Lady Globes* project seeks to empower the individual woman by presenting individual success stories; it does not echo the call of liberal feminism for a collective fight for a change in social policy. Therefore the discourse in the magazine reflects what Ferree and Hess (2000) term "career feminism."

Indeed, the results reveal that over the years, the *Lady Globes* project has come to include more and more career women, more and more women holding prestigious positions, and more and more women in business and finance. This changing representation demonstrates that, the concept of a career for women has become a more accepted and legitimate goal.

The *Lady Globes* discourse can also be seen to reflect the overall socioeconomic changes in Israel. *Lady Globes* is aimed at women who have benefited from the transition to global capitalism and neoliberalism and the feminist laws that have enabled and encouraged individual women to acquire education and well-paid positions. In addition, the discourse of career feminism in *Lady Globes* echoes developments in the Israeli feminist movement. The radical feminism that emerged in the country in the 1970s gave way to liberal feminism and the peace movement in the 1980s.

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Author(s):
Sara Liao
Miao Li

Title:
The Influence of Individualism and Collectivism toward Third-person Perception and Restriction on Videogame Pornography

Abstract:
The impact of media pornography became a major social concern and received plenty of research interest from numerous scholars in past decades. This research was conducted under the context of videogame, which attracted millions of players and had great capability on influencing their thoughts, attitudes and behavior, especially to the young generation; meanwhile, it was a context that had been little explored by prior researchers.

The theoretical base in the current study was the third-person effect theory which predicted people perceive that media influence others' attitudes and behavior more substantially than themselves. Plenty of empirical studies provided evidence for the validity and reliability of the theory, which efficiently helped us to understand how and why the public opinion was against the socially objectionable media contents such as violence and pornography, further explaining the support for restriction on them.

The major concern in the study was introducing cultural elements of individualism and collectivism to correlate with third-person perception and media restriction. Prior researchers provided evidence that individualism and collectivism could coexist within one cultural system and might affect audience's perception toward media pornographic images, as well as their attitudes on restriction of undesirable media content.

Targeting college students, a random sample of 806 students of the Chinese University of Hong Kong completed the questionnaire. The results revealed the difference between demographics and respondents' third-person perception, as well as their attitudes on media restriction. The influence of collectivism and individualism on the third-person perception was also analyzed, though both were not significant predictors of the perceptual discrepancy that caused third-person effect, which was contradicted to previous empirical findings in studies like those of Internet pornography. However, the two factors were highly related to the attitude toward restriction on videogame pornography. Discussion was followed and implication were to give to further studies on the realm.

Author(s):
Slavka Antonova

Title:
Gender and multistakeholderism: Women's rights in global Internet governance debate

Abstract:
At the 2011 Internet Governance Forum (IGF), in Nairobi, Kenya, the issue of women's participation in the multistakeholder process was debated, in order to ensure women's rights perspectives are included in deliberations. My research of the emerging global Internet governance regime, in the Internet Corporation for Assigned Names and Numbers (ICANN) and at IGF, has demonstrated that, indeed, deficiency of appreciation of women's participation, insights, contributions, and, ultimately, concerns can be detected.

This investigation is embedded in the larger perspective of identifying and making visible the power dynamics of the multistakeholder process, which normalize both the understanding of the Internet as an all-mighty agent of development and the construction of the Internet as a commercial platform. In the analysis, the domination of particular expert knowledge and organizational designs is illuminated.

After discussing two important aspects of engendering global Internet governance process, namely, women's representation and the effectiveness of that participation, a strategically new approach is outlined to sensitizing the discourses and practices to the gender perspective through constituting women's organizations and movements as a key stakeholder group in the collaborative policymaking process.

In the feminist literature on communication technologies and gender, women's experiences with communication technologies or women's participation in designing technologies have been studied extensively since the 1980s. For Wajcman, and a number of other authors, "[e]ngagement with the process of technical change must be part of the renegotiation of gender power relations" (2004). Nevertheless, women's participation in policymaking (and implementation of policies, for that matter) has not been theoretically scrutinized. In this paper, I review two theoretical perspectives, which could provide frameworks for understanding the issues, namely liberal feminism (achieving gender equality and closing the gender participatory gap) and post-modern feminism (reconstituting women's subjectivity and a shift in self-perception and self-actualization).
The analysis is based on interviews conducted with women in leadership positions in ICANN and on discourse analysis of transcripts of IGF debates. It is proposed that, when analyzing gender deficiencies in the global Internet governance process, we should focus on the cluster of power relations, which include class, race, nationality end ethnicity, and culture, in addition to gender. As Heike Jensen, the Chair of the WSIS Gender Caucus testified, "[t]he predominance of a gender-blind and hence male-centered discussion process has made it hard to even achieve a basic commitment to women's human rights" (2005).

This paper concludes by proposing a feasible way to sensitize the multistakeholder discussions of women's interpretations and uses of technologies - by constituting women's organizations and movements as an important stakeholder group. This translates into, 1/ formulating the diverse stakes using a language that the policymakers understand (regrettably, these are the market language and logic); 2/ requiring particular representative status in leadership and participatory structures; 3/ requesting accountability mechanisms and procedures in global policymaking bodies (national, regional, international and global bodies should be accountable for the diversity of stakeholders); and, 4/ consolidating women's organizations negotiation power in interrelated collaborative networks in order to produce consensus recommendations (the dynamic coalition format).

Author(s):
Shanthini Sarah

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

Abstract:
In India the transgender are marginalized, vulnerable minorities who has been subjugated to suppression, discrimination, alienation and exploitation. A community which struggles for their social acceptance has a deep rooted identity crisis, even the population of transgender in India couldn't be traced out as they are excluded from the census data and still remain as hidden population. However there are symptoms of changes like including the 'other' in voter's list, still their rights are at stake. The Indian constitution is yet to

recognize the sexual minorities at various levels. The mainstream mass media are mostly insensitive in portraying any minorities. Indian Cinema being one of the powerful mass media is consumed by the majority of the Indian population. From the inception of Cinema as an art, its dialogue with other art forms and culture is quite evident. Cinema is consistently involved in constructing identities. Rather than identity being an accomplished fact, it should be perceived as a 'production' which is never complete and always in process. Hence the researcher would like to analyse the identity created by the films through their images. 'Kollywood'(Tamil film industry) being the second largest movie industry in India is in a transition stage where the content and making of the films are reaching new horizons. Hence I could witness transgender in subsequent films in various characters ranging from supporting actors to protagonist of the film. At this juncture, there is need for analysis to trace out how the new identities are created for this marginalized community.

This paper would trace out the complexity and dimensions of representation of the transgender in Tamil cinema. As Stuart Hall the cultural theorists say, "Representation is an act of reconstruction rather than reflection" the researcher has analysed the construction of the Film text, addressing a range of important socio-cultural questions on transgender.

The researchers would do this Qualitative study by employing theories of visual analysis to analyse the text. Recent films on fiction as well as non- fiction like documentaries and docu-dramas will be chosen for analysis. The text analysis would focus on the depiction of the transgender and it explores the newer identities created for this stigmatized society in the films. A reception analysis will also be conducted by interviewing few transgender, an expert panel comprising resource persons from diverse field who have been consistently working for or on this community and also common men. Hence the study would focus on the issues pertaining to the imageries formed by the media for the transgender.

Author(s):
Anne Peacock

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

Abstract:
With the undisputed impact of information communication technology (ICT) on society, democratic governments are incorporating ICT reforms, which attempt to increase democratic participation and improve the overall lives of the most marginalized communities within society. In 2011, the UN Special Rapporteur for Freedom of Expression presented his report to the UN General Assembly, which states, "facilitating access to the Internet for all individuals, with as little restriction to online content as possible, should be a priority for all states." The report also notes, "the Internet has become a key means by which individuals can exercise their right to freedom of opinion and expression," and that "the right to freedom of opinion and expression is as much a fundamental right on its own accord as it is an 'enabler' of other rights, including economic, social and cultural rights." However, a research gap exists between such acknowledgement of the benefits of improved access to the Internet and the actual empirical measurement and evaluation of the specific results of these digital inclusion projects, especially from the perspective of women users.

This paper is part of my in-progress doctoral thesis, "Freedom of Expression's Role in Creating Universal Access to the Global Information Society." Six years after the WSIS Plan of Action, the project analyses the successes and challenges of the efficacy of digital inclusion initiatives at a local level, especially in achieving access to relevant information in the most marginalized populations of Jalisco, Mexico. This paper will focus specifically on female users of digital community centers: perceptions of the impacts these projects have had on their lives, how they became users, and how these women feel they will be benefited by this project in the future. The paper answers four primary questions: 1) What information is being accessed by female users of local digital community centres? 2) Why is this information being accessed? 3) How has information been used in the daily activities of the users? and 4) What information is not currently being accessed that should be available in the future?

Three groups of hypotheses were developed to evaluate the effectiveness of the centres in providing community access to relevant information: effectiveness in addressing community needs; funding, training and capacity building; and involvement of stakeholders. The paper will discuss the perceived successes and failures of the digital inclusion of female users. I argue that important factors for success include placing digital community centers within accepted community institutions like libraries, as well as combining offline activities with digital literacy programs. More broadly, the paper will discuss how this digital inclusion is not

only vital in working towards the fulfilment of freedom of expression, but also obligations under Articles 3 and 14 of Convention on the Elimination of Discrimination Against Women.

Author(s):
Xaio Han

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

Abstract:
Never before has the world experienced such dynamic change in new technologies. This study aims to provide a critical and thorough examination of the role that the Internet plays in Chinese women's empowerment. Specifically, the principle issue of the proposed work is to explore how Chinese women, by way of online groups and women's blogosphere, organise activities and speak up voices to fight for gender equality within the complex political, cultural and social conditions of contemporary China.

Under the influence of the 1995 Fourth World Conference on Women (FWCW) in Beijing, 'empowerment' has become an innovative word that takes up an increasingly important position in women's studies. Though the concept is still slippery and difficult to define, there is a common thread that exists between the analyses of women's empowerment. It consists in a process whereby women's several different abilities, be their options, choices, control or power, come to bring about, through bottom-up 'inner transformation', the shift in perceptions of human agency (Malhortra, et al., 2000, p.5-6). Building upon conceptualisation of women's empowerment by previous literature works, the reformulation here carries over the elements of power, process, agency, resources and achievements, along with the gendered components. It consists of at least three aspects of women's empowerment dynamics: a) women's agency from a gender lens; b) women's resource mobilisation; c) women's identification. The presence of women's agency involves choice, control, voice and power. Resource for women is not only a medium but it has the potential to mobilise women for collective/individual voices in public sphere. Within the process of women's empowerment, identity has become an increasingly influential concept of women's representation, which is both a matter of individual and collective process of construction.

In the Information Age, with the advent of the Internet, women have more opportunities to self-express, communicate, and network compared to traditional media. However, the ways in which the Internet frames the process of women's empowerment constructions have yet to be clearly conceptualised. This research project aims to fill in this gap, discussing the Internet, as an alternative platform, makes it possible to chain women and their empowerment in the same pathway. The Internet is the entry point and the medium through which women's concerns are essentially expressed. It provides the expanding spectrum in terms of resources redistribution of 'flows of information gathering and dissemination' (Sreberny, 2005, p.288) for women to organise and take activities on issues of gender relations. By use of the Internet, women could, on the one hand, recognise they are as a social subject as men; on the other hand, women's subjectivity can also be recognised by men. Furthermore, the Internet has the ability to reach and benefit the construction of women's identification.

Author(s):
Akina Mikami
Vipul Khosla
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Klara Debeljak

Title:
Combating gender-based violence through C4D: 'Use Your Voice' campaign and its implications on audience-citizens in Papua New Guinea

Abstract:
In recent years, both academic and policy research on Communication for Development (C4D) have focused on the role that media and communications can play in promoting gender equality and broader development goals. By offering symbolic resources in the public communicative realms for audience-citizens to engage with, media can challenge norms that lead to violence and make visible, a range of ideas and tools that can lead to changes in knowledge, attitude and behaviour (Sandler, 2008; Steeves, 2000; Wilkins, 1999, 2000). In Papua New Guinea (PNG), gender-based violence (GBV) is endemic in the communities. According to

the United Nations 2011 Gender Inequality Index, PNG has a high level of inequality and is rated 153 out of 187 (UNDP, 2011). Statistics reveal that GBV is widespread in the country: two out of three women have experienced domestic violence and 50% have experienced forced sex (UNDP 2007-2008). This paper explores the role that media and communications, in particular radio talk-back shows and mobile phones, can play in combating GBV by conducting an impact analysis of a campaign on PNG citizens. The "Use Your Voice" campaign was launched in September 2011 involving weekly talkback shows on national public broadcasting radio, public service announcements (PSAs) featuring major names in Australian rugby, a press conference, television talkback and messages spread through 1.4 million mobile phone users. The campaign also hosted a national competition for best community-based initiative to end GBV in PNG. While there are many studies conducted on the representations of campaigns or political economy of C4D campaigns, there is little research on how audience-citizens engage with the campaign in diverse ways and its implications on their understandings of GBV at an extensive, national scale. Moreover, despite the important role that media and communications can play in transforming gender ideologies, little focus has been placed on engaging male audiences in assessing impact on communications targeted at women's rights and gender-related issues.Through conducting a nationwide quantitative survey with 1,280 citizens across four main regions, this paper examines the extent to which both female and male audiences in PNG engaged with the campaign through what type of media platforms and whether it lead to changes in their understandings of GBV. The findings will be gender and age disaggregated to explore the differences in impact on men and women across different generations and geographical locations, ensuring that audiences are not treated as a monolith. Through impact analysis of the campaign, the paper also highlights where the blockages in information flows might be and the extent to which access to technological, political and social capital may be uneven across gender, generations and geographical areas within PNG.

NOTE: The campaign mentioned above is part of a media development initiative (MDI). It represents a tripartite arrangement between National Broadcasting Corporation (NBC) of PNG, Australian Broadcasting Corporation (ABC) and Australian Agency for International Development (AusAID). It provides assistance for capacity building within NBC through ABC International Development and is supported financially by AusAID.

Author(s):
Nainan Wen
Cherian George
Xiaoming Hao

Title:
Gender and Political Participation: News Consumption, Political Efficacy and Interpersonal Communication

Abstract:
Women have made much political progress in recent decades as more and more women turn out to vote and hold political offices (Lovenduski, 2005; Paxton, Kunovich, & Hughes, 2007). Nevertheless, research on women as political communication sources and audiences finds a persistent gender gap. Men have been and continued to be better informed about and more interested in political issues than women (Bimber, 1999; Carpini & Keeter, 2000; Nash & Hoffman, 2009; Verba, Burns, & Schlozman, 1997), and women are found to be less active in the participation of formal politics (Norris, 2002; Parry, Moyser, & Day, 1992; Schlozman, Burns, Verba, & Donahue, 1995; Schlozman, Burns, & Verba, 1999; Verba, Burns, & Schlozman, 1997).

The gender gap theory for political participation, however, is not free of challenge. Some recent studies show that women, depending on the type of participation, are now exhibiting higher levels of political involvement and have been more active in community activities, grassroots movements, and NGOs (Bakker & de Vreese, 2011; Burns, Schlozman, & Verba, 2001; Calenda & Meijer, 2009; de Zuniga & Valenzuela, 2010; Enns, Malinick, & Matthews, 2008; Quintelier & Hooghe, 2011; Zhang, Johnson, Seltzer, & Bichard, 2010). Despite research interest in gender differences in political participation, little is known about the impact of external factors, such as political information, knowledge and efficacy and sense of civic duty, on differences between males and females in political and civic engagement. This study aims to fill in this gap.

We set out to answer two related questions. First, is there a gender gap in political communication among young males and females with similar educational background? Second, how do factors such as news consumption, political knowledge and efficacy, and sense of civic duty, interact with the relationship between gender and political communication?

Through a survey of university students in Singapore, this study showed that male respondents felt more efficacious and possessed more political knowledge than their female counterparts. We also found that men were more active than women in engaging in political activities, such as posting comments on a news website or political blog, forwarding links to a political video or news article, posting comments, questions, or information about politics on a website, and posting comments on blogs about politics or current affairs. Results further showed that even controlling for the level of political knowledge, political efficacy was the sole predictor of young men's political communication, whereas political efficacy, sense of civic duty, and news consumption via new media interrelated in determining young women's political communication. When controlling for news consumption from both traditional and new media, SNS (social network sites) news consumption became a strong predictor of women's political communication.

Overall, our findings suggest that gender matters differently in political communication. In general, males are more likely to engage in political communication and are more politically knowledgeable. For men, political efficacy is the most important factor that affects their political communication. For women, who are less active in political communication, news from new media sources, such as social network sites, tends to be associated with their political communication patterns.

Author(s):
Qi Ling

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

Abstract:
Because of the copyright cooperation, Cosmopolitan China inevitably conveys Americanized sexual values, which contain feminist ideas on sexuality inherited from feminist movements. In the past, female sexuality in China was either silenced or passive in the realm of mass media; however, nowadays it is being represented in medias increasingly and more explicitly, one media form of them being the transnational women magazine, which has been playing a leading role in constructing an empowering discourse for female sexual identity.

This study analyzed sex-related articles in Chinese version of Cosmopolitan from 1999 to 2011 to see what kind of female sexual subjectivity had been constructed. Four discourses on female sexual subjectivity were discovered. First, being sexy is a form of feminist power. The signified of 'sexy' has gone beyond body and interwoven with immaterial characteristics such as female independency, confidence and wisdom. However, the approach to realize a 'sexy women' suggested by the magazine is materialized and commercialized.

The second discourse is the urge of a male-modeled female sexual subjectivity. Females are persuaded to separate sex, love and marriage, or evaluate males by appearance, to be lecherous or flower-hearted, so as to empower themselves. The discourse of "act like men (in sex)" can be interpreted as a lack of political language in sexuality that females can only utilize male-defined 'subject-object' power relation discourse to empower themselves.

The third discourse is seeking self-desire and self-pleasure. Females are encouraged to raise self consciousness of sexual desire and actively seek bodily pleasure. But such claim is embedded into very dramatic stories distanced from daily reality of most ordinary women. Also, in the process of seeking, individual females rather than macro social-historical factors are blamed for their conservativeness in sexual relations. Moreover, female's own desire is constructed towards 'to be desired' by males.

The forth discourse is that 'extra-marital sex signifies female sexual potential'. Males' extra-marital sex is implicitly represented as natural and could be forgiven under certain conditions. However, female's extra-marital sex is on the one hand implicated as manifestation of female sexual potential and on the other hand be alarmed and restricted by reminding negative consequences. Thus, females are positioned in a dilemma situation around the issue of extra-marital sex.

This paper acknowledges that the expression and transformation of female sexual subjectivity in this America-China cooporated women magazine has open up a broader discourse space for female sexuality empowerment, but it should also be cautiously examined. This essay tries to apply Foucault's theory of 'knowledge-power' to analyze how the patriarchy operates in a productive rather than a restrictive way in constructing female sexual identity in a transnational women magazine. The paper argues that the

construction of female sexual subjectivity in Cosmopolitan China cannot be over-celebrated as sexually progressive; rather, it can be the internalization of patriarchy inside the disciplined women.

Author(s):
Fie Velghe

Title:
"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.

Abstract:
The recent uptake of Information and Communication Technologies (ICT's) and of mobile phones in particular, has been especially remarkable in the developing world. Even amongst the poorest and most secluded sections of the world's population, the adoption and appropriation of this cheap and easily accessible and operable telecommunication technology is remarkably high and still increasing. For the first time in history the marginalized and disadvantaged can also take part in the telecommunication society. As mobile phone use is embedded in existing social and economic practices and realities which deeply influence people's mobile phone use, it is important to keep in mind that people's socio-economic realities and livelihoods (re)shape technology as much as technology (re)shapes society.

Based on ongoing ethnographic fieldwork in Wesbank, an impoverished and highly excluded community on the outskirts of Cape Town, South Africa, this paper discusses the ways in which and to what extent illiteracy and device illiteracy influence the appropriation and use of the mobile phone and vice versa. By looking at different cases of mobile phone use of illiterate middle-aged women with an often very limited educational background, this paper explores the informal learning practices these women engage in, in order and in an attempt to get as much out of their technological device as possible. Trying to circumvent the limitations and frustrations their illiteracy causes, these women have found their own ways to appropriate the phone without being able to actually 'read' the device. Moreover, driven by their media ideologies and by their ideas on what mobile phone use can possibly offer them, the new communication technologies seem to instigate literacy interests and practices that often emerge in very informal, but highly instructive learning environments in which anyone with any knowledge on mobile phones becomes a potential and highly appreciated tutor. In this way, the mobile phone has become a learning tool, nourishing learning practices and in an unprecedented way urging women to explore and learn, and to confront themselves with and challenge their illiteracy and the limitations it causes.

Author(s):
Eno Akpabio

Title:
Using new media to further the goals of gender equality: A case study of a Southern African NGO – Gender Links

Abstract:
Gender Links (GL) is a Southern African NGO working towards achieving the goal of gender equality in Southern African Development Community (SADC) countries. GL's main areas of focus are the media, governance and gender justice. Gender Links engages with and communicates its mandates to stakeholders and its target audience through the deployment of traditional and new media. The latter's use by GL is critically appraised in this study bearing in mind that arguments regarding miracles that ICTs are capable of performing have been described as been marked by optimism, general statements and enthusiastic accounts that are not borne out by evidence on the ground (Alzouma 2005). Similar sentiments have been expressed by Sreekumar and Rivera – Sanchez (2008) who note that community activists, citizens groups and donor-dependent NGOs have deployed ICTs with a view to enhancing employment opportunities, alleviating poverty, empowering subaltern classes or women (emphasis added), creating sustainable livelihood, strengthening neighbourhood ties and supporting e-governance with limited success. Tsui (1999) has developed two categories – mainstream and critical - for the differing perspectives on ICTs and development. Scholars in the mainstream category such as Parker, Hudson, Rogers and Pool see ICTs as spawning self and community development as well as bottom - up participant communication. Scholars with more critical perspectives such as Schiller, Hamelink, Teheranian and Jayaweera see the adoption of ICTs as generally benefitting and supporting the global capitalist system through the active connivance of Third World political elites. Tsui indicates an appreciation of Teheranian's theory which she describes as

"insightful" (p. 87) because he locates grassroots communities and NGOs rather than national governments and the elites as the locus of social change while also calling for socio-cultural transformation instead of socio-structural change. In the light of the above postulations, one concern of this paper is how GL leverages new media in the fulfillment of its vision and mission given that technologies are not gender neutral and women are likely to have little access while bearing a larger brunt of their negative consequence (Steeves 1996). Another concern was to find out if GL's use of new media is in line with current literature on development communication that places a premium on grassroots' participation over and against transmission of experts' views and opinions. The overarching conclusion of the analysis of e-Newsletter, blogs and cyber dialogues deployed by Gender Links is that it enables participatory communication thus giving voice to local issues and concerns. The deployment of new media by GL in its work is a counter discourse to the view that ICTs are a male domain and thus instills fear in women. On the contrary, the study uncovered a familiarity with and seamless use of new media along with traditional media in the task of fostering gender equality by GL. The paper recommends that given the level of penetration of cell phones and their extensive use across the continent, it is about time these devices are also used to mobilize and engage with rural women in the important task of achieving gender equality in SADC.

Author(s):
Shubhda Arora

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

Abstract:
Seminal works of Sherry Turkle on the 'Second Self' and 'Life on the screen: identity in the age of internet' have established cyberspace as an important platform for the construction of self. This conceptual paper delves into an epistemological inquiry of the formulation of 'gender identity' through the mediated space of the internet. The anonymity offered within cyberspace gives an opportunity to adolescents to engage in internet based identity experiments and paves the path for establishing a gendered self. The paper contextualizes this investigation in the broader framework of the 'importance of self-exploration' among adolescents. This study develops from Calvert's argument of the body and identity. While adolescence is a crucial period marked by rapid bodily changes, the virtual sphere is free from the body. In the cyberspace, the body is a fluid and an ephemeral concept and takes any form and size. The paper is based on the premise that adolescents in India, experiment with their gender identity by creating a new kind of body, biological sex and age online. This self creation and self presentation makes the adolescent choose from a multiple number of identities and some may continue to live different lives online and offline.

The sociological discourse on identity development is centred on the works of Cooley and Mead. Sociologists are concerned with the formation of the 'me' through interpersonal interaction. Based on the theory of Marcia this paper proposes that internet based identity experiments provide Indian adolescents with a period of identity moratorium. The moratorium status posited at the adolescent stage is a time of upheaval where choices and values are re-examined and no commitment is made. These self explorations prevent adolescents from Identity diffusion.

This study raises some critical questions of whether internet allows adolescents the status of experimenting with their identity or is it just an extension of the real world on an alternate platform. The case of Facebook has been taken under consideration to understand if the virtual gender identity experimentation is liberated from the constraints of real life. With the inclusion of communities, groups and the presence of one's siblings, parents, cousins, aunts/uncles and girl/boyfriends on one's profile, do these adolescents enjoy the status of independent experimentation and identity moratorium.

The methodology proposed is a virtual ethnography and content analysis of the profiles on Facebook. In corroboration with this in-depth interviews with the participants would be conducted. The proposed methods would help the researcher garner an understanding of what kind of gender identity experiments are conducted online.

This study will provide insights into gendering of self through the medium of online social networks with special regard to Indian adolescents.

Author(s):
Wei Bu

Title:
Rethinking Feminist Theories Input and Local Knowledge Production:

Abstract:
China has undergone a rapid transformation in gender awareness, perceptions and social praxis since the 1995 United Nations Women's Conference took place in Beijing. Gender and media study has gradually become a highlighted knowledge in communication field, and many books and papers were published in mainland China, even China Communication University has established a research center for women and media in 2004. However, how these knowledge input into China before and after 1995? And which kind of knowledge was introduced to communication field? Who organized and interpreted the knowledge? Who took use of the knowledge? How did Chinese women movements influence on knowledge production? This paper will review the process of knowledge production and influential factors in Chinese context, explore the possibilities of local knowledge production and contribution to transnational knowledge and international women movement. There are four parts in this paper: 1. Background and conditions of knowledge production; 2. Nation, class, gender and racial analysis on knowledge input and production; 3. Political and economic analysis on knowledge production in communication field, including: media criticism, cultural studies, receipt analysis, and feminist communication activism (as an important knowledge on action); and 4. Summary: possibilities on local knowledge production in China.

Author(s):
Dominique Harriaon

Title:
"But Cya?!": A case study of Jamaica's E-Powering Jamaica – National ICT Strategic Plan, 2007-2012 and gender-sensitive initiatives

Abstract:
In many developing countries ICTs have been promoted as tools for development and gender empowerment. "Gender empowerment is equated to access to information and technology, but there are several concerns related to ICT access and their effective usage among women," and policy that need investigation (Muturi, 2006b, p. 133). Jamaica is in the midst of implementing ICT measures. It is also a nation where ICTs have been embraced as a tool for development and gender empowerment much more than any other island in the Caribbean region (Muturi, 2006). This study investigates Jamaica's "E-Powering Jamaica – National ICT Strategic Plan, 2007-2012" initiatives and its impact on women in Jamaica. This instrumental case study assesses the extent to which ICT measures include initiatives on behalf of women: Does Jamaica's "E-Powering Strategy 2007-2012" account for constraints faced by women in their access and usage of ICTs?

While the current literature on ICT policy and gender provide useful information for activists and researchers, there is a scarcity of research on the assessment of national ICT strategies and gender initiatives, especially within the Caribbean. The present research draws extensively from literature conducted by international development agencies, which includes multi-disciplinary research on the social dimensions of contemporary problems affecting women in development. Additionally, scholarly articles that center on gender and communication policy are included. Because this study is most concerned with Jamaica, case studies conducted about Jamaican women and ICT use are considered as well.

Hafkin (2002) developed a gender analysis to evaluate national ICT policy frameworks. The analysis was created to identify challenges and opportunities to improve the efficiency and equity of ICT policies and programs. It includes a checklist to assess ICT initiatives and their gender implications. The checklist identifies national strategy components that incorporate infrastructure, regulation, and ICT implementation. Additionally, the framework poses critical questions indicative of gender issues found within these strategic components. These questions were used to assess 14 flagship initiatives as outlined in Jamaica's national ICT strategic plan. A table was created that serves as a checklist to assess the gender aspect of each flagship initiative, according to Hafkin's framework.

Findings reveal that Jamaica's ICT policy considers the concerns of women to a degree. While Jamaica's E-Powering plan asserts to "integrate ICTs at all levels to form a knowledge based and educated society," the

plan excludes specific policy goals and strategies aimed at women. Some strategies intend to objectively promote universal access and usage of ICTs to support human and economic development, but many of the initiatives fall short of articulating specific measures that can support the participation of women. Having articulate strategies is important to combat barriers that individuals face in obtaining their human rights. Moreover, ICTs are tools that enable women to be active participants in public life by giving them the opportunity to be informed citizens. Policies that recognize that ICTs help to empower women, by including gender-sensitive measures, can support a more democratic information society that advocates on the behalf of women.

Author(s):
Carolina Justo von Lurzer

Title:
Sexualidades en foco: representaciones sobre la prostitución en la televisión argentina.

Abstract:
Este trabajo sintetiza algunos resultados de mi tesis de Doctorado sobre las representaciones de la prostitución en la televisión abierta argentina durante la última década. El objetivo principal de esa investigación consistió en describir y analizar dichas representaciones como un espacio de construcción, reproducción y articulación de sentidos sobre las relaciones sociosexuales y de género y como un espacio de normativización sexual y de género.

Para ello, abordé un conjunto de programas emitidos en televisión abierta durante el período 2000-2008. El período está delimitado por la proliferación de debates públicos sobre la regulación estatal de la prostitución y las políticas contra la trata de personas. Se analizaron programas periodísticos de investigación, en tanto se autodefinen como los espacios televisivos que representan las "problemáticas sociales" y se examinaron dos narrativas ficcionales que tuvieron a la prostitución como eje temático. Esto permitió observar la producción de sentidos sobre un problema en una trama cultural más amplia.

En este trabajo presenta algunos de los resultados de la investigación, en particular, el análisis de los sentidos sobre género y sexualidades que informan la configuración de las representaciones sobre prostitución. Las representaciones televisivas de la prostitución no sólo interesan en lo que expresan acerca de la prostitución -o incluso acerca de la televisión y sus modalidades enunciativas- sino también en sus desbordes, en aquellos sentidos que exceden la representación del caso y se orientan a la configuración de marcos de inteligibilidad sociosexuales y de género.

Focalizaremos aquí en una de las preguntas de la investigación: ¿qué se pone a consideración pública cuando se representa la prostitución? Por un lado, por supuesto, se ponen en escena conceptualizaciones acerca de lo que socialmente se entiende por prostitución y las perspectivas desde las que se aborda esta actividad. Por otro, se ponen en escena sentidos sobre las relaciones de género, la sexualidad, la maternidad, el amor, las relaciones afectivas, la conyugalidad, la monogamia; sentidos sobre el cuerpo y sus usos, caracterizaciones del placer y del peligro, la relación entre sexo y dinero, definiciones de explotación, trabajo y relaciones de clase, entre muchos otros aspectos. En definitiva, se ponen en escena formas de valoración social de sujetos y prácticas a través de los imaginarios sociosexuales (Sabsay, 2009) que los vuelven inteligibles, en el marco de la heteronormatividad (Richardson, 1996).

Por último y a partir de este desarrollo, presentaremos lo que hemos conceptualizado como una *pedagogía moral de la televisión*; esto es, el despliegue explícito o implícito de valoraciones, clasificaciones y juicios sobre las conductas, que se proponen como reglas para la acción (Durkheim, 1997). Estas reglas no sólo se orientan hacia aspectos del género y las sexualidades sino, en términos más generales, a un modo de disposición respecto del "otro" (Silverstone, 2010). Nos proponemos explorar algunos ejemplos paradigmáticos de esta pedagogía moral a partir de tres de los tópicos que contribuyen a dar forma a los imaginarios sobre las posiciones de género y roles sexuales atribuidos a las mujeres: el *sexo*, el *amor* y el *dinero*.

Author(s):
Venus Upadhayaya

Title:
Gramam Pudiya Udayam: A grassroots newspaper project bridging caste and gender divides in a rural Indian community.

Abstract:
Education is not literacy alone, and rural communities in India, though illiterate, are not uneducated. Each rural village has a deeply rooted culture with its own unique structure of education. Like all indigenous cultures, however, values are sustained that both help and hinder village progress, including modes of collaboration and cooperation between neighboring villages.

Decades of development failures globally have aptly demonstrated that top-down approaches that neglect culture and underestimate the intelligence of local people almost always fail. At the same time, most rural Indian communities do suffer serious basic survival needs and are characterized by deep and harmful social inequities—by caste and gender for instance—that should not be sustained in the modern world.

Any intervention in these villages must identify problems and solutions from local perspectives. This requires an extended commitment to listening, building rapport, and understanding the nuances of local culture and politics, resources for social change, and patterns of local leadership and discrimination. Over time, this process of dialogue leads to creative ideas for projects that may help villagers further delineate their needs and empower them to pursue collaborative solutions. This is my approach when I sit with communities to design community media.

I view community media as a missing link between indigenous communities. These media have the potential to build free channels of communication between otherwise non-communicating heterogeneous communities and their members, help them develop and maintain their collective identity and culture, and identify their aspirations and future information needs. The idea is simple – treat community not just as a listener/viewer/reader, but as producer and generator of information, and furthermore, as an active decision maker who is consulted, appreciated and inspired.

The central assumption of *Gramam Pudiya Udayam*, the monthly newspaper of SARVAM, a model village project of Sri Aurobindo Society, Pondicherry, is simply this: the community is intelligent enough to take decisions for itself; all it needs is a sensitively designed platform for multi-party interaction and the pooling of collective information and knowledge.

Before initiating *Gramam Pudiya Udayam* (meaning the new village dawn in Tamil), we consulted extensively with the community of seven villages, and we made sure not to intimidate its representatives by talking in journalistic jargon. We designed a very simple exercise, which helped the community to outline what it would value in a newspaper.

Today in this community with limited literacy, *Pudiya Udayam* has not only inspired people to discover their long lost dreams but also helped them to identify role models among themselves, including women, who previously had limited self-esteem and were not considered leaders. The newspaper has created fresh channels of communication between two villages in particular separated by caste over centuries and has given women a new common identity: that of thinkers, writers and readers – an identity they are very proud of when they sit among themselves and discuss their lives.

My paper describes and analyses the lessons learned from the *Gramam Pudiya Udayam* project, including extensive consultation at every step of decision-making, and the surprising ways in which the project has enhanced literacy, encouraged novel modes of self-expression, identified and established new community leaders, and is helping to bridge wide divides by gender, class and caste.

Author(s):
Margaretha Geertsema-Sligh

Title:
The Kindergarten and the Harem: Media, Politics and Polygamy in South Africa

Abstract:
Education is not literacy alone, and rural communities in India, though illiterate, are not uneducated. Each rural village has a deeply rooted culture with its own unique structure of education. Like all indigenous cultures, however, values are sustained that both help and hinder village progress, including modes of collaboration and cooperation between neighboring villages.

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I view community media as a missing link between indigenous communities. These media have the potential to build free channels of communication between otherwise non-communicating heterogeneous communities and their members, help them develop and maintain their collective identity and culture, and identify their aspirations and future information needs. The idea is simple – treat community not just as a listener/viewer/reader, but as producer and generator of information, and furthermore, as an active decision maker who is consulted, appreciated and inspired.

The central assumption of Gramam Pudiya Udayam, the monthly newspaper of SARVAM, a model village project of Sri Aurobindo Society, Pondicherry, is simply this: the community is intelligent enough to take decisions for itself; all it needs is a sensitively designed platform for multi-party interaction and the pooling of collective information and knowledge.

Before initiating Gramam Pudiya Udayam (meaning the new village dawn in Tamil), we consulted extensively with the community of seven villages, and we made sure not to intimidate its representatives by talking in journalistic jargon. We designed a very simple exercise, which helped the community to outline what it would value in a newspaper.

Today in this community with limited literacy, Pudiya Udayam has not only inspired people to discover their long lost dreams but also helped them to identify role models among themselves, including women, who previously had limited self-esteem and were not considered leaders. The newspaper has created fresh channels of communication between two villages in particular separated by caste over centuries and has given women a new common identity: that of thinkers, writers and readers – an identity they are very proud of when they sit among themselves and discuss their lives.

My paper describes and analyses the lessons learned from the Gramam Pudiya Udayam project, including extensive consultation at every step of decision-making, and the surprising ways in which the project has enhanced literacy, encouraged novel modes of self-expression, identified and established new community leaders, and is helping to bridge wide divides by gender, class and caste.

Author(s):
Kaitlynn Mendes

Title:
Women news workers in Britain

Abstract:
This paper presents the results regarding the position of male and female news workers in Britain, drawn from the international Global Report on the Status of Women in News Media (2011). In total, the study interviewed 11,771 news workers from 16 news organizations in Britain, including print, radio and television. Data was gathered using a combination of questionnaires and interviews. The study found that despite representing 45% of Britain's news workers, women remain structurally marginalized in British newsrooms, particularly in regards to pay equity and decision making hierarchies. For example, female news workers remain in "ghettos of employment" including sales and administrative positions, and are scarcely found in

senior management or governing roles. Furthermore, the report highlights stark income gaps between men and women when occupying similar roles – in the most extreme cases, men outearn their female counterpart by 67% ($160,565.75 vs. $96,072.21). While previous research has indicated that wage differences may be caused by women's "choices" to take "time out" of their careers to have families or to care for elderly relatives, when taking such factors into account, and when examining those women who have not taken time out, there is still a 10-12% pay difference between the sexes (Manning 2006; Rogers 2011). Such statistics therefore indicate that gender discrimination continues to be a serious issue for female workers, but is likely to be more subtle (e.g. occupational segregation, pay inequities) than blatant as it was in the past. In summary then, when analysing the results from the report, this paper not only aims to explore the role women news workers occupy, but to contextualize their position in regards to current gender roles, laws governing gender equality, and measures of women's status in the UK.

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Author(s):
Mehita Iqani

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

Abstract:
This paper discusses one theme emanating from my current research project, which is aimed at tracing elements of a genealogy of the representations of black consumers in post-Apartheid South African media. My study is undertaking archival research into English-language newspapers in South Africa in the first decade of political freedom (from 1990, the year of the release of Nelson Mandela, to 2000) in order to piece together some of the precursors to contemporary patterns of media representation of black consumers, in which a wealthy black elite achieve huge amounts of media coverage, both celebratory and pejorative, about their lifestyles, consumption practices and material possessions. One key figure that has emerged in my research thus far is feminist struggle icon, Winnie Madikizela-Mandela.

On the eve of South Africa's freedom, Winnie cut an extremely paradoxical figure. On the one hand, she was a heroine: the 'mother of the nation', a struggle veteran who had never left the country and who had endured torture, internal exile, banning orders, solitary confinement, arrests and interrogation at the hands of the apartheid security police, and wife of the legendary Nelson Mandela who walked at his side on his hugely significant release from political imprisonment. On the other hand, in the early nineties Winnie was increasingly embroiled in allegations of corruption and criminal activity – which she claimed were part of a smear campaign orchestrated by the waning apartheid government. In the context of media coverage around these allegations, one thread evident in the construction of Winnie as 'villanous' is imagery implying she was a rapacious consumer – the owner of a 'mansion' in Soweto and a soccer club, an extravagant dresser, a powerful political figure enjoying 'ill-gotten gains' and an excessive lifestyle.

To some extent the media representation of Winnie's consumption was used as circumstantial 'evidence' of her 'corruption'. This is particularly fascinating considering Winnie's history as a political activist and icon. Locked within the boundaries of the country throughout apartheid, Winnie used 'small' everyday moments as well as large political acts to raise awareness about the rights of black South Africans. Some of these moments of everyday resistance were centred on consumption. In 1977 Winnie was banished to Brandfort, a remote Afrikaner town in the Free State. In her autobiography, 'Part of my soul went with him', she gives this account of using shopping in 'whites-only' stores as a form of protest: "I went into the shops no black went into [… .] When I went to the supermarket there were these huge Afrikaans-speaking women. When they saw me the used to run out and stay out until I finished my shopping. The 'Bantus' didn't get into the supermarket, they had these little windows through which they were supposed to buy. But once I started

shopping there, the blacks went in too, and then I would deliberately take an hour to get whatever I needed – even if it was only a piece of soap – and I enjoyed seeing these women waiting outside." (Madikizela-Mandela, 1985: 27)

The demand to the right to exercise consumption practices in the same way as white South Africans is quite clearly a deeply political statement in the context of Apartheid-era South Africa. In the early post-apartheid era, when Winnie's consumption was put under the spotlight by the media, it did not seem to carry the same connotations. Why is it that so early on in the age of freedom, her right to live in a nice house, drive a nice car, and wear smart clothes to court (the circumstances of that case aside) were portrayed in a pejorative light?

This paper explores this question, engaging the interface of race and gender with consumption in this particular example in order to explore conflicting theoretical views on consumption as empowerment within the specific socio-cultural and historical context of its representation in post-Apartheid South Africa.

Author(s):
Marcus Lima

Title:
Sociologies of Voice: an Empirical Attempt on Self-Narratives and Diversity in a Brazilian Newsmagazine

Abstract:
In his latest work, Why voice matters (London: Sage, 2010), Nick Couldry, on the premise that humans are able to create "self-narratives" and its place in the world, introduces the concept of Voice to demonstrate this capability. For him, although the "right to voice" is persistently ensured, especially in the media, in many respects it has been denied or rendered illusory and the roots of these contradictions would be neoliberalism, which denies relevance to Voice. Couldry uses Voice in a very specific way and prefers to distinguish between two levels: "voice as process" and "voice as value." In this paper we make an attempt to empirically verify the Voice concept proposed by Couldry focusing our arguments in the general conditions for the effectiveness of Voice and, within them, we will stick to the conditions relating to narrative resources and narrative strategies for Voice as value and as process. To this end, we resorted to "self-narratives" of Brazilian personalities awarded the Prêmio TRIP Transformadores (Transformers TRIP Prize) published as advertising material alluded to the award at TRIP magazine on October, 2011. This issue has generated a strong impact in the mainstream media, especially in targeting homosexuals; because it is an issue focused on discussion of diversity and brought a printed photo of two men kissing (something previously unobserved the Brazilian mainstream press). For this article, we selected two of the twelve small "self-narratives" published: one from the homosexual activist and Congressman Jean Wyllys and other from clothing designer Ronaldo Fraga. The mere fact that these two characters receive a prize leads us to believe that, somehow, their voices were valued, i.e. they have any significance beyond their personal or professional lives. And in each narrative, we can see the process of construction of each particular Voice. Jean Wyllys, after winning a Big Brother Brazil, which gave him visibility - a narrative strategy - became a congressman - a narrative resource for Voice as value. Ronaldo Fraga is recognized by the media and the "fashionists" as one of major Brazilian designers, that can better show the Brazilianness in their creative work - a narrative resource - making fashion in a 'political act'. Perhaps this is why he is the representative of the fashion industry with the Ministry of Culture - a narrative strategy. But one cannot take the Voice, and the spaces where they appear as data. As noted by Axel Honneth, we are all engaged in a "struggle for recognition", but our recognition practices (and also our practices of Voice) are limited by the stories of the places where we are: the stories of struggles for recognition of others before us, the story of our own battle to be recognized in contrast to other individuals. As Couldry says, spaces for the voice are necessarily places of power.

Author(s):
Gladys Ortiz Henderson
Gabriel Zaldívar

Title:
"¡La televisión sí discrimina!" Las y los jóvenes mexicanos y sus representaciones sociales sobre la discriminación de género en los medios de comunicación

Abstract:
En la literatura que versa sobre jóvenes, medios de comunicación y tecnologías de la información y comunicación (TICs) generalmente se trata a las y los jóvenes como un grupo homogéneo, como una "juventud" que carece de un pensamiento crítico y/o reflexivo en cuanto a contenidos de medios se refiere. Incluso cuando se habla de tecnologías como la red Internet, los jóvenes suelen aparecer en los discursos científicos como "adictos" a la tecnología o como aquellos que pueden ser envueltos en los "peligros" de la red. Muy pocas veces se habla de las y los jóvenes en plural, como sujetos insertos en contextos diversos y como agentes que tienen la capacidad de pensar y de "actuar" sobre éstos. Este texto, por el contrario, mostrará el cómo las y los jóvenes de México son críticos y reflexivos ante los medios masivos de comunicación y el cómo ellas y ellos, tienen los elementos suficientes para distinguir el cómo la televisión es uno de los principales agentes que - se relacionan con la discriminación de género.

El escrito que viene a continuación es resultado de una investigación realizada a nivel nacional sobre las representaciones sociales de la discriminación entre las y los jóvenes mexicanos titulada "Discriminación social en México. Un estudio comparativo con base en la clase social, el sexo y la región del país", que fue financiada por Conacyt-Sedesol y que fue dirigida por el Dr. Marco Antonio Sánchez y llevada a cabo por un grupo de investigadoras e investigadores del Tecnológico de Monterrey, Campus Estado de México durante el año 2011.

Aunque se abordaron en el estudio los diferentes tipos de discriminaciones –étnica, económica, orientación sexual, religiosa, etc.-, este texto aborda específicamente la cuestión sobre el cómo las y los jóvenes de diferentes regiones del país conciben a los medios masivos de comunicación como agentes que fomentan o no la discriminación, es decir, si ven en la televisión, la radio, el cine o internet elementos de discriminación. Uno de los hallazgos más relevantes del estudio es que las y los jóvenes –aunque más ellas que ellos- conciben a los medios masivos de comunicación como aquellos responsables de que exista discriminación en México y, más aún, de que exista la discriminación de género debido a los estereotipos que reproducen sobre la mujer y el hombre.

El estudio se llevó a cabo en diferentes regiones del país, regiones que representaban distintas zonas geográficas y económicas según la clasificación de niveles establecidos en el mapa de Regiones socioeconómicas de México desarrollado por el INEGI. Los sujetos de estudio fueron las y los jóvenes que cursaban en ese momento en nivel medio superior o bachillerato, jóvenes de entre 15 y 18 años de edad. El estudio contempló una parte cuantitativa y otra cualitativa.

Para quienes escriben y para el equipo de investigación que trabajó en el proyecto es importante el dar a conocer los resultados tanto nacional como internacionalmente, debido al grave problema que en la actualidad representa el tema de la discriminación en México.

Author(s):
Amalia Beatriz Gómez
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María Josefina Gatica

Title:
Northern discourses on Female Genital Mutilation: spanish health care professionals and mainstream media interpreting a southern women's issue.

Abstract:
Spain is one of the main receptors of African diaspora, the reason why Female Genital Mutilation/Cutting (FGM/C) is a central issue in Europe. Since the 90`s migration flows (Kaplan), the state of Catalonia is one of the first destinations of subsaharian migrants and it concentrates 80% of the Gambian residents in Spain, coming from a country with one of the highest prevalence of FGM/C (78%). This paper aims at exploring and analyzing how this "southern" harmful traditional practice is portrayed, along with gender representations, in Spain discourses, from health care professionals in contact with the practice, to mainstream media.

Since early detections of FGM/C cases in Catalonia, various discourses (Foucault 1990, Rance 2000) took place among academics and primary attention professionals: traditional, cultural relativist, liquid modernity's, feminist, human rights', criminal and medical discourse. Kaplan (1998, 2000, 2009) brought about a discourse of cultural relativism and human rights, Álvarez (2001) went further in relativism, and Vázquez (2010) called to an interdisciplinary approach, emphasizing the revision of feminism by African women.

The precedent study is a survey on knowledge, attitudes and practices of health care professionals in Catalonia (Kaplan, Moreno et al, 2009). The present research goes deeper, classifying them taking into consideration existing discourses in academic and divulgative bibliography published, and comparing them with media discourses. For that purpose, participant observation and in deep interviews with the team of a catalan Center of Primarily Attention, set in the region with the highest subsaharian immigration, were conducted, as well as a quantitative content analysis of 6 months (february to june 2011) of press articles on FGM/C, from the newspapers with the highest readership rate in Catalonia (El periódico and El País).

Despite the evidence confirming the 2009 diagnosis of a growing intercultural competence among health care professionals, the present study shows stereotyped gender representations of subsaharians as passive victimized women, someone else's objects (De Beauvoir 2001), without genital pleasure concerns, and deserving an upcoming "modernization". Meanwhile, when analyzing breast aesthetical surgery, a "northern" practice that also endanger physical health in order to adjust to a cultural pattern, the discourses do not follow those lines of critical cultural analysis, feminism and medical technicism is completely out, but focuses on liquidity (Baumann 1999; Gerber 2011). On the other hand, media discourses combine a human rights and feminist approach with a strong criminal portrait of the FGM/C situations, emphasizing the normative framework and the police role in prevention.

Besides evident difficulties to avoid stereotypes, there is a fluid transforming south north conversation between African migrant women and health care professionals, nurtured by the technical and the traditional knowledge of both groups, by their experiences of being a woman -an "evolving woman"- in a certain cultural context. The challenge is that this dialogue finds a place in a broader public conversation where it could be enriched by other perspectives and where mainstream media play an essential role, in order to facilitate the understanding of the impact of FGM/C practice, and its prosecution, to women's human rights.

Author(s):
Aimée Vega Montiel

Title:
Women and Leadership Positions in the Media Structure: Facing the Gender Inequality

Abstract:
The media system in Mexico is characterized by a high level of concentration of the audio-visual industry in very few groups. 92 % of the open commercial television is controlled by Televisa and Television Azteca, two groups that in turn operate in a broader sense at other media levels, the telecommunications and entertainment industry – the printed media, cellular telephony, cable television, music, sports, the cinema, theater, etc.-. The radio industry repeats the same tendency: 82 % of the radios are owned by just 15 groups. In the press sector, more than 25 percent of the 400 Mexican newspapers are the property of 9 groups.

Who owns these media? As it has been analyzed by this research project, the gender gap characterizes women's relationship in Mexico's communicative system: In television industry, women do not surpass 2 % of those who own the media; in the radio, women just amount to 9.83 % of the owners -in this point, it is necessary to take into consideration that, due to the fact that 82 % of the radio in Mexico is the property of 15 groups or families, several of the properties owned by a woman were inherited. In the press industry, the exclusion is overwhelming: no women are proprietress of the major groups that control the sector in Mexico. This tendency is repeated at both the government and the senior management levels.

In view of this information, What are the experiences faced by the women who reach these positions of the media structure? Based on qualitative interviews with female owners and managers, and in the line of the Feminist Political Economy of Media (Riordan, 2002; Steeves & Wasko, 2002), this article reports the results of the second phase of the research project "Access and participation of women in Mexican media industries". Data evidence the marginalization of women and the problems they have to deal with in this context: the gendered income gaps, the difficulties to influence the decision making processes, the obstacles around the glass ceiling, etc. At the same time, this paper shows that women develop a different way to manage and to relate themselves with power, in comparison with men in similar positions.

A key action that would help to promote the equal women's access to the media property, government and management, is a regulation that promotes principles such as: 1) the positive gender discrimination in the evaluation of the media dealerships, 2) the quota law to increase the women participation in media industries

and 3) the responsibility involving to the Mexican government, in order to increase the networks of female producers to financial and technological resources.

Author(s):
Caroline Tagny

Title:
Women's and feminist movements' advocacy in a Web 2.0 context: the promotion of gender equality through technology

Abstract:
Social movements and NGOs have practiced digital activism since the end of the 1990s to amplify the voices of the marginalised, voice their dissent and channel counter-power. However, social media platforms like *Facebook* and *Twitter*, and the growing penetration of mobile phones are changing the way organisations think about their advocacy practices. How those social movements take advantage of information and communication technologies (ICT) to communicate with their constituencies in a way that forges strong ties – and encourages more lasting engagement than a click of the mouse – is an abiding issue.

The globalisation of economic and political systems, and its contingent extension of global power, have brought substantial challenges to social movements since there is an increasing need to link local struggles to global social justice issues. Women's organisations and the feminist movement face a double challenge: like other social movements, they have to find the means to effectively communicate and, question power (in their case patriarchy); but they also face challenges due to their marginalisation in global social movements and their greater vulnerability to the digital divide. Women, and specifically African women, have been historically disadvantaged in terms of access and control of technology, raising questions as to how well the Southern African feminist movement is able to make use of those new media tools to engage in activism and in the promotion of gender equality.

The paper looks at the use of online and mobile tools for advocacy of women's rights of 3 different feminist organisations that are linked to national and transnational networks: Women'sNet; (a South African NGO, working nationally), Just Associates (JASS) Southern Africa (a transnational organisation with a strong focus on Southern Africa) and with the Association for Progressive Communication Women's Networking Support Program (APC WNSP), a transnational program that includes Southern African stakeholders. This paper relies on textual analysis, virtual ethnographies, interviews and participant observations to examine the nature and character of Southern African feminist organisations digital activism for gender equality.

Author(s):
Irene Awino

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

Abstract:
A lot of times, reasearch on Gender and Communication leaves out women journalists and their work in a male dominated industry. The number of women in top editorial positions keep shrinking in Kenya. This study will investigate the roles women reporters and editors play in newsrooms. In Kenya, few women have made it to the senior editorial positions. The researcher will interview women journalists and their male counterparts to find out if the former are qualified or up to the task to take up such senior positions, reasons blocking them from rising to the top and staying there and what measures media organisations are taking to ensure gender equity in editorial positions. This study will explore ways in which a national media policy that will guide the provision for conducive employment environment for women to retain them and offer a strong chance for their professional development in a male dominated arena. Women's experiences are different from their male counterparts with additional roles as homemakers in an industry where quality and deadlines are key. The interviewees are expected to shed light on their experiences and their suggestions on the way forward.

Author(s):
Claudia Padovani
Elena Pavan

Title:
The power of norms. The challenge of structuring social change through supra-national Gender-oriented Communication Governance

Abstract:
The connections and disconnections between gender and communication have been on the international and scholarly agenda for almost fifty years. The relevance of the media in shaping social roles through images, storytelling and orientating the public agenda has been widely investigated; the nexus between portrayal of differences, and gender differences in particular, and social behavior in different cultural context has been object of analyses; monitoring activities have contributed to highlight persistent discriminations of gender in media content, organizational cultures and governance structures. What seems to have attracted less attention from communication scholars are the policy dimension and governance interventions that have addressed the challenge of promoting a social agenda for change based on gender equity in and through any form of mediated communication. This is even more evident if we consider the supra-national and global spaces where communication governance also been shaped.

This paper addresses those issues in order to answer a core question: what is the power of (international) norms in structuring social change and fostering gender equity in and through the media? Differently articulated: how are identities and interests of different actors shaped and transformed by the emergence and consolidation of supra-national norms pertaining to gender and communication? What does the 'life-cycle' of such norms uncover as far as the interplay amongst actors is concerned? And, in the end, what's the interplay between supra-national and national governing arrangements; and what are the conditions for international norms to act upon national and local contexts to produce social change?

In addressing those questions the paper builds on different disciplinary backgrounds: it is grounded in the study of media policy and communication governance as a specific domain; furthermore, it assumes as a theoretical base constructivist approaches to international relations concerned with the role and relevance of international 'norms' and their contribution in 'restructuring world politics'; finally it takes up the challenge posed by gender approaches to the study of world politics which invite investigations that: a) allow the possibility of talking about the social construction of meaning, b) discuss historical variability and the possibility of change, c) permit theorizing about power in ways that uncover hidden power relations.
On this ground, the paper focuses on Gender-oriented Communication Governance (GoC_Gov) in the supra-national context, adopting a longitudinal perspective that roots relevant discourses in the mid '70s and follows their evolution to the present time to investigate how this has affected roles and position of different actors transnationally. Furthermore, the paper discusses the cognitive and semantic components of actors' interactions over time: the construction of relevant knowledge, the articulation of issues and principles and the consolidation of norms pertaining to the nexus between women, communication and mediating technologies. Finally, the paper proposes a reading of actors' networked interactions in relation to the normative frameworks they have contributed to shape, in view of rethinking power in the world politics of communication, with a focus on challenges deriving from operating in a multi-level environment.

Author(s):
Anneke Denobili
Dalmé Mulder

Title:
The impact of LSM categories on packaging preference

Abstract:
POSTER PRESENTATION

Packaging has gained increased interest over the past couple of years as marketers came to understand the effect it has on brand building, buying decisions and product choices. Packaging has a major role to play in breaking through the media clutter in the modern marketplace. Underwood, Klein and Burke (2001:416) substantiate this by describing packaging design as an "attention/identification cue". Packaging in itself sends out messages to the consumer by means of the colour combinations, graphical designs, shapes, symbols, as well as the product messages. Packaging is in its most elementary form, the so-called 'face of

the product' (Sagar & Kumar, 2005 in Sehrawet & Kundu, 2007:630). It therefore aims to "... attract and sustain attention, helping consumers identify with the images presented" (Silayoi & Speece, 2005:1495). Although packaging has become an important research phenomena, marketers are yet to determine why certain income groups prefer certain products, even if the products only differ in package design and very little in price and/or quality. This study aimed to investigate the effectiveness of visual and verbal elements of packaging on attracting attention of women from different LSM categories. For purposes of this study, packaging from the maize meal category was used. Research data was gathered by means of the Tobii T120 eye-tracker device, together with in-depth interviews. A sample of 60 respondents participated in the research, categorised according to LSM 1-3, LSM 4-7 and LSM 8-10. 20 participants per category were used. This research provides valuable guidelines to marketers on how package design should differ to attract women from different LSM categories.

Author(s):
Isheunesu Magwaza

Title:
Investigation into the Role and Tactics of a Pressure Group (Musasa Project Zimbabwe)

Abstract:
Musasa Project is a women's rights pressure group in Zimbabwe which has for nearly two decades been involved in the fight for women's rights and the eradication of all forms of domestic violence against women. This research paper examines the roles and purposes of the various tactics and strategies that the pressure group uses to achieve its objectives.

This study draws linkages between the global North and Global South in the diffusion of ideas in as far as communication for social change is concerned. This paper will argue that these linkages are inherent in the various tactics and methods used by Musasa Project pressure group to bring about social change in the Zimbabwean society.
This research paper traces the origins of women's pressure group activities in Zimbabwe as a Scandinavian concept which was borrowed and perfected to suit the fight against a myriad of challenges that were deemed to be responsible for the lack of development amongst the women's folk. This fight for women's rights later gathered momentum and impetus from other global developments on women's rights activism such as the 1995 Beijing conference.

This paper shall argue that it is this later global development, the 1995 Beijing conference, which was also the source of the major social trends bordering on gender relations that Musasa Project later tried to rectify.

The starting point for this inquiry is located in the hypothesised view that the tactics and strategies employed by Musasa Project are informed by certain observable trends in the society which are worth investigating.

The paper also utilises the various social change theoretical perspectives by such scholars as Reeler (2007), Waisbord (2000) as well as Schramm, which are used as backgrounds to the investigation of Musasa Project's tactics and methods of effecting social change within the Zimbabwean society.

Also at hand are development theorists' postulations which also mirror the discussion on the phenomenon of social change.

Author(s):
Leandra Koenig-Visagie

Title:
Gendered representations of family in contemporary church imagery: religious beliefs and representational practice in dialogue

Abstract:
According to David Morgan (2001:231-232),[1] the study of the family remains important for gender analysis, as it is frequently viewed as a microcosm for broader gender relations in society; controlling this microcosm is thus a strategic project in the assertion of masculine hegemony. In a Christian context, religious traditions and practices are viewed as sacred by their constituents and are not easily or openly contested. Historical church imagery is believed to be prescriptive and didactic. In this sense the demands that contemporary

church imagery makes can therefore also be considered hegemonic, especially in their prescriptions regarding desired Christian gender roles and types in the family. The making and functioning of contemporary church imagery enjoys practically no attention from scholars, which is a stark contrast to the rich tradition of investigation into Renaissance iconography. In this study, a Barthesian semiotic analysis is carried out on the visual communication of three Afrikaans South African churches. The analysis seeks to demystify and denaturalise the images' mythical, ideological and hegemonic underpinnings. The dialogue between the beliefs visible in the church imagery in this study and that found in the mainstream media regarding parental roles and occupational situations is considered in this paper. It is argued that the churches under investigation participate in severe biological essentialising of gender – which polarises men and women into strict binary dualisms – and represent gender in the family in stereotypical terms – a practice which is more commonly associated with the mainstream media. It is also argued that the representation of gender in the family, as it appears in the data in this study, is incongruent with wider progressive cultural shifts in the family, as the churches promote and enshrine traditional roles and nuclear configurations in their visual culture.

[1] Morgan, DHJ. 2001. Family, Gender and Masculinities, in *The Masculinities Reader*, edited by SM Whitehead & FJ Barrett. Cambridge: Polity: 223-232.

Author(s):
Carol Dralega

Title:
Communicating International Law at the grassroots: Dividends and challenges of a gendered media strategy in Uganda

Abstract:
In promulgating the United Nations Security Council Resolution 1325 in October 2000, the Security Council made a strong statement against the disproportionate and addressed the unique impact of armed conflict on women and recognizes their contributions to conflict prevention, peacekeeping, conflict resolution and peace-building. This same document stressed the importance of women's equal and full participation as active agents in peace and security. This document however, failed to outline measure how the resolution would be disseminated at the epicenters of war afflicted communities. In doing this the Council undermined the fact that for the Resolution to have meaningful impact on the ground, its concepts and directives need to be translated into clear and meaningful information and messages as well as know-how that can be used to leverage change by and for the grassroots women living in conflict-afflicted countries. The paper offers a unique communication dimension to the field with a critical analysis of an innovative communication strategy hardly researched - The paper specifically looks at the efficacy of the Information and Communication and related technologies (ICTs) engaged, the processes involved and the outcomes. In doing so, the paper explores the dynamics of change and continuity, gender and authorship, media processes and gender representation to better understand the prospects and challenges of feminist activism through grassroots media. Qualitative methodologies and theories of participatory gender and development communication are employed as tools and lens through which the propitiousness of the strategies are obtained and assessed – highlighting merits, demerits and recommendations to a wide range of stakeholders including: community media houses, women's advocacy groups, legislators, cultural, religious leaders and the research community among others.

Author(s):
Carolina Spataro

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

Abstract:
La propuesta de este trabajo es indagar la relación entre cultura de masas y género haciendo foco en la pregunta por el modo en el que se configuran las feminidades en la cultura contemporánea y el papel de la música romántica en dicho proceso. Analizará específicamente la relación un grupo de fans con Ricardo Arjona, un cantante y compositor guatemalteco de gran éxito y difusión masiva en países de habla hispana hace más de una década.

Esta propuesta se inserta en un campo de estudios consolidado y fecundo que ha indagado, por un lado, sobre el vínculo entre música e identidad y, por el otro, sobre la capacidad constitutiva de género que tiene los usos de la música.

Asimismo, forma parte de la investigación que llevé adelante para el doctorado en Ciencias Sociales de la Universidad de Buenos Aires, cuya metodología de investigación se construyó en el cruce entre comunicación y antropología. Por un lado, efectué un análisis de la producción musical de Arjona haciendo hincapié en la dimensión de los rasgos temáticos y enunciativos de sus líricas, así como de las tradiciones musicales en las que este objeto se inscribe, entre otras cuestiones. Simultáneamente realicé un trabajo de campo con el club de fans oficial del artista en Buenos Aires que está integrado por grupo estable de aproximadamente cuarenta personas, en su mayoría mujeres de entre 40 y 80 años, que se reúne hace 16 años los primeros sábados de cada mes en un bar céntrico de la ciudad.

Observé que desde allí sus integrantes elaboran ciclos vitales de manera colectiva y activan ciertas zonas de su sexualidad vedadas en otros escenarios y que afirman que cuando están en las reuniones se sienten "*libres*" en comparación con espacios y vínculos en donde son interpeladas en un cruce de género y ciclo vital que las ubica en el rol de cuidadoras de su hogar y de su familia.

De esta manera, el estudio sobre los usos de la música en este grupo de mujeres nos permitirá discutir en esta ponencia sobre los roles asignados por género tanto en la esfera privada como en la pública a partir del análisis de los relatos de sus integrantes, quienes señalan que el cuidado del hogar y familiar implicó, en determinados momentos de sus vidas, dejar de realizar actividades que les daban placer. En este contexto, la creación y permanencia en el club de fans a partir de un gusto musical es experimentado por ellas, y señalado por su entrono, como una ruptura -en tanto práctica asociada a la juventud- respecto de la pretendida coherencia entre edad/género/conductas esperado para su ciclo vital.

El objetivo de este trabajo es, entonces, dar cuenta de que el cruce entre género y comunicación es, por un lado, una arena fructífera para estudiar la configuración sexo/genérica de lo social así como modos en los que la cultura de masas forma parte de los procesos de generización contemporáneos.

Author(s):
Janelle Vermaak

Title:
Representations of Misandry in Antichrist and The Wicker Man: An Exploration of Narrative Devices and Gender Discourses

Abstract:
Representations of Misandry in the films Antichrist (von Trier; 2009) and The Wicker Man (LaBute; 2006) is examined, with specific emphasis on the manner in which the male characters are portrayed. Focus is placed upon the subversion of identity with regard to the emasculation of the male characters, as well as investigations of the physical violations that are symbolic of sexual violation.

With reference to Laura Mulvey's 'Visual Pleasure and Narrative Cinema' and Mary Ann Doane's notion of female masquerading, narrative structure, narrative devices and cinematographic devices (lighting, camera angles, editing, use of sound) are analysed in order to identify motifs. Mulvey states that films are a "product of the 'patriarchal unconscious' and therefore serve the patriarchal social order by replicating and reinforcing gender patterns that [discriminate] against women" (Ben-Shaul; 2007:115). This paper investigates the other side of the coin, in that women, in film, can also serve a matriarchal society and that men are the gender discriminated against.

The films that are investigated are set within patriarchal society, but soon evolve into a state of masquerading and exaggerated femininity, in which female (and male, in the case of the two films under investigation) "can create the critical distance between the figuration of women [and men] in…films" (Ben-Shaul; 2007:122).

Matriarchy, as a binary opposite of Patriarchy, suggests structure and nurturing. The films under investigation, however, refer to a disjuncted society where sexuality has acquired a destructive and traumatic meaing rather than a regenerative and pleasurable function. The paper investigates the horror aspect of the selected films, which is symbolic of a dysfunctional society - or the fantasy projection of this dysfunctionality.

Author(s):
Ann Savage

Title:
Falling Short: An Analysis of U.S. Television's Representations of Gays and Lesbians

Abstract:
Mediated representations of gay, lesbian and queer sexuality have long been invisible, demonized or marginalized in Western entertainment media, particularly in the United States. This happens despite the widely held belief in the non-Western world that same-sex desire is a Western invention. Queer identified citizens, especially those of the Global South, should not view the United States as a utopia in terms of media representation. Although the 'west' or 'global north' tend to lead the world in terms of civil and equal rights, the United States in particular lags behind many western countries including Canada, the Netherlands, Spain, Belgium and others with regard to legally recognized same sex unions. While South Africa passed the Civil Union Act in 2006 and Argentina legalized same-sex marriage in 2010, same-sex marriage is still not federally recognized in the United States. Contrary to this, in her 2011 speech at the United Nations Human Rights Commission in Geneva, Switzerland, U.S. Secretary of State Hillary Clinton declared, "being gay is not a Western invention. It is a human reality." Clinton announced that the U.S. would consider gay rights when making decisions with regard to aid and asylum. Although the United States holds promise for gays and lesbians seeking aid or asylum, entertainment media is quite limited in representing the diversity, depth and humanity of queer life.
Research shows past U.S. media representations of queer characters have largely been limited to the pansy or mannish woman, the predator, the silly and comedic, or characters filled with shame or on the verge of suicide. To demonstrate the shortfalls in U.S. media representations of queers, my paper critically examines the Gay and Lesbian Alliance Against Defamation's list of gay characters for the 2011-2012 U.S. television season.

Author(s):
Norsiah Abdul Hamid

Title:
Empowerment of Women and Girls Through Social Media

Abstract:
The trend in social media usage among a group at risk in Malaysia, particularly women and girls has shown a significant increase in the few years back. Various research provide evidences that women and girls outnumbered men and boys in social media usage. The utilization of social media by this group also created benefits that should be taken into consideration, which relates to empowerment. Can social media be used to empowerment women? What are the empowerment opportunities provided by the social media towards women and girls in Malaysia? Previous studies on social media benefits to women and girls especially from abroad find that these tools can help the group to improve their life status, particularly in entrepreneurship, knowledge and skills enhancement, and career improvement. The discussion on social media usage among women and girls is actually based on three fundamental perspectives, namely technology, social and economics. This article is based on a study conducted on social media usage among women and girls using online questionnaire, to determine their profiles, why and how they use social media, and how their perceived social media as an empowerment tool. The specific sample are women and girls who are active users of social media, particurlarly social networking sites. The findings can contribute greatly to a better understanding of the empowerment mechanism behind social media issue pertaining to women and girls.

Author(s):
Wanjiru Mbure

Title:
Weighted Views: An Audience Analysis of the Reality Show Slim Possible

Abstract:
A major critique of body portrayals in media from the global North is that they are imbued with Eurocentric ideals of beauty. A commonly cited component of this ideal is the unrealistic weight depiction or the thin ideal. One lens that has been used to understand the potential impact of these portrayals in an increasingly connected global media landscape, is cultural imperialism, whereby South sourced programs transmit

Eurocentric values of beauty to unsuspecting audiences in the South. The current project revisits the notion of North-South influence by examining how efforts of self-representation by media producers in the South complicate this seemingly unidirectional influence on attitudes towards one's body. The genre's popularity has grown significantly around the world, largely due to the low cost of production associated with reality shows. African producers have not been blind to the profit potential of the reality genre. Continental renditions of popular American brands (e.g., American Idol cum *Pop Idol* in South Africa and *Tusker Project Fame* in the East African Community) have garnered loyal fans, multiple season productions, and big name corporate sponsors.

Alongside musical contests, a new category of reality shows, weight-loss contests, has arrived in the Kenyan home via Citizen TVs *Slim Possible.* The show made its debut in 2011 and ran for two seasons. The goal of the show is very similar to that of *The Biggest Loser* whereby contestants have a weekly weigh-in and the woman who has lost the least amount of weight is eliminated in each round. The winner (i.e., biggest loser) walks away with Kshs. 1 million (about U.S. $12, 000). The shows debut stirred up significant media buzz ranging from its timeliness to address growing concerns of obesity in African urban cities such as Nairobi to indignant reception as a cultural betrayal of the fat 'African' weight for women. An audience analysis of *Slim Possible* opens up possibilities to interrogate critical issues in the South-North body politic.

Using online surveys and in-depth interviews of Kenyan-based fans male and female of *Slim Possible* the current project will examine how culture, mediated notions of the body, and gender influence audience reception of the show and attitudes towards obesity and body weight in general. This project touches on several questions at the heart of the conference theme, ' South-North Conversations.' How do attitudes towards the 'Northern Body' inform Kenyan viewer's attitudes towards weight loss portrayals in *Slim Possible?* How can North and South weight-loss reality shows inform each other? How do viewers of *Slim Possible* make sense of cultural connotations such as the 'thin-ideal', 'African Queen', or 'Big Momma'? What are some gendered aspects of meaning creation among viewers of *Slim Possible?* An understanding of the issues, it is hoped, will problematize the unidirectional flow of influence presumed of Eurocentric body ideals and add to current debates of the role of media in informing individual, societal, and global attitudes towards the female body.

Author(s):
Nuria Garcia-Munoz
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Emili Prado

Title:
Gender in Culture Magazines: The Case of News Speakers

Abstract:
The silencing of women in the media has been denounced recently by ICD, CAC and CPC (2011). This can be accomplished both by keeping female characters out of the media or by portraying as a group that does not speak out.

This work focuses on women and men when they take part in cultural news products as non-journalist speakers, be it as main characters of the news, or of secondary importance to them. This paper has examined how men and women are portrayed in the music information of the cultural magazines in public broadcast television. The study of music on television has been concerned mainly with theme television stations and the music video format, important areas such as cultural news remaining to be explored. This study is concerned with cultural magazines on public television, examining the cases of British BBC and Spanish RTVE.

This paper contains a part of the results of a work conducted by members of the GRISS (Research Group on Image, Sound and Synthesis) in the Department of Audiovisual Communication and Advertising of the Autonomous University of Barcelona. It has been developed within the framework projects "Study of DTT programming: innovation in contents, formats and programming techniques" (SEJ2006-10067, 2006- 2009) 'Programming and advertising insertion innovations on general programming European DTT (INPROPUB)' (CSO2009-12822), both of them part of a National R&D Plan, founded by the Spanish Ministry of Science and Innovation.

A sample of cultural magazine shows of BBC and RTVE have been analysed. An exhaustive content analysis has been designed and applied to the sample. In-depth interviews with editorial directors of both

television shows have been produced within the networks headquarters. The data obtained by these means have been cross-examined. The results suggest that the two magazines devote a different amount of resources to the production of news that include speakers. The non-journalists speakers in the news pieces tend to be men, however factors as music genre, contextual cultural industry, and relation to the news event influence the gender representation. In dialogue with the broadcast contents, the highlighting of the production routines of the shows can contribute to a better understanding of their agenda, including the importance they give to news pieces and how they structure these.

Author(s):
Sara Mourad

Title:
Egypt's Nude Blogger: Sexuality, Citizenship, and the Arab Body Politic

Abstract:
In early November 2011, Alia, a young Egyptian blogger, posted a nude picture of herself - wearing nothing but thigh-high black stockings, red patent leather shoes, and a red flower in her hair - on her blog "Diary of a Rebel." The photograph triggered uproar in Egypt, received 1.5 million hits within a week of its posting, and drew condemnations from conservatives and liberals alike. More importantly, the photograph was posted in the critical period leading up to the first post-Mubarak parliamentary elections in a society deeply polarized between Islamists and liberals. The April 6 movement quickly issued a statement denying claims that Al-Mahdy was one of their members. On November 15, a Facebook group called "The people want to execute Alia al-Mahdy" was created, gathering thousands of supporters. Alia was celebrated, condemned, reviled, and revered in newspaper op-eds, blogs, social media sites, and television reports.

How was Alia's nudity framed by Arab mainstream public opinion? And how was it framed by Alia herself? This paper addresses these central questions through a discourse analysis of 60 articles from the Arab mainstream press and 20 posts from the Arab blogosphere. While mainstream Arab public opinion framed Alia's nudity as "merely cultural" and "simply Western," Alia's definition of her act as a cultural rather than political statement is telling. I use the notion of "cultural citizenship" to explain the ambiguity around the political nature of Alia's act and its embodiment of the redefinition of the "political" in the contemporary Arab public sphere. Finally, I end with a discussion on the role played by web 2.0 technologies in contemporary forms of political participation and dissent.

Alia, as an Egyptian Nude Blogger, embodies the national, the erotic, and the mediated. It is the intersection of these three categories, and the tensions displayed around their mixing, that is the main focus of this paper. Alia's photograph should be understood within a broader frame of sexual transgressions - mediated nudity constituting but one example - increasingly enabled by and through web 2.0 technologies. Such performances are queering the "political" just as they are politicizing the "merely cultural." They further incite (intentionally or not) public discourse around citizenship: which bodies, and issues, are granted political significance, legitimacy, and power, thus bringing the "body" back into Arab politics. By doing so, Alia and others are inevitably moving us beyond universalized western queer histories: forging local histories, producing new points of reference for gender and sexual activism, and allowing for a local historical narrative to take shape, bringing the "Arab" back into body politics.

Author(s):
Jin Young Chung

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

Abstract:
TV drama is a content which have dailiness and reality. Dailiness and reality of soap operas help people to acquire information and social value. However, soap opera is a fiction, and it cannot fully reflect reality of society. It sometimes overstate and distort reality. Especially, in South Korea, there have been comments that TV dramas are distorting image of women. South Korea is a society with patriarchal tradition, and this patriarchal elements are mirrored in Korean TV dramas. Many soap operas have still formulated passive image of women.Previous researches proved that gender stereotypes of producers could affect media contents (Zoonen, 1991), and gender schema of media contents have influence on recognition, attitude, and behavior of audiences (Steeves, 1987). Characteristics such as values, behavior of drama characters can

affect lives of women who are main audiences of soap operas, and it is important to examine what attributions do characters of soap operas have,Despite of this importance, there are rare empirical studies for the status of women on soap opera, and especially studies for the status of women compared by drama genre. In addition, all materials relating to TV drama are too many and dotted, so there is no study dealing with all TV dramas which are broadcasted in South Korea. Therefore, this study aims to examine how the status of women on television drama has changed, and whether there are differences among drama genre for all television dramas that are broadcasted in South Korea since 1962. This study collected materials about 7,000 dramas which are broadcasted by 3 major broadcasting companies (KBS, MBC, SBS) of South Korea. This study will focus on the social and economic status of leading lady and relationship with leading man. This study will find leading lady's occupation, job position, a income level, and relationship and psychological relation with leading man using contents analysis.

Global Media Policy Working Group

Author(s):
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Title:
Digital Terrestrial Television in Argentina: between regional geopolitics and state initiative

Abstract:
After a long process of uncertainty that lasted more than one decade, in August of 2009, the Argentine government made official the adoption of the Brazilian version of the Japanese standard Integrated Services Digital Broadcasting Terrestrial (ISDB-T) for the development of the Digital Terrestrial Television (DTT). Thus, it ended the dispute between the consortiums that promoted the advantages of the different technical standards that were available in the world market and started its process of implementation. The deployment of DTT´s potential depends on the service model being specified on the basis of public policy guidelines and the impulse provided by the State with direct investment, credit and subsidies. This article analyzes the improvements made since the election of the standard until December of 2011 in order to specify the impact that DTT may cause for the argentine cultural industry and analyze how DTT is one of the elements that assume a new direction in the communication policy, not only in the argentine case of study but also in several South American counties.

Author(s):
Gerard Goggin
Fiona Martin
Tim Dwyer

Title:
South of the West: Mobile Internet and New Modes of Governance

Abstract:
This paper considers the challenges, threats and opportunities for global media policy and governance arising from the mobile Internet.

 In simple terms, the mobile Internet has been in evolution since the mid-1990s, arising from the convergence of cellular mobile technologies and the Internet. However, mobile Internet is now a dynamic and complex set of media technologies, taking different forms depending on the site of convergence (wireless Internet, smartphones, digital broadcasting, locative media, sensing and positioning technologies). Moreover, Internet is an area of great socio-technical innovation in the global south, yet policy modes are still very much predicated on institutional approaches historically devised in the north.

 As a species of global media, mobiles policy has evolved from longstanding international telecommunications regulatory frameworks that traditionally revolved around the International Telecommunications Union, with clear relationships between local (countries) and global (international

body). Internationally, mobiles policy has required new kinds of regulation, evident in the rise of self and co-regulation to address mobile data and premium services.

For its part, Internet governance has already involved a shift of decision-making power to new kinds of supranational actors, such as the Internet Corporation for Assigned Names and Numbers (ICANN), and multi-national forums, such as the World Summit on the Information Society (WSIS), with attendant re-organisation of national and regional policy processes. Such decentralized and contested modes of governing have already led to significant research, as well as debate, about how traditional media regulators interact with public and industry stakeholders – including the transnational providers of mobile online services, such as Twitter.

Further complicating these converged governance arrangements for mobiles policy and Internet policy respective are the entailments of mobile Internet. The spatiality and place-making of locative mobile media brings urban policy and design actors into the frame. Smartphones apps raise questions of the political economy of mobile computing and software. The popularity of social media on mobiles, and the centrality of data- and content-sharing as practice, calls for new theorizations of cultural citizenship. The widespread use of low-cost mobile media in the global south raises fundamental questions about the availability of mobile Internet for social participation and cultural citizenship.

Against, this backdrop, this paper offers a characterization of mobile Internet and its challenges for global media policy and research.

Firstly, we offer a preliminary map and conceptual grid of the new technologies, actors and policy modes presented by the mobile Internet. Secondly, we offer three distinct case studies that illustrate challenges in mobile Internet governance: locative media; mobile Internet in cars; and mass scale provision of health information to citizens by governments in global south and north. In the third part of the paper we present the conceptualization of a policy research project that seeks to respond to such scenarios. The project, *Moving Media*, will map the new policy modes of mobile Internet across a number of domains, and, while focussing on Australia, it will draw a set of comparisons with other countries. In collaboration with the IAMCR *Mapping Global Media Policy* project, this research will involve the creation of dedicated resources for its database (in the form of a mobile Internet 'island').

Author(s):
Deniz Sezgin
Can Bilgili

Title:
Does Social Media Influence the Authority of Global Media Industry over Regional Markets?

Abstract:
Assoc. Prof. Can BILGILI, Deniz SEZGIN PhD.

Since the beginning of the 1980s when neoliberal economic policies started to be implemented, the power of companies and decision makers of the capitalist system has increased considerably, and a new global industrial structure is established. Over the last twenty years, the shopping economy (media content market, advertising market which supports this, and the world of the advertiser which is the source of this mechanism) enlarged and shaped the authority areas of social structures and institutions by its impact on political structure and social consciousness. Prior to application of neoliberal economics, political and economic order had been under the decision-making monopoly of nation-states. However, parallel with the globalization process and under the influence of the strong structures of global economy, this monopoly was handed over to global companies and organizations. These developments are not terminated, and still continue today.

Tools of mass communication, which are the cognitive sources of the so-called new world order which is called globalization, have also rapidly globalized. In this way, a new period which is shaped by the dominant economic institutions and decision makers in the global economy has ripened. Today, it will not be a misleading assumption to count global advertising and media companies amongst important authorities of global economic area. In the information world which is based on the hegemony of Media - Advertising – Market Research – Advertiser Companies, rules of the game are determined by dominant global companies and countries where the headquarters of these firms are located; and this fact influences the international flow of economical resources and media content.

The realm of hegemony (which is redefined by Antonio Gramsci) has acquired a new dimension with the practices of neoliberal economic applications; and the dominant markets have managed to possess a possibility of establishing a media based cognitive hegemony in new markets which they call developing markets.

This study will examine the possibility of transformation of the codes of global consumer society which is shaped by global companies by new media applications which appear as social media. Global Media's dominance and hegemony in Turkey and results of their activities since 1980s will be interpreted; the question of "which media tools will render inadequate in the new process" will be addressed with a critical perspective. Using the data from television and advertising industry in particular, the ways by which a dominant content market is formed will be examined. Reasons behind the change in dominant work processes, which is caused by the increased utilization of new media and internet technologies, will be discussed. Opinions about the dissolving process of the dominant media understanding will be presented.

Author(s):
Julie Reid

Title:
The battle for freedom of speech and an ethical press goes beyond the question of strengthening press regulation

Abstract:
Various difficulties surround the legal or policy based regulation of the printed media in numerous countries across the globe. Self-regulation is often punted by media theorists as the most desirable accountability mechanism for the press, in the interest of freedom of expression and editorial independence, thereby functioning as intrinsically important for the furtherance of a healthy democracy. This paper provides a case study of press regulation in South Africa, and also places this example within a global context by a comparative analysis to the press accountability mechanisms adopted and practiced in a selection of other countries. In South Africa, the system of press regulation has come under recent review, and has endured public scrutiny largely catalysed by the political pressure applied by the country's ruling party. Uncertainty surrounding freedom of speech has inevitably arisen, as well as a discourse which questions whether self-regulation is indeed the best model for press accountability in South Africa. This paper critically examines these discourses, and thereafter provides a view of the South African situation in a global context.

The findings provided by the media mapping projects of *Reporters Without Borders*, *Freedom House*, and the *African Media Barometer* are inventoried and collated in order to assist with the presentation of this 'global view' and to examine the trends which these media maps reveal, when viewed together and compared, alongside one another. Additionally, this research employs a literature study of commentary by selected theorists with regard to press accountability models, and in particular that of Guy Berger (2011)* who argues for a three-step test when considering the adoption of press regulation practices from one country to another. Berger (2011) asserts that the ad-hoc borrowing and implementation of press regulatory practices across countries may not necessarily be methodologically sound since it may ignore the nuances of a particular country's context and thus be incompatible within that country's socio-political framework. Yet a global view of press accountability mechanisms offers some clues as to which regulation practices may be, in general, the most desirable when attempting to construct a press regulation system that both holds the press to account but also protects freedom of speech.

This research suggests, however, that such practices are dependent on a particular set of conditions which necessarily must be in place within a country before they can be implemented with a degree of success. The press, as part of what is normatively thought of as a 'fourth estate', forms an integral part of society and as such, its successful regulation cannot be implemented without due consideration to the particular circumstances under which Press Councils are expected to operate. The struggle for press freedom and optimal press regulation extends beyond isolated discussions of how to best construct a workable system of press accountability, but must also involve the national system of governance, the degree of transparency practiced by the centres of power, the measure of public trust in the press and the general standard of ethics held by journalists.

*Berger, G. 2011. Best practice in media self-regulation: A three-way test to avoid selective borrowing and ad hoc transplants. *Ecquid Novi African Journalism Studies* 32(2) 36-57.

Author(s):
Azhagan Chenganna

Title:
The Unfinished Business: Media Ethics and Regulation in the Small Island State of Mauritius.

Abstract:
In a context of global debates about media ethics, this paper explores the notion of press regulation amongst media practitioners in the small island of Mauritius. The recent phone hacking scandals in the UK have triggered a deep sense of moral crisis in the media in the West. On the other hand, government's attempts in South Africa to introduce a new system of press regulation have opened robust discussions about the need to safeguard media freedom. This paper interviews media practitioners in Mauritius and highlights the tensions that exist about media policy and regulation in the small island state of Mauritius. In the search for a model of press regulation and independence, local editors hold that given the history of Mauritian journalism it will undoubtedly continue to be modeled on both Francophone and Anglo-Saxon journalism but that a robust ethical framework should also take into consideration the fragility of the political environment in Mauritius as well as the specificity of the small media markets in which they operate. Taking example on the recent financial boycott of the media by the Mauritian state, the article underlines the delicate balancing act of the media in small media systems where the media is required to protect itself against state interference as well as to be economically robust enough without compromising its independence.

Author(s):
Daeho Kim
In-Hee Kim

Title:
Digital TV Transition in the perspective of Public Private Partnership

Abstract:
Research Purpose

Digital TV transition requires complicated decision makings including a number of political, social, economic and technological issues. As the evolution of information and communications technologies as well as expand of globalization increase further, more actors have been involved than ever before. It is essential to coordinate between public and private actors in the digital transition process.

However, the digital transition process showed cooperation and conflicts among the various players. In Korea, the Korea Communications Commission made a comprehensive digital transition plan including financial supports of subsidies to the low income households. Public service broadcaster has played a significant role in enhancing consumer interest in digital services. Electronic manufacturers have produced cheap digital TV set.

In the digital transition process, public actors have gradually given their seats to those of private sector. This situation is different from previous broadcasting policy implementation. Digitalization of television is one of the major turning points in broadcasting history

In most countries, digital switchovers are taking place. The US completed digital TV transition in 2009. In Europe, several countries have already completed digital switchover, but some are scheduled to expire until 2012. South Korea will close analogue transmission in 2012. In general, the year 2012 should be an important point of broadcasting history in terms of technology and policy making.

This research aims at examining digital TV transition in the perspective of public and private partnership (PPP). PPP is a good methodology to investigate diverse relationships between public sector and private party in implementing national projects. This study addresses how the relationships between public and private actors have shaped digital TV transition in Korea.

This research explores the 'DTV KOREA' as a key PPP organization for digital transition in Korea, which reflects the case of the 'Digital UK' of the UK. In implementing digital TV transition policy, the Korean government has been influenced by the more developed country. What are the differences and similarities between the two countries in terms of media policy making? Can one say it is a case 'North-North'

cooperation in global media policy? This study considers cooperation and conflict issues among the public and private actors in order to attain the successful digital transition.

Research Questions

1. How have public and private actors affected digital TV transition in Korea?

2. What are the cooperation and conflict between public and private sectors in the process of digital transition?

3. What does the digital TV transition policy mean in terms of global media policy?

Author(s):
Mashilo Boloka

Title:
Soft diplomacy as the driving force of world politics

Abstract:
Early in the 70s a global debate ensued at regarding the unequal coverage of the developing countries by the media in the first world. This led to what became theoretically known as the World Information and Communication Order (NWICO) as the UN's Unesco set in motion a process to determine the validity of the problem. Although the movement collapsed due to lack of support from the world's ;eading countries, a new trend is emerging which exhibit a far-reaching the resulted in UN's UNESCO establishing his This paper analyses how broadcasting is being used to pursue soft diplomacy. Based on new expenditure trends on the world broadcasting services such as BBC World (UK) RAI International (Italy), CCTV4 (China), France24 (France), NHK World (Japan), this papare argues that:(i) international broadcasting services have become an instrument of soft dimplocacyto pursue foreign policy. (ii) since none of the world leading world broadcasters are not emerging out of the South, it may reincarnates the long existing problem of unequal information flow between the North and South, this may not necessarily improve or balance information flow, thus reviving the New World Information and Communication Order debates of the 70s.These world services are available on many developing territories in the South, particulalry in the South. The paper will further examine their role and impact in terms of the socio-political of the countries wherein these services are provided.

Author(s):
Sarah Ganter
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Title:
The Policy Transfer Approach and its Place in Media Governance Studies

Abstract:
The digitalisation of contents changes the ways in which and the mechanisms through which media policy issues are discussed and passed on. These developments foster interactions between nations, regions and international organisations in the design of media policies. These multi-level interactions create opaque network structures which include different levels of policy-making. This poses new challenges in the research of processes, structures and contents of media policy-making on national, regional and international level.The discussion of the values of policy transfer analysis for the exploration of media policies in the context of multi-level processes is the core of the paper here presented. Policy transfer analysis in the international context refers to policy transferring as the outcome of structural forces, driven by globalisation, industrialisation and regionalisation. The first part of the paper integrates the concept of policy transfers in the field of media and communication studies. The theoretical background suggested to underpin this approach stems from structuration and regulation theories. Drawing from this, policy transfer analysis offers a deeper insight into the constitution and change of global power structures in media policy-making. That way, options, limits and advantages of policy transfer analysis shall be explored in this theoretical-methodological work.In a second step, the meaning of the policy transfer lense to policy changes is explored. The linking of policy outcomes to the structures and processes in which they emerge offers some insights into the opaque processes of converged policy making which is worth examining in this context. Finally, the values of applying policy transfer analysis, as well as the ways in which it can be

exercised, will be outlined. This last part develops examples from Latin America in which interactions between global, national and international actors in audio-visual media design in times of digitalisation are examined. Hence, values of and methods for the application of policy transfer analysis in media governance studies are discussed.

Author(s):
Xianhong Hu

Title:
Global media policy and Internet governance: a perspective of UNESCO

Abstract:
More than 30 years after the emergence of the Internet and 10 years after the appearance of social media (i.e.Web 2.0 applications like blogs, wikis, twitters, microblog), traditional media landscape has been changed and existing media law and policy framework challenged more than ever. This research seeks to address these challenges in the context of UN-initiated process of WSIS and global Internet governance. The research aims to explore what kind of international mechanism should be shaped and what a role UNESCO should play in this transition process while it seems difficult to seek internationally adopted standards that will be respected by all parties in a converged and trans-border media world. Through historical and case studies, the research also tries to propose a new strategy for next WSIS to accommodate expanded global media policy through multi-stakeholder dialogue characterized by civil society's participation and particularly between North and South.

Methodology and Scope

This is not a traditional academic research, but a reflection paper by a practitioner on global media policy. The research will share historical experience of UNESCO, as a traditional IGO with specialized mandate in globally promoting freedom of expression and media development, and its recent global initiative in WSIS (World Summit of Information Society) and Internet Governance. Furthermore, the author will conduct several case studies of Internet governance at regional and national level and particularly discuss the human rights and legal issues related to Internet freedom and privacy protection.

Health Communication and Change Working Group

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Title:
A participatory approach to adolescent obesity prevention communication – Insights from the ACTION project

Abstract:
Obesity threatens the health of today's children to such an extent that they may, for the first time in world history, have a shorter lifespan than their parents. Almost all researchers agree that prevention is the key strategy for controlling the current epidemic of obesity. However, strategies have had little impact on the growing increase of the obesity epidemic. The main problems in communicating obesity prevention messages to adolescents can be found in the fact that (a) most adolescents consider it a sensitive issue and want to discuss it primarily with trusted networks, (b) change efforts understand obesity as individual deficiencies and focus mostly on behavior modifications whereas non-communicable diseases result mostly from flaws in social and environmental conditions, and (c) intervention campaigns fail to facilitate voluntary exchange because they do not offer adolescents something that they really want in an original, entertaining format that they can relate to. Therefore, we argue that effective adolescent obesity prevention practice based on the need to respond to and manage change is itself in need of an adaptive, responsive critical learning framework.

This article presents the results of a two-year interdisciplinary grant-funded project (titled ACTION) that combined interpersonal communication training of school-based health practitioners, a community-based participatory approach (CBPR) with overweight adolescent-parent dyads, and the use of a target-appropriate media device (DVD) to create, implement and evaluate a culturally relevant and age-appropriate obesity intervention for school-based health centers in order to help decrease the risk of adolescent metabolic syndrome development. Formative assessment data collection activities were guided by CBPR principles including: acknowledging the school community as a unit of identity, facilitating collaborative partnerships in all phases, fostering co-learning and capacity building among all partners, integrating and achieving a balance between knowledge generation and intervention for mutual benefit of all partners, focusing on local relevance of obesity, involving a cyclical and iterative as well as long-term process and commitment to sustainability.

Results illustrated not only the benefits of a combined approach but also the usefulness of obesity content created by adolescents themselves. The techniques showed to be very complementary accounts of self-motivated change and the means by which it can be promoted because they indicated new ways of thinking about what it means to support or hinder a person's self-directed change efforts. The common theme that emerged was 'motivation' and the DVD, co-created by the adolescents, subsequently focused on displaying personal sources of motivation such as looking better, keeping up with friends and engaging in school athletics.

Given that the penetration of new and innovative communication approaches have an important impact on the way that young individuals gather and share health information, this research contributed a novel approach to message dissemination and community-based techniques in prevention. The CBPR process with a range of stakeholders has shown to be an effective way to develop culturally appropriate and tailored intervention materials and approaches. Lastly, interdisciplinary partnerships have proven to be an important opportunity for communication researchers seeking to address a broad spectrum of health problems.

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

Abstract:
Breast cancer is the most prevalent cancer among women in Singapore, with the highest fatality rate among other kinds of cancer. As such, understanding women's perception of breast cancer and encouraging them to engage in preventive measures becomes increasingly important. This study aims to take a closer look at the influence of communication variables on Singaporean women's risk perception of breast cancer and their intention to go for preventive measures. The communication variables involved in the study are women's attention to media, their interpersonal communication, how they process news through elaboration, fatalistic belief, and knowledge of breast cancer.

In the current literature on breast cancer, most of the studies only examined knowledge in one dimension – the factual aspect of knowledge. However, there are multiple dimensions to the construct of knowledge, and this study wants to bridge the existing gap in current literature by examining another dimension of knowledge - Knowledge Structure Density (KSD) and to find out if there are differences in the two kinds of knowledge and their associations with women's risk perception and their intentions to engage in preventive measures. Results of our study show that there are differences between the two kinds of knowledge, which is consistent with previous literature that argued for multi-dimensional construct of knowledge. While women's level of KSD was found to have a statistical significant association with risk perception, it has no significant association with behavioral intentions. Women's level of factual knowledge on the other hand was associated with behavioral intentions but not risk perception.

Among the communication variables, the more attention women pay to the media, the higher the level of perceived risk of breast cancer. Similarly, for frequency of discussion, the more frequent women have had discussions on breast cancer, the higher the perceived risks they hold. Fatalistic belief was found to be associated with risk perception.

Among the communication variables that have an association with risk perception, only frequency of discussion was found to have an association with women's intention to take up preventive measures. The more elaborative processing a woman engaged in, the more likely she wants to adopt preventive measures. Results also show that the higher the level of perceived risk of breast cancer, the more likely a woman is willing to engage in preventive measures. Based on the findings, implications for theory and practice were discussed.

Author(s):
Nancy Mituri

Title:
Excessive Alcohol Consumption and Risk Perception for Health and HIV/AIDS in Kenya

Abstract:
Background:

Substance abuse is one of the risk factors for HIV and other sexually transmitted infections in many regions impacted by the epidemic[i] and within the African context alcohol is the most commonly used substance. [ii] Excessive alcohol consumption is associated with alcohol poisoning, hypertension, poorly controlled diabetes, increased risk of brain damage and memory loss, suicide, antibody suppression, and reproductive health problems including infertility and its impact on sex hormones. In Kenya, where HIV infection rate stands at 6.7%,[iii] excessive alcohol consumption has become a public health concern due to the production and consumption of unregulated liquor with astronomically high alcohol content consumed excessively[iv] leading to alcohol-related deaths. The Kenyan government has implemented several campaigns, policies and regulations to prevent excessive consumption and alcohol-related deaths with limited or no success specifically in rural communities. Similarly HIV/AIDS prevention has received adequate attention in the past several decades but fail to adequately reach these communities. However, there are no collaborative efforts to address the two epidemics in these communities that have been impacted most but lack access to prevention and care services.

Study objectives:

With the understanding that knowledge and risk perception are critical preconditions for prevention and behavior change, the current study had three main objectives: (1) to examine the awareness of the health risk factors associated with the excessive alcohol consumption; (2) to examine their risk perception at personal and community levels; (3) to examine the associations between excessive drinking and HIV/AIDS epidemic from the perspective of those impacted most; and (4) to explore culturally appropriate communication and alcoholism prevention strategies in rural central Kenya.

Methods:

Data were gathered in rural central Kenya through seven focus groups with community members (4 male and 3 female groups) and 12 in-depth interviews with opinion leaders over a two month period.

Results:

Several themes emerged from the study: First, rural communities are aware of the impact of excessive alcohol consumption and its impact on families and communities but have little understanding of the serious and long-term health risks associated with it because prevention programs lack the educative component; Second, current interventions fail to provide the necessary environment, capacity, and prevention services in rural areas, which leaves those impacted hopeless; Third, low risk perception for HIV infection exists among male alcohol consumers because they are sexually inactive as a result of heavy consumption. However, married women whose spouses drink excessively seek sexual satisfaction outside their marital relations, which puts both spouses at risk of HIV infection due to lack of prevention.

Conclusion:

Overall, there should be a strong integration between alcohol and HIV/AIDS prevention programs particularly in rural communities where both epidemics are prevalent. Also focusing on those considered as "low risk"

would enhance prevention efforts. None of the epidemic should be addressed in isolation, but should consider the overall social, economic, health and well-being of communities in motivating behavior change.

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Author(s):
Shari Hoppin

Title:
Enhancing understanding when immigrants talk to medical practitioners in the North

Abstract:
This paper reports on research about health communication and behaviors among Central American immigrants in the United States and emphasizes the need for culturally relevant health interventions. Research was conducted with members of Central American immigrant communities who did not speak English as a primary language.

Findings indicate that members of these communities often use traditional folk remedies from their culture of origin at the same time as conventional biomedical remedies or that they try traditional folk remedies first and delay seeking other treatment. Research participants indicated that they regard traditional remedies as less invasive and that they tend to seek other advice or treatment only after an illness becomes very serious. As a result, members of these communities often do not present themselves to a conventional biomedical practitioner until they are in more severe stages of a disease. Also, some traditional folk remedies present risks of interactions with regimens that may be prescribed by conventional biomedical practitioners, who may be unaware of the significance of traditional remedies in these communities and of the importance of making sure that patients understand the dangers of unhealthy interactions.

Research participants mentioned delaying seeking treatment beyond traditional remedies because of not wanting to bother anyone with a problem they thought they could handle on their own and, in some cases, because of lack of insurance. Central American immigrants in the United States experience a generally subordinated position in the economy and consequent disparities and inequalities have health implications including uneven access to health care services. Research has documented not only delayed use but also underutilization of health services by members of these communities.

Central American immigrants reported that family members' communication about health matters greatly influenced their health-related behavior. They also shared that they often take family members with them on medical visits, primarily to provide transportation but often to help clarify practitioners' recommendations. Research participants shared that they frequently discuss health-related issues with family members and take family members' advice about treatment. The main themes of focus group discussions were cultural practices related to health, and the results of health-related communication within families. The significant role that an individual's family members and community may play in designing effective health interventions is discussed.

This study enhances understanding about the implications of cultural contexts for communication about health-related issues. Interventions prescribed by mainstream health care providers in the North would benefit from sensitivity to patients' beliefs and practices with regard to the use of traditional remedies. Medical practitioners may enhance effectiveness by learning about and educating patients about interactions with regard to traditional folk remedies. Health care practitioners should understand the complex cultural influences on the search for healing and health and the cultural context in which this occurs.

Author(s):
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Title:
Public responses and reflexivity during the swine flu pandemic in Australia: engaging the concept of 'biocommunicability'

Abstract:
This paper examines the Australian public response to pH1N1 (swine flu) in 2009 based on findings from in-depth interviews and focus groups with lay people, including those in designated 'at risk' groups, journalists and experts. It emphasises the situated contexts in which people respond to Emerging Infectious Diseases (EID) and will shed light on the circulation and social effects of health related public discourses. The study draws on Beck's concept of 'reflexive modernization' and critiques of this thesis (Tulloch and Lupton, 2003). It also engages recent work within medical anthropology on 'biocommunicability', which emphasises the need to consider how community groups are cast in particular communicable cartographies and what it means to accept the roles offered to them (Briggs and Nichter, 2009).

Public responses to EID are said to follow an identifiable pattern, which Joffe (2011) calls 'distancing-blame-stigma' where societal 'out-groups' are targeted and represented through visual and verbal imagery as responsible for causing or spreading the disease. This 'othering' process ('civilized self' versus 'primitive other') has been noted for several diseases and often manifests itself on race, class and/or gender lines. But recent work suggests this pattern may be changing, at least in some contexts. Based on the British and European responses to swine flu and other disease outbreaks, Joffe shows how blame was directed upwards toward the World Health Organization and the British Government. She considers whether this may reflect 'EID fatigue' and lack of trust in authorities and the media generated by unfounded pronouncements of danger. Drawing on developments in risk theory (i.e. Beck, Giddens), Joffe tentatively suggests that reflexivity may be reshaping aspects of social representation of EID in 'the West'. By this she means that as people become increasingly aware of the negative impacts of stigmatising already marginalised groups they reframe their responses accordingly.

Our study supports some of Joffe's observations but it also offers a more complex picture in relation to the lived experiences of participants and their reflexive observations of media coverage. Some pregnant women in our study, for example, were frightened by news stories about the risks they faced, but had to contend with the pressures of daily life that ran counter to official health advice. Young adults were unconcerned by news media hype (which they discounted) because of their reliance on non-mainstream media, especially the internet. There was evidence that people considered swine flu to be another media beat up and were cynical about statements made by governments and health officials, but also that they appreciated the dilemma the government and media faced in seeking to create public awareness without creating fear. We suggest 'biocommunicability' is a useful concept with which to approach public and media responses to health issues like EID and, thus, will likely be of interest to health communication scholars. The paper extends preliminary research we presented at the 2010 IAMCR conference.

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Author(s):
Mia Malan

Title:
Manto vs Motsoaledi: Examining the normative roles informing South African health journalism

Abstract:
The normative frameworks informing South African journalism have been contested ever since democratisation required of the media to consider what role they were to play in the new democracy.

Although clashes between the media and government at times might have suggested a binary opposition between liberal-democratic individualism on the part of the media versus a more developmental, collaborative role proposed by the government, the question arises whether these positions are clearly defined or might instead represent points on a continuum. Are certain normative positions more dominant at given times and under specific circumstances and, if so, what may be the reason for this variance? This study aims to establish which normative roles inform South African journalists around a specific area of news reporting, i.e. health issues. Health reporting is used as a field of practice with a specific focus on contrasting reporting of South Africa's controversial former health minister, Manto Tshabalala-Msimang and the current incumbent, Aaron Motsoaledi, who is seen as more moderate.

Hour-long, semi-structured interviews with twelve SA health journalists working during the tenures of both Tshabalala-Msimang and Mosoaledi were conducted to establish journalists' views of both ministers. The influence of factors such as accessibility, a health minister's qualifications, his or her relationship with civil society and their perceived insight into the country's health infrastructure on journalists' attitudes towards them is assessed. The extent to which these attitudes underpinned the journalists' normative views of their role in reporting the politics of health, are then categorised according to Christians et al's (2009) breakdown of normative roles (monitorial, facilitative, radical and collaborative) in a democracy. The in-depth qualitative interviews will be complemented by findings from a content analysis conducted by media research organisation Media Tenor.

Results indicate that reporters are more open to facilitative and collaborative roles under Motsoaledi and ascribed more regularly to monitorial and radical roles under Tshabalala-Msimang – particularly with regards to reporting on HIV. The Media Tenor study supports these findings in that it has found that reporting on Tshabalala-Msimang was significantly more negative than the news media's portrayal of Motsoaledi. Data from the qualitative interviews will be used to understand the reasons for these normative shifts.

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Author(s):
Zhuowen Dong

Title:
How to Persuade Adolescents to Use Nutrition Labels: Effects of Argument Strength and Source Credibility

Abstract:
Nutrition labels on packaged food are useful tools to assist people in making informed and healthy food choices, reducing the risk of diet-related chronic diseases, such as heart attack and diabetes, which are among the leading causes of death around the world. However, many consumers are not aware of the benefits of nutrition labels. For instance, a survey conducted in Hong Kong in 2011 showed that only 13 percent of the respondents read nutrition labels and many others considered it time-consuming to process the information on nutrition labels.

Eating habits established early in life cycle tend to carry through adulthood. Given that the general obesity rates among adolescents keep climbing, it is imperative to motivate them to change dietary habits. One of the measures should be the advocacy of nutrition label use. This study aims at establishing promotional strategy by examining the persuasive effects of argument type and source type on adolescents' attitudes and intention to incorporate nutrition labels into daily life.

The Elaboration Likelihood Model (ELM) was adopted to address the main effect and interaction effect of argument strength (empirical or normative) and source credibility (expert or celebrity) in the context of nutrition education. A 2×2 factorial experiment was conducted among 138 secondary school students, who listed their cognitive thoughts and expressed attitudes and behavioral intention after exposure to a print advertisement containing either normative arguments or empirical arguments that emanated from a dietitian or a celebrity.

Findings showed that subjects under the celebrity condition recalled more information than under the dietitian condition. For behavioral intention, the argument strength×source credibility interaction indicated that normative arguments made by a celebrity was more effective than empirical arguments made by a dietitian. It was also found that subjects' moderate involvement in nutrition issue made message source as peripheral cues guiding the extent of thinking.

The current study sheds light on the understanding of adolescents' health concern and information processing patterns in nutrition education, and provides practical lessons on how to take advantage of message source in health communication targeted at young people and motivate behavioral change.

Author(s):
Agata Sequiera

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

Abstract:
The potential of digital interactive television (iDTV) to promote original services, formats and contents that can be relevant to support personal health care and wellness of individuals, namely elderly groups, is a question that has rarely been evaluated in the past namely in the context of the deployment of new solutions like OTT and TDT.In a context of rapid change of the technological resources, in which the distribution and presentation of information comes associated with new platforms (such as DTT and IPTV), it is important to perceive the configurations that are being developed for iDTV that may result in relevant outcomes within the field of healthcare and wellness, with the aim of offering complementarity to the existing services and contents made available today via the traditional means and media.With these objectives in mind a research design was developed that combines both quantitative and qualitative methods. Our proposal presents both results and methods for this study and discusses some of the main future implications of this particular use of television. The quantitative study consisted of an inquiry to a relevant sample of an European country population, about health and ICTs, namely TV and internet. The measure Newest Vital Sign was also used to determine the health literacy level of the populationIn parallel and in addition to the quantitative study, a diverse set of stakeholders was interviewed, including representatives from healthcare units, health professionals, health institutions, several associations whose purposes are in line with the objectives of this project, insurance companies and others. The set of questions focused on the possibilities of applications in digital television in the context of healthcare and wellness.The data analysis from the quantitative survey specifies that a digital service to promote health and wellness is indicated as a helpful service and regarded as the most interesting by the individuals of the target population. Concerning the level of health literacy, the data shows that 51.75% of individuals have a high probability of limited literacy. The interviewed stakeholders put emphasis on three key aspects of the role that ICTs should play in health care and welfare: inform, simplify communication between health professionals and users and facilitate the accessibility and mobility conditions. On the other hand, they pointed several potentially negative aspects like the lower level of technological literacy, the decontextualized and generalized information and the costs and difficulties inherent in maintaining an efficient structure.Data collected shows that IDTV solutions represent a real contribution to delivery healthcare and wellness to the target population, namely as a supplement to health services provision and that further research is needed on the actual framing of such offer.

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Title:
Communicating With Rural Women About Breast Cancer Screening: Factors That Affect Involvement.

Abstract:
Breast cancer is the most frequent type of cancer among women in Malaysia. Data from the National Cancer registry of Malaysia for 2006 provide an age-standardised incidence rate (ASR) of 39.3 per 100,000. A theory often used to determine breast cancer screening behavior is Grunig's situational theory. However, I believe that there is a significant gap in our understanding of the antecedent conditions in developing countries that help explain the key variable of involvement. As such this is an exploratory study using in-depth interviews to understand the social and cultural conditions that affect breast cancer screening behavior among rural women in Sarawak, Malaysia.

The thrust of this paper is that it is impossible to talk about women's health without addressing the social position of women for several reasons. Firstly, in traditional societies, households are typically dominated by males. The subordinate position of women means that decisions about women's health are done with the consent of the husband. Secondly, women hold multiple roles, in home production and management, such as food preparation, caring and raising children as well as other household chores. With increasing monetisation of the economy and greater demand for cash, women are expected to contribute directly to the economic well-being of the family. Hence many women, in addition to their household responsibilities are also involved in market production activities. Time use studies showed that women work longer hours than men and the poorer the country, the longer hours women work. Time constraints affect the women's accessibility and use of health services especially where these services are scarce and reach is difficult. Thirdly, as women's responsibilities increase, women do not trade off one activity for another but tend to sacrifice her time on rest, recreation and personal care. Women is the guardian for the health of the family but given the time constraints, they tend to prioritize the health of children and other family members over her own health.

The planning of health campaigns would have to consider women's time constraints and multiple responsibilities by (1) bringing health facilities to women such as through mobile units in order to reduce time and transport costs; (2) ensuring that meeting with women take into consideration daily and seasonal aspects of their work, and (3) communicate with both male and female heads of the household. Communicators need to be aware of these factors which, although do not directly pertain to, can affect the effectiveness of health messages and strategies.

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Title:
Silencing and natural vulnerability – Brazilian press coverage of indigenous peoples' health

Abstract:
This work was undertaken in the sphere of asymmetrical information flows. It aimed to investigate journalistic coverage of themes associated to the health of indigenous peoples in Brazil. Research was directed at gaining an understanding of how the press constructs its representations of inter-ethnic relations in the field of health. 15 news items published in three large-circulation Brazilian newspapers O Globo (7), Correio Braziliense (6) e O Estado de São Paulo (2) during 2010 were selected and analysed. Content Analysis methodology was used to map the sources of information and gain an understanding of what is presented in the journalistic texts of the news items. French school discourse analysis was used in an endeavour to comprehend the effect and meaning of the silences and absences detected in the text contents analysis. Journalism is taken to be a sphere in which meanings are produced and circulated, and journalistic texts are affected by the human signification system embracing language, culture, ideology and collective imagery; meanings stem from the interaction of text and reader. In that perspective the research work obtained the following results: 1 – There was considerable numerical disproportion in the presence of the various social actors involved marked by the notable absence among the sources of information of the service users of the indigenous health care sub-system (indigenous representatives or indigenous institutions). Despite the growing use of social media (sites, blog, facebook, twitter) by young indigenous people, the access of this population to the media at large is still very limited. Language differences, geographic conditions, numerical representation, unawareness and lack of familiarity with the production routines of communication companies on the part of indigenous communities contrast with the ease of access journalists have to institutional, governmental and corporate sources of information and constitute considerable barriers to indigenous peoples' having their voice heard. 2 – The analysed material reveals that health is frequently treated as merely being the absence of any sickness or biological disturbance, a vision based on western biomedical concepts with little notion of plurality; 3 – Indigenous peoples are represented as entirely passive

in their relations with the special health care system that they actually have a right to; 4 – Indigenous people are treated as if they were innately fragile or naturally vulnerable to diseases; 5 – Brazil's indigenous population of around 800 thousand people, corresponding to 0.42% of the country's total population, consists of over 200 distinct ethnic groups speaking more than 180 languages but it is represented as if it were entirely homogeneous.

Author(s):
Kerry McCallum

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

Abstract:
This paper argues that news media reporting has provided the discursive context for significant policy shifts in the field of Australian Indigenous health. Narrow media framing symbolizing Indigenous health as an intractable policy problem through imagery and stories of remote Indigenous communities has created a backdrop for the enactment of radical policy solutions impacting on all Indigenous Australians. The paper takes as its case study the decade of conservative leadership of Prime Minister John Howard from 1996-2007; a decade marked by a sharp shift in Indigenous health policy away from a self-determinist philosophy of community control of primary health care towards neo-conservative policies emphasizing individual responsibility and the 'mainstreaming' of Indigenous primary health care services.

The paper reports on analysis of news texts and interviews gathered for the Australian News Media and Indigenous Policymaking 1988-2008 project* that is examining the relationships between Indigenous health policy and media reporting. It first maps the extent and nature of news reporting of Indigenous health in three mainstream metropolitan newspapers from 2002-2006. News frame analysis found that media reporting was structured around routine and predictable news frames of crisis, policy failure and individual responsibility. During this time of intense policy debate around Indigenous affairs, media coverage increasingly emphasized the health deficit of Indigenous populations. A select group of Indigenous 'leaders' was ubiquitously sourced for their views advocating Individual responsibility and a shift away from community control of Indigenous health.

While the majority of Indigenous Australians reside in urban and rural communities, a significant number of health news stories centred on health problems, family violence, alcohol abuse and community dysfunction in Australia's Northern Territory. The NT is Australia's mythical north – a distant, wild and exotic frontier which is pathologised as an ailing 'failed state' in both media representation and policy solution. Interviews with journalists, Indigenous health advocates, and Federal and NT bureaucrats revealed the complexities of the communication of Indigenous health across such vast distances – geographically, culturally and bureaucratically. Journalists and Indigenous health advocates interviewed for the project identified that news values and newsroom racism contributed to the 'othering' of the NT and its Indigenous populations. A political orientation towards a non-Indigenous urban public also contributed to poor policy development. The paper concludes that when simplified images of distant communities come to symbolize complex policy problems, it is easy to foster an environment where radical but inappropriate policy solutions come to be accepted by mainstream constituencies. This paper explores those complexities and calls for a greater recognition of the intimacy between policymaking and media reporting in areas such as Indigenous health.
*Research funded by the Australian Research Council Discovery Project DP 0987457.

Author(s):
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Title:
Health Communication Efforts at the Grassroots: An Appraisal

Abstract:
The present paper traces the efficacy of strategic Health Communication initiatives of a nation-wide public health programme in India aimed to address the health needs at the grassroots level. The National Rural Health Mission (NRHM) was launched in April 2005 by the Government of India; with objectives to provide integrated, comprehensive and effective primary healthcare to the underprivileged and vulnerable sections of the society. This mission-mode programme adopts a participatory- multi- stakeholder approach and

development communication as a strategy to facilitate participation of various stakeholders, hence, making the information more meaningful. Through its Information Education and Communication (IEC) interventions along with inter-personal approaches, it tries to streamline the health condition in the country. It tries to reach out to the people more effectively through the provision of local, trained government functionaries called Accredited Social Health Activists (ASHA). The basic premise of the study *"Efficacy of National Rural Health Mission (NRHM) in strategizing Health Communication: An Appraisal"* was to observe and analyze the contribution made by inter-personal and mass communication to ensure greater effectiveness of National Rural Health Mission (NRHM).

The research was carried out in the villages of Daurala Block of Meerut District in Uttar Pradesh, one of the Empowered Action Group (EAG) states mentioned under the mission with poor health indicators. The findings clearly revealed that ASHAs were quite effective in health communication. They were able to influence immunization, institutional deliveries and encourage sterilization. The content analysis conducted in the study revealed that NRHM was working towards improving the state of public health through awareness building by its IEC interventions. The study asserts that although mass media have a considerable impact in disseminating health related information at the grassroots; it was interaction with Accredited Social Health Activist (ASHA) through inter-personal communication that proved more effective and catalyzed behavior change. The findings reinforce that for people with limited access to information and low literacy levels, a sound planning for synergizing the efforts of inter-personal communication and mass media is required for bringing change in health seeking behavior.

Keywords: Health Communication, Behaviour Change Communication, National Rural Health Mission (NRHM), ASHA.

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Title:
Effectiveness of Video PSAs on Health: a study with hearing impaired youth

Abstract:
This paper highlights the issue of accessibility of video Public Service Announcements (PSAs) on Television for hearing impaired youth. Each year the Government of India and many other development agencies spend substantial amounts of money for health awareness campaigns for the public using the mass media. Hearing impaired people comprise an important part of this group. This study was conducted to assess the messages interpreted by hearing impaired youth who watch Health PSAs on TV. The sample comprised of 50 hearing impaired youth in Delhi. The study points out that the needs of hearing impaired youth are completely missed out by these video PSAs as they are not designed to reachout to them and others with hearing deficiency (eg. elderly with hearing loss). Some messages were interpreted completely wrong by the youth. Thus pointing at the danger of miss communication and mis interpretation. Based on the findings one of the PSAs was redesigned with close captioning and a video insert of the script in sign language. This was field tested with the same group of hearing impaired youth. This edited video PSA was found to be effective in communicating almost all the messages in the original PSA. This clearly establishes a case for better and more sensitive designing of video PSAs for any communication, especially health, for the hearing impaired youth. Further, it offers a case for impacting the Government policy on designing its PSAs for development communication for groups with special needs.

Author(s):
Sekela Mwambuli

Title:
Social Media and Health Promotion in Urban areas in Tanzania: is it a good mechanism for social and behavior change in the country?

Abstract:
(Poster Presentation)

Social media has tremendously changed the way people conveys information and what actions we take. Social networking sites have made information sharing an instantaneous process, with thousands of bits of information processed every day. Public health especially in developed countries use the power of social media and social networking to provide information/messages on how to improve health outcomes and impact on individual behavior/behavior change.

This article presents a theoretical rationale for using social media to conduct persuasive health interventions. Theres' increasing use of social media in urban areas in Tanzania. The social media including the use of mobile websites, apps, Twitter, Facebook, Blogs and so on. Through examination of the conceptual bases of persuasion and information, it is posited that social media in urban areas in Tanzania have many of the characteristics necessary for persuasive communication and information and may, in fact, constitute a hybrid channel that combines the positive attributes of interpersonal and mass communication. The fact that social media features many of the persuasive qualities of interpersonal communication and communication in general makes it a good promoter for the application of behavioral science theories and principles to promote social and behaviour change. The broad reach that the social media shares with many mass media communications tools indicates the benefits health to Internet efforts to communicate with the large audience. It is concluded that if social media can be used for persuasive health communication and its reach continues to expand, it is time for health communication professionals to explore the design and evaluation of social media-based interventions directed at social and behavior change. There are some of the strategies, advantages, and disadvantages of developing world governments using social media and social networking for advancing public health.

Author(s):
Dorothy Omollo
Abraham Mulwo

Title:
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

Abstract:
Recent randomized trials in Kenya, Uganda and South Africa, have demonstrated that Voluntary Medical Male Circumcision (VMMC) as effective in reducing HIV transmission especially among traditionally non-circumcising communities with high HIV prevalence. This prompted the government and other national and international agencies to roll out population-wide campaigns aimed at scale-up the up-take of VMMC especially in the traditionally non-circumcising communities. A national communication strategy for VMMC was also formulated with an objective of influencing cultural beliefs and practices, thus providing the foundation for men to choose VMMC for better health. However, no effort has since been made within academic circles to document the influence of communicated messages in reshaping cultural attitudes that have been acting as a barrier to the uptake of VMMC. This paper presents the preliminary findings of a PhD study undertaken to determine the extent of target audiences' involvement in message framing, design and development, audience reception of VMMC messages, and the influence of communicated messages on uptake of VMMC services. A cross sectional survey involving 860 men (N=660) and women (N=200) between the ages of 18- 49 in 4 districts of high HIV prevalence (Kisumu, Siaya, Nyando & Homabay) was undertaken involving a questionnaire survey for men aged 18- 45 years; in-depth key informant interviews with officials drawn from government agencies, NGOs and CBOs involved in VMMC activities and service providers, and focus group discussions with youth, men and women within the reproductive age range (18-45 yrs) who are also the main target VMMC interventions. Preliminary results indicate that peer groups, parents and social networks involving girlfriends wield greater influence on decisions to undergo VMMC. Young people are more receptive to messages that are "loss framed", especially those propagated by fellow youths acting as role models for behaviour change. Young men sought advice and information from parents siblings and significant others before making decisions to undergo VMMC. The majority of the participants felt approaches used in communicating VMMC messages are poorly framed, more promotional than educative, and at times lacked clarity. The study highlights the need for engagement between community leaders, politicians and women networks for rapid scale up of VMMC.

Keywords: VMMC, HIV/AIDS, Communication, Audience Reception

Author(s):
Suchi Gaur
Dr.Sarita Anand
Deepti Molhotra

Title:
Vehicle for Behaviour Change: Red Ribbon Express for HIV/AIDS

Abstract:
In today's "era of strategic behavior communications", although the ultimate goal of health communication has been influencing behaviors and social norms, there is a renewed emphasis on the importance of establishing behavioral and social objectives early in the design of health communication interventions. As a global health concern, the mention of 'Protection against HIV' in the Millennium Development Goals reflects the urgency and the effective efforts required to address the issue. It is believed that HIV/ AIDS communication strategies represent "social vaccine against HIV/ AIDS" and must be initiated to disseminate information to change the social climate & attitudes and motivate individuals to adopt recommended behaviour. With the prospects and challenges of each approach visible, the change in knowledge, attitude, practices and behaviour of people, popularly known as KABP approach lately being referred as the SBCC or Social and Behaviour Change Communication has been the premise on which many communication and advocacy campaigns have been designed over the years. What is required is the convergence of various formats and strategies of communication, in order to bring positive behaviour change.

"Red Ribbon Express" (RRE) Campaign was such a communication event initiated to generate awareness about HIV/AIDS. First launched on December 1st 2007 with a multi media approach in India, it was first of its kind experiment for reaching diverse population groups, through a rail train exhibition especially designed with testing and counseling services. It was conceptualized to break silence about HIV/AIDS especially in rural areas of India, initiating behaviour change addressing the problem of silence around HIV infection among youth and women.

The present paper is based on a study conducted in Ambala district of Haryana State of North India, one of the halt stations of the train. The study deals with the analysis of the Red Ribbon Express campaign as a media approach and review its roll out mechanisms and stakeholder's perspectives along with assessing the change in the knowledge and attitudes of 61 women in the age group of 15-45 years after participating in the RRE campaign using pre-post test design.

The findings indicate that the campaign had a considerable impact with evidence of increase in the knowledge and attitude scores of the women after being exposed to edutainment activities carried out during this campaign. The pre-test scores show that the rural women were not completely ignorant about HIV/AIDS owing to the repeated messages in the environment about HIV/ AIDS. The change in attitudes which is a more subtle, slow and gradual process needs repeated and regular interventions. The study recommends follow up and repeated exposure to HIV related information in entertaining way which will make a difference in people's attitude along with maintaining momentum through community mobilization initiatives taken by local young volunteers and local administrative staff.

Study findings are based on examining the variety of factors like objective of setting the station, participation & decision making, content designing & development, feedback generation, training etc. The paper concludes with examples of some best practices of the Community radio which have led to success in field which can be examples for other community radio setups.

History Section

Author(s):
Gideon Kouts

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

Abstract:
Nahum Sokolow (1859-1936), the notorious Zionist leader and journalist, was also the first practitioner of the Zionist Propaganda, to which he gave the name of "Hasbara" ("explanation"). In his articles, works and speeches he deals often with theories and practical methods to promote Zionism and the idea of Jewish State among Jews as well as among foreign nations. He advocated the use of "authentic" cultural products, among them Fashion, to recreate and promote a Zionist-future Israeli- culture, as an essential component of the historical and political process of Zionist renaissance. In a pioneering book published in Hebrew, "The Collective Me" (New York, 1930) he explains and adopts modern theories of Social Psychology and "Mass Psychology" to the needs of the Zionist movement. In a controversial chapter of this book he uses the work of the German sociologist and pioneer fashion analyst Georg Simmel to analyze the history of clothing and fashion in Judaism and to emphasize the meaning of Fashion to Zionism, through its imagined runway between the Biblical "South" and the European diasporic "North", as well as other intercultural connections and conversations.

Author(s):
Jaume Gillamet
Ruth Rodriguez-Martinez
Francesc Salgado

Title:
The Role of the International Press in the Spanish Transition to Democracy

Abstract:
In late 1975, with the death of General Franco, the international press turned his attention to Spain, with equal or greater intensity than in the 1936-1939 civil war, from which had emerged the current military dictatorship for four decades. Fearing even a new civil war, because of the closure and political and labour repression of the regime in a situation of serious economic crisis, the international press openly supported the need for democratic change and the incorporation of Spain to the Western Europe's political and military structures.

The study of news coverage of the main newspapers in France, Italy, Germany, United Kingdom and the United States during the three years since Franco's death until the approval of the Constitution reveals its critical support to the reform plans the King Juan Carlos's first governments.

The international press correspondents reported the most significant problems in the process, while the Spanish press was still under surveillance until the first free elections in 1977. Articles and editorial comments encouraged the need for clear progress towards democracy.

To the denunciation of the Government hesitations, the survival of the spirit of the civil war in the army and the police and the causes of the problem of terrorism and its management, the international press adds the need to address the serious crisis economic and unemployment and to meet the national aspirations of the Basque Country and Catalonia.

This paper presents the results of the research entitled "International News of Spain. Transition, 1975-1978. The perception of Spanish politics in the international press" (National Plan I + D + I). The objectives and first results of this research were already at Braga IAMCR Conference 2010 ("Foreign press, home politics. The case of the Spanish Transition to Democracy (1975-1978)".

Professors Marcel Mauri, Tobias Reckling and Christopher Tulloch also form part of the research team.

Author(s):
Thomas Birkner

Title:
German chancellor Helmut Schmidt and foreign correspondents – a special relationship

Abstract:
Already Napoleon knew about the decisive role of journalists in diplomacy and interstate relationships, especially in times of crisis and war (1). As source of information and means of communication above all foreign correspondents had strong influences on the fate of nations and governments. They can be regarded as political actors (2).

The paper deals with the role foreign correspondents played in German foreign policy, especially in the 1970s. That was the time when chancellor Helmut Schmidt, a very experienced man in matters of the press, ruled the country (1974-1982). On the one hand Schmidt is seen as one of the most powerful critics of the media, but on the other hand he continually wrote articles promoting his policy and after leaving office became editor of one of the most influential German weeklies, Die Zeit.

He had strong ties especially into the German press but also into television. When he became German chancellor in 1974 he named TV journalist Klaus Bölling his government spokesman. So his case seems to be a very interesting example for the interactions between press and politics.

The paper presents concrete forms of how Schmidt communicated with foreign correspondents. But the aim is also to give general hints on the role foreign correspondents can play in diplomacy. Different examples demonstrate concrete modes of interaction between chancellor Schmidt and foreign correspondents. We know that already in the 1960s, not yet really in power, Helmut Schmidt frequently saw Joachim Schwelien in Washington, correspondent for the main German TV station for talks about American politics and as chancellor he received information about British politicians from Peter Jenkins from the Guardian (3). Unpublished sources from Schmidt-Archives show other forms of communication. In 1975 for example Schmidt received two highly interesting letters. The new correspondent of the newspaper Die Welt Gerd Ruge wrote Schmidt about secret talks in China, he promised not to circulate the information but regarded them as highly interesting for the German chancellor (4). And Theo Sommer, a well known journalist from Die Zeit, wrote about a talk he had with the Soviet ambassador Falin, because he felt that the information he got were meant to be given directly to Schmidt (5).

From the concrete communication in the case of Schmidt a model for the different ways and forms of transnational communication between governments or single persons in politics and foreign correspondents will be presented:

a) Correspondents of the home country as source of information in their respective country of resistance.

b) Correspondents of the home country as a means to communicate with the government or intellectuals in their respective country of resistance.

c) Correspondents of foreign media in the country as source of information about their home country.

d) Correspondents of foreign media in the country as a means to communicate with the government or intellectuals in their respective country of resistance.

Notes:

(1) E.g. Franziska Augstein: Fünfte feindliche Großmacht. Joseph von Görres, 1776 - 1848, in: Wolfgang R. Langenbucher/Hans-Jürgen Jakobs: Das Gewissen ihrer Zeit. Fünfzig Vorbilder des Journalismus. Wien [Picus]

2004, S. 47-51.

(2) E. g. Frank Bösch/Dominik Geppert (Ed.): Journalists as Political Actors – Transfer and Integrations between Britain and Germany since the late 19th Century, Augsburg: Wißner 2008.

(3) Michael Schwelien: Helmut Schmidt – ein Leben für den Frieden, Hamburg: Hoffmann und Campe 2003, p. 61 and Nina Grunenberg: Beim Kanzler sitzt der liebe Gott im Detail, in: Die Zeit, Nr. 45, 31. Oktober 1975, http://www.zeit.de/1975/45/beim-kanzler-sitzt-der-liebe-gott-im-detail.

(4) Letter from Gerd Ruge to Helmut Schmidt, 26/06/1974. Archiv der sozialen Demokratie der Friedrich-Ebert-Stiftung. Bestand HSA. 1/HSAA010608.

(5) Letter from Theo Sommer to Helmut Schmidt, Hamburg 02/06/1975. Archiv der sozialen Demokratie der Friedrich-Ebert-Stiftung. Bestand HSA. 1/HSAA010609.

Author(s):
Kamel Zegout

Title:
"Tabloidization of the British Quality newspapers in the 2000s: the case of The Times and The Independent"

Abstract:
The concept of « tabloidization » is a tendency in the British press of the 2000s which can be defined in terms of contents but also in the format of newspapers. If the format changes made by British quality newspapers as The Times or The Independent mark a formal transformation of two newspapers which tends to bring their model closer to those of the tabloid newspapers, these mutations also tend to reflect an evolution in line with a consideration of economic, societal and technological transformations in the 2000s. Indeed, throughout the twentieth century, technological innovations associated with the competitive environment and the political and economic contexts will guide the evolutions of the British quality press.The British quality newspapers have long been regarded as newspapers of general and political news, published in large format and composed of long articles and diffused in an austere presentation. We believe that the evolution of the formal models of some British quality newspapers has to be linked with the dynamics of the historical evolution of journalism, the ways of doing journalism and issues related to the development of cultural and informational industries.One of the challenges is to identify whether formal changes have been accompanied by editorial changes at the level of the topics. Thus, at a microscopic level, the analysis of data related to the content of the newspaper, coupled with a macroscopic analysis of data related to the British journalistic sphere and to the contexts in which the British quality newspapers move, may allow to highlight the evolution of societal and journalistic dynamics. From this point of vue, we will attempt to highlight the existence of a relationship between, on the one hand, the societal context, economic, technological and cultural data and, on the other hand, the transformations in the press sector which ask the question of the redefining strategies and positioning of media companies in Britain. In the background, the changes in the British quality press sector raise the question of pluralism in the British daily press and the question of how to democratize access to topics of general interest to the great majority without surrendering to a logic of « peopolisation » of news which include the publicization of the private and the journalistic treatment which consists of speaking about politicians more as celebrities and less for the political ideas and issues they keep in the public sphere. Finally, this process tends to increase the permeability of the boundary between public sphere and private sphere.

Author(s):
Nelson Ribeiro

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

Abstract:
The proposed paper analyses the role of transborder broadcasts during the colonial wars that Portugal fought in Africa during the 1960s and 1970s until the end of the dictatorship regime, known as the Estado Novo (New State), that ruled the country from 1933 to 1974. Despite the processes of independence that had been occurring in several African countries from the late 1950s onwards, the Portuguese regime maintained its intransigent position of not negotiating with the independence movements. The principle of the Empire remained at the center of the regime's ideology which led to the country's isolation in the international arena and to the outbreak of the colonial wars that, after starting in Angola in 1961, spread to Mozambique and Guinea-Bissau in the following years.

As the paper will describe, as censorship prevented all criticism of the regime, the Portuguese Communist Party and the Front for National Liberation created two radio stations during the first half of the 1960s that broadcast from abroad: Rádio Portugal Livre (Radio Free Portugal) which operated from Romania and Rádio Voz da Verdade (Voice of Liberty Radio) which transmitted from Algeria. Both stations had a significant impact on Portuguese public opinion, becoming the main source for news on the colonial wars that were

taking place in the colonies and also on protests against the regime. Simultaneously, both stations became important vehicles for the colonial independence movements to explain and promote their cause among the Portuguese. As will be demonstrated, the leaders of the pro-independence movements appeared on many occasions at the microphones to explain their views on the war and reassure the listeners that all the Portuguese military personnel made prisoner were being given the best treatment possible.

The programming strategies implemented by Radio Free Portugal and Voice of Liberty Radio will be discussed as well as reception. Although both stations had common goals, Voice of Liberty had a wider audience, primarily due to the fact that its broadcasts focused almost exclusively on the colonial war and the struggle against the Estado Novo. Although these issues were also central to the broadcasts of Radio Free Portugal, the station operated by the Communist Party also paid particular attention to the promotion of the Soviet regime spreading the idea that, in the context of the Cold War, Portugal had all to gain if it joined the Eastern bloc.

The paper is based on document research conducted in several archives in Portugal and the UK. Radio transcripts produced by the state police were analyzed in order to assess the content of the stations. Nevertheless, these transcripts were, whenever possible, cross-checked with texts from the broadcasts published in brochures found at the Archive of the Mário Soares Foundation. Testimonies from those who worked at these stations were also used in order to access the meaning given their work by those who used the airwaves to fight against the Lisbon regime and its belief of Empire.

Author(s):
Peter Putnis

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

Abstract:
In 1941 the London-based international news agency, Reuters, was re-constituted in such a way as to make it accountable to the whole of the British press. At the same time, steps were taken to ensure that the Company would not be beholden to any single press group and that it would be safeguarded from any undue British Government influence. The first objective was achieved by broadening the ownership of Reuters so that half was owned by the Press Association (PA), representing Britain's provincial newspapers, and half by the Newspaper Publishers Association (NPA), representing the London press. The second objective was achieved via an 'Agreement of Trust' between the owners under which they agreed that they would hold their shares in Reuters 'as in the nature of a trust rather than as an investment' and undertook to use their best endeavours to ensure the integrity and independence of Reuters and a 'freedom from bias in its news.' The agreement also stipulated that 'no effort shall be spared to expand develop and adapt the business of Reuters in order to maintain in every event its position as the leading world news agency.'

At the end of the War, Reuters' status as a leading independent world news agency was under threat. While seeking to be a 'world agency', Reuters' ownership was vested entirely in the British press. The Company was cash-strapped and continued to rely on hidden British government subsidies to maintain its world-wide services. The prospect of Indian independence threatened one of its major sources of income. Reuters also faced vigorous competition from the U.S. agency, Associated Press, which was in the process of rapid global expansion.

In response to this, Reuters sought to again re-constitute itself, this time as a 'British Commonwealth' agency. It sought to broaden its ownership, retain markets, and obtain much needed capital by offering a stake in the Company to the national press organizations of the 'old Commonwealth' countries of Australia, Canada, India, New Zealand and South Africa. In the event, the plan largely failed. Canada and South Africa declined to join; India maintained its shareholding for just three years. Only the press associations of Australia and New Zealand remained enthusiastic supporters.

Using the Reuters Company Archive, this paper examines the negotiations between Reuters and the press association of each of the above mentioned countries and analyses the outcomes. In doing so it critiques the idea of a 'commonwealth of interest' in matters of international news in the light of de-colonization and growing nationalism. The story of Reuters' Commonwealth plan and its very limited success provides an important perspective on the re-ordering of global news networks in the aftermath of the Second World War.

It reveals the complex interplay of geo-political, technological, governmental and business factors in the changing international news landscape of the post-war period.

Author(s):
Carlos Barrera

Title:
Antonio Herrero and the reasons of his unfinished autobiography

Abstract:
Many authors consider Antonio Herrero as the most influential news agency journalist during the late francoism and the transition to democracy in Spain. He was the director of Europa Press –a private agency created in 1957–– for twenty-five years between 1964 and 1989, becoming one of the most well-informed and respectful journalists of the time. Outstanding editors and journalists who worked under his direction took important positions. Before joining Europa Press, he had been working for fifteen years in the official agency Efe founded in 1939, at the end of the Spanish civil war, as a vehicle to "spread the 'Spanish truth' all over the world". After some unpleasant episodes, he left Efe and was offered a new position as director of the recently founded Europa Press.

Efe had the monopoly on news distribution until 1966 so that Europa Press had to look for its niche market in other journalistic genres: photographs, chronicles, reports, serials, etc. A new Press and Printing Law enacted in 1966 permitted the free distribution of news. Europa Press took advantage of this situation and started to distribute those news that Efe did not dare to edit due to its political ties: strikes, conflicts and riots in universities, activities of illegal groups, etc. The minister of Information, Manuel Fraga, did not like this policy and often punished the agency and his director to the point that it was on the verge of being closed or integrated into the official Efe. These threats intensified during the state of emergency declared between January and March 1969.

After his retirement in 1989, Antonio Herrero began to write his memoirs, which were at the same time a history of Europa Press. But he stopped when the story arrived at the point of dealing with the persecution against the agency happened since 1967. According to the testimony of his wife and other close friends, he did it because he did not want to write bad things about the minister Manuel Fraga. Time had been passed, Fraga was the leader of the main conservative political party in Spain's new democracy, and Herrero decided to heal past wounds. However, he continued to keep a folder in his archive with news, reports and documents about Fraga's political career for personal use only.

Journalists who suffered persecution under Franco's regime often publicized their stories later as a way of presenting themselves as heroes of press freedom working in dangerous circumstances. Herrero, however, preferred to remain silent about his experience. He did it for humanitarian and Christian reasons. The autobiography written by Antonio Herrero remained unfinished. Other documents from his archive have permitted to fill the gaps and check that he experienced serious threats from the dictatorship. His firm attitude against them helped the agency to resist and contributed to extend high standards of professionalism. This voluntary silence did not favor him to increase his prestige within the profession but he gave preference to the idea of not harming others rather than his own personal promotion.

Author(s):
Viktor Chagas

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

Abstract:
The press distribution model, which culminate in modern newsstands particularly at Rio de Janeiro and generally at Brazil, points to the granting of licenses for operation of commercial activity in urban public space. The aim of this paper is to investigate the conflicts and policital negotiations between public authority and newsvendors, in order to consolidate this model. Through a historical and legislative analysis, it brings up aspects related to consumption, informality and freedom of information. Moreover, it tries to call attention to the circuits and cultural chains involving journalistic processes, that is commonly restricted to studies over the history of the papers and at most the history of reading, but never the history of circulating and distribution practices, within academical research circles. With this work I try to understand how can some

men of politics exercise control over the press through newsstands regulation. I am also concerned with the particularity of the Brazilian model, which clearly reflects some American and European similar regulations over press history, and concedes to owner of newsstands the license to operate at urban space, though it can represent a privilege if compared to other commercial ventures, like bookstores for instance. This problem grows as the newsstands are now allowed to sell other genres of products and to show publicity pieces on their back. Specially at the city of Rio de Janeiro urban space, whose historical trajectory requires reflection on its successive political conditions before State Union - as the Federal District (until 1960), State of Guanabara (from 1960 to 1974) and the state capital of Rio de Janeiro after the merger (from 1974 to nowadays) - this approach rises important aspects on political attribution of the municipality over the past four decades in Brazil and points to a technical-administrative character it has been assuming. What were the strategies involved on the affirmation of this premises and what do they tell us on media and public opinion are also in focus of this reflection. I expect to take a fresh look on some aspects of Communication field, that can be much beneficiated from an interdisciplinary perspective which combines historical method with sociological analysis, and presents questions either related to urban studies or law and economical studies.

Author(s):
Christopher Tulloch
Marcel Mauri
Tobias Reckling

Title:
Foreign Correspondents Coverage of the Spanish Transition to Democracy

Abstract:
Foreign Correspondents Coverage of the Transition to Democracy in Spain The history of 20th century European foreign correspondence shows that after the Civil War (1936-1939) Spain all but disappeared from the international news radar for three decades. However, the death of Franco in November 1975, the return of the monarchy, the political transition to democracy and the promulgation of the Constitution at the end of 1978 brought Madrid back into the political spotlight and provided European and American international news desks with an irresistible story which lasted throughout the late Seventies and early Eighties. This paper analyses the role of European and U.S. foreign correspondents in the socio-political narration of the Spanish transition and the weight lent to the story by elite press international news desks. It also reveals the professional profile and background of the reporters charged with relaying the story and the difficulties encountered in their coverage of a complex and ever-unfolding story. The paper attempts to answer questions such as: What were the main news items on the agenda of the foreign correspondents in Madrid? What differences can be observed in the standpoint, coverage and commitment to the story within the European and American press? What sources did the international reporters draw on? What was their modus operandi during this period? Up to what point did they consider themselves to be under surveillance? What part do the foreign correspondents feel they played in the transition to democracy? The paper forms part of a three-year research project funded by the Spanish Ministry for Education. It has involved an extensive analytical study of the British, American, French, Italian, and German elite press as well as the news production of the major international news agencies such as Associated Press, Reuters and AFP over the three-year period from November 1975 to December 1978, and has involved field research in Paris, Rome, London, New York and at the Spanish National Archives in Madrid as well as interviews with many surviving foreign correspondents.

Author(s):
Marcel Mauri
Ruth Rodríguez-Martínez
Jaume Guillamet

Title:
Historical Research of Press in No Official Language: The Case of Catalonia

Abstract:
The need to show the historical importance and impact of the Catalan press –language with no official recognition in Spain until 1978– has led to a research tradition that gives priority to quantitative research and the location, description and listing of newspapers. This paper will explore the media history in a linguistic area of 10 million people, which covers the Spanish regions of Catalonia, Valencia, Balearic Islands and part

of Aragon; the French Eastern Pyrenees; the Principality of Andorra and the Italian city of Alghero, on the Sardinia Island. The Catalan press has been also produced by colonies of volunteer expatriates, economic migrants and political exiles in several Spanish and French cities, as well as several American countries. The data collected in this paper correspond to the results of a research entitled "General Catalogue of the historical Catalan press. I. The emergence of publications, 1641, 1809-1898" funded by the Institute of Catalan Studies in Barcelona (2008-2010), by a team of eleven researchers who are part of the Pompeu Fabra University of Barcelona, University of Valencia, University of the Balearic Islands, University of Girona and Universitat Rovira i Virgili.

Author(s):
Juergen Wilke

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

Abstract:
Compared to the American and British press, the development of the German press was belated in the 19th century. Nobody described this as aptly as the American writer Mark Twain when he visited Germany in the 1870ies. One essential element in this delay was that the penny press and tabloids could not emerge until the beginning of the 20th century because of different reasons. Although the so called "General Anzeiger" was already founded on advertisement before, the fact that German newspapers were mostly produced for subscription did not force to develop a press that had to be sold daily on the market. It took until 1904 that the first tabloid (or forerunner of this type) was created in Berlin, the *BZ am Mittag*. Planned by the publisher Leopold Ullstein at first as a noon edition of the *Berliner Zeitung,* the paper was so successful that it replaced soon its "mother paper". The *BZ am Mittag* was a "leap into modernity" within the German press. The presentation will describe and analyze this paper under different aspects: (1) The production side because the paper claimed to be the most speedy in the world, the first copies being available eight minutes after editorial deadline. (2) The content and the new layout, which can be described on the basis of a content analysis. (3) The illustrations, unknown in the German press before, consisting of drawings and later on photos. (3) The expedition which was pushed by mobile technical equipments (bikes, cars) in the city and already even by aircraft outside in the country. *The BZ am Mittag* was the model for other tabloid papers in Germany like the *8 Uhr Abendblatt* (1910-1938), the *Zwölf Uhr* Blatt (1919-1945), *Berliner Nachtausgabe* (1922-1944) and *Tempo* (1928-1933).

Author(s):
Helena Lima
Jorge Sousa

Title:
Representations of Brazil on a 17th century Portuguese newspaper: the colonial mentality in the Mercúrio Português (1663-1667)

Abstract:
Mercurio Portugues (1663-1667) was the second newspaper to be published in Portugal and part of its contents were related to Brazil. The wealthy economical cycle centered in India commerce was long gone and new trades centered in Brazil followed such as brazil wood and sugar cycles. During the Spanish domination the sugar trade declined but this colony remained as the main economical resource for the Portuguese crown particularly during the war for independence that depleted the national economy. Therefore Brazil was a crucial subject for Mercurio Portugues in terms of economy but also a political spindle of the Portuguese empire, that needed the international community's recognition. Through a qualitative analysis of discourse it is possible to describe the representations of this Portuguese former colony. The main conclusion achieved is that the news about Brazil published in the Mercury relate almost exclusively to the trade between the metropolis and this colony as well as shipbuilding. Mercurio's publisher was Antonio de Sousa de Macedo, and through the tone of his writings one can also infer that Brazil was seen with hope and enthusiasm. The expectations were justified by the Brazilian resources that provided the funds that Portugal lacked to maintain the war for independence from Castile. At the same time, Macedo's enthusiasm relied on enormous possibilities of exploitation that Brazil would offer and also because the colony could perform a strategic rear, particularly useful in case of war which, incidentally, became real in 1808, when the Portuguese crown was forced to take shelter from the French invasion.

Keywords: Mercurio Portugues, Brazil, Portugal, colonial trade, analysis if discourse

Author(s):
Lotta Lounasmeri

Title:
Through Rosy or Bluewhite Glasses? Decades of News About Soviet Union in the Finnish Press

Abstract:
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The Finnish public discussion culture has often been criticized of being unanimous and consensual. In different times political journalism has treated foreign and home affairs as well as economic policy with carefulness. During the era of the Soviet Union, the image of Russia and the Soviet Union in the Finnish press has been labeled by the concepts of Finlandization and self censorship. In this research attention is paid to Finnish foreign reporting about the Soviet Union during the last decades of its existence.

The research forms part of a larger project titled "Russia in the Finnish media", which analyzed the Finnish media images of Russia and the changes that have occurred. The aim of this paper is to describe and analyze the way in which critical reporting varied about the Soviet Union in the Finnish press from the end of the 1960's to the time of Soviet collapse in the beginning of the 1990's. The ways of reporting have been closely connected to the Finnish political climate and the practice of politics. The objective is to describe the differences between five different newspapers and reasons behind this. In addition, it is analyzed how the reporting varied during different decades and why. The empirical material consists of newspaper articles in connection with certain key events: the invasion of Czechoslovakia in 1968, Alexandr Solzhenitsyn receiving the Nobel Prize in 1970, the invasion and war in Afghanistan in 1979, the defection of Viktoria Mullova in 1983, the nuclear accident of Chernobyl in 1986 and the so called Yanayev attempted coup in 1991. In addition, interviews of editors-in-chief as well as correspondents of the time have been carried out.

Author(s):
Melanie Leidecker

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

Abstract:
The tabloidization of media contents has become a popular topic of research for communication scientists. Most studies on tabloidization focus predominantly on changes of content characteristics, as tabloidization means – among others – a downgrading of hard news (less information, less politics) and an upgrading of soft news (more entertainment, more human interest stories, more personalization). The examination of formal features has not been very extensive. But tabloidization implies more than just a change of contents. The form of presentation plays an important role in the context of tabloidization, too. A formal feature of tabloidization is, for example, the increase in visual attractions. More proportional space on the newspaper page is dedicated to pictures and headlines.

The first tabloid newspaper in Germany was the *"B.Z. am Mittag"* (published by *Ullstein Verlag*). The first edition appeared on October 22, 1904 in Berlin. Visually, this paper differed from other German newspapers at the same time. It was the first German newspaper that regularly (daily!) presented a lead story on the front page. The lead story is the article on the newspaper's first page with the biggest headline and the largest textual amount (compared to all other articles on the front page). At that time (1904) it was uncommon that newspapers provided their articles with prominent, widespread headlines. To highlight a lead story (with an eye-catching headline) on the first page (regularly) seems only to be a typical element of the tabloid newspaper at this time. It depended on large headlines to attract the attention of potential readers that bought the paper on the street.

By now it was unknown when the lead story (as a special type of article) established in German newspapers, although the lead story is the most important and most-read article of an issue.

To fill this research gap, I conducted an exemplarily analysis and systematically investigated the evolution of the lead story in German daily newspapers. As I already mentioned, the tabloid paper *B.Z. am Mittag* was the first German newspaper that published a lead story on its front page every day (examples will be given). Other German papers borrowed this typical tabloid style about ten years later (with the outbreak of World War I; examples will be given). I regard this as a process of formal tabloidization. The tabloid paper's reaction on this tabloidization of other newspapers and the further development of lead stories will be described exemplarily.

Author(s):
Rita Luis

Title:
Foreign correspondents and their whereabouts in Portugal during the carnation revolution.

Abstract:
Between 1974 and 1976 Portugal lived a revolution that was considered to be the last left-wing one of the 20th century (Rosas, 2004:123), and as such, attracted most of the left-wing supporters around the world, as well as many foreign correspondents, special envoys, filmmakers and photographers.

Previously, during the forty-eight years that lasted the dictatorship of Salazar and Caetano, Portugal had been a country mostly closed to the international community and where a fierce censorship prevented ideas contrary to the status quo from circulating. Therefore the arriving of so many journalists and, in general, so many free-thinkers had to have been accompanied by some stressful situations.
This communication aims to present some of the geographies of the foreign correspondents and special envoys working in Portugal at the times, focusing specially on the Spanish ones.

 Since this is a specific moment of change of path in both Portugal and Spain, the Portuguese disruption represents a moment of distress on its neighboring country. Furthermore it might be said that both processes of democratization – a revolution in Portugal and a law-by-law transition in Spain – mutually influenced each other. Given these premises to understand how the Portuguese process was read in Spain is a necessary task.

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ROSAS, Fernando (2004) *Portugal siglo XX (1890-1976). Pensamiento y acción política*, Mérida: Editora Regional de Extremadura

Author(s):
Bixiao HE
Zhuang Xiong

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

Abstract:
This article probes to the process of remolding two private newspapers - Takung Pao and Wenwei Pao, two highly reputed private newspapers in 20th century in Shanghai - during the initial stage of new China, and further explores journalistic paradigms shifts under the circumstance of radical political change. In this course, four levels - organization and institution, gestalt worldview, journalistic practice, and news exemplar – are analyzed in detail respectively.

This paper also discusses different mechanisms and their theoretical implications between journalistic paradigms change under different settings such as radical and mild political change. The preliminary conclusions are as follows: We can observe that there will be a paradigm shift at all four levels under the radical political change, which is manipulated by the political power rather than the journalistic organization and journalistic staff themselves. For the four levels - organization and institution, gestalt worldview, practice, and exemplar, the activity of the agency descends from the first one to the last one. Thus, paradigm shift is

not likely to happen when the four levels do not change at the same time during media reforms in China since 1978, although competitive journalistic paradigms has been coexisted for a long time.

Author(s):
Chris Paterson
Vanessa Malila

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

Abstract:
South Africa's Information Scandal brought to light the extent to which the South African government tried to change popular perceptions through the manipulation of the press. South Africa's 'Propoganda War' began in 1972, at a time when the political, economic and social landscape in Southern Africa was volatile and unpredictable – something the apartheid government hoped to better control by spending great sums on influencing negative press coverage and portraying a positive image of the country internationally.

This research revisits a little know example of those efforts. In 1974 half of the second largest television news distribution agency, UPITN, was bought with money provided by the South African government in an attempt to influence international reporting. This paper provides an historical account of the relationship between the South African Department of Information and UPITN, and seeks to provide answers to questions about the influence of the South African government on the content distributed by the news agency during the period of ownership. Editors and journalists who worked for UPITN during the period of investigation deny any direct influence from the owners on the content distributed, but those involved in buying the news agency – specifically Eschelle Rhoodie (Secretary for the Department of Information at the time)– claimed that the purchase was effective in changing reporting on South Africa to favour the country.

This research provides an account of the dealings between the South African government and UPITN, which is then contextualised with a quantitative content analysis of UPITN footage before and after its purchase by the South African government. The content analysis undertaken is based on material distributed during, before and after the period in which the South African government had interests in UPITN, in order to assess whether there was conspicuous change in the kinds of stories and the nature of the stories being distributed concerning South Africa. The research entailed undertaking a content analysis of digital copies of television news agency stories distributed internationally by UPITN between 1974 and 1980, and has only been possible since 2008 when the new owner of that footage publically catalogued and archived it.

The content analysis provides conclusions about the manner in which the South African government was able to influence the international media's coverage of its activities during apartheid – or in fact the lack of direct influence on negative coverage about South Africa. In addition to this, historical data shows that Western perceptions of South Africa continued to be negative and that the stigma of the apartheid policy of governance was the biggest challenge for the country to overcome. The South African government's investment in UPITN was only one part of the much larger Muldergate debacle which erupted between 1977 and 1978 and eventually resulted in the resignation of both Minister of Information – Connie Mulder and then Prime Minister Vorster. This research suggests the relative ease with which a state can seek to covertly control its international image and the extent to which a tenuous journalistic culture of independence can resist.

Author(s):
Wai Han Lo

Title:
The Development of Investigative Reporting in Hong Kong

Abstract:
The development of investigative reporting is rather recent in Hong Kong. This is especially unusual phenomenon since Hong Kong has long been known for its reputation for press freedom and highly competitive nature of the newspaper market. Investigative reporting began to be recognized as a journalistic genre since 1980s due to various economic and political changes. During this process, the development of investigative reporting has been confronted by many obstacles. This study explains the emergence of its late

development of investigative reporting by examining the historical formation of the journalistic field and cultural inertia with the use of the concept of field theory.

Although Hong Kong journalistic practices follows the tradition of Anglo-American journalism which emphasizes the collection and exposition of facts, journalistic culture is also greatly influenced by the journalism practices in colonial days. In early colonial days, the colonial government has 30 laws that could be used against the media, and it allows the government to search and punish the news company for publishing articles which are antigovernment. Many scholars asserted that colonial government took tolerant attitudes towards media because only a few case in history in which such law are applied, and there were many different kinds of newspaper with different ideological positions at that time, but, in fact, the colonial government kept a close eye on the media. Hong Kong media enjoyed press freedom only if they did not touch sensitive issues which were related to colonial government.

In addition, because of refugee mentality and utilitarian familism, Hong Kong people is political indifferent towards election and the politics. Although decolonization and democratization happens in 1970s and 1980, and the colonial government was no longer able to control the media by controlling the sources and using the law restriction, the culture of investigative reporting is still not developed well in Hong Kong.

The development of investigative reporting has also been confronted by many obstacles after 1980s. The media faced with the growing threat of the loss of freedom of expression and loss of press freedom since the transition period (1984-1997). Public worried that the change of media ownership and reporter's self-censorship did upset the press freedom. On the other hand, Hong Kong media underwent commercialization, which has brought opportunities and threats to journalistic field. Fierce competition created pressure for traditional Chinese language press to implement a reform on the layout and the content. The newspaper with large and colorful pictures and more entertaining news goes mainstreams. At the same time, Hong Kong press has been accused of being more sensational and superficial.

A weak journalistic culture of investigative reporting, in addition to the fierce competition among news organization and self-censorship of the reporters, explains why the development of investigative reporting is rather fragile, and the investigative reports can only be found occasionally in Hong Kong.

Author(s):
Ruth Teer-Tomaselli

Title:
A Rippled Image: South African Public Radio Viewed Through the Lens of Language, Race and Money

Abstract:
Submitted to the History Section, under the sub-theme: 'Media and Empire: Historical Perspectives"

In 1934, John Reith, then the Director-General of the BBC, arrived in South Africa at the invitation of the South African Minister of Posts and Telegraphs. He was to advise on the setting up of national broadcaster along the lines of the great 'public service' tradition. His recommendations became the basis of the enabling legislation for the SA Broadcasting Corporation, which went on air in 1936. On the face of it, one may expect that there would be more than a passing resemblance between the SABC and the BBC, since both were laid out with very similar terms of reference. While many of the expected tropes of Empire were there – relays of drama, music and particularly news bulletins directly from the BBC; an active and explicit use of the radio medium to promote the Allied War Effort in the Second World War; and the nod towards the holy trinity of entertainment, education and information, nonetheless it was soon clear that the specificities of the South African context would mould the broadcaster into a very different institution from the British model.

In terms of language, schisms occurred between English, Afrikaans and African constituencies and audiences. From the outset, issues of language were contentious and paramount to the broadcaster. The tussle between the two dominant 'white' languages created the structural basis for the "A Service" for the (English) and a lesser "B Service" (Afrikaans). Ideological and political divides compounded language differences. English-speaking audiences were urban, employed in industry and commerce and strongly supportive of the Commonwealth and 'Empire', and initially at least, holding political power. Conversely, Afrikaans listeners were generally poorer, predominantly rural farmers and sharecroppers, vehemently anti-British and in favour of war-time neutrality. The tables were turned in 1948 with the ascendency of the Afrikaner-led National Party. The strident fight for independence was a dream that came to fruition in 1960 with the establishment of the Republic and withdrawal from the Commonwealth.

In terms of race, both English and Afrikaans factions were united in the early period on the pre-apartheid policy of 'segregation'. Services for African listeners came into play with the introduction of African language services, initially in the late 1940s, and then as a set of 'separate' FM services in the early 1960s.

Finally, money reared its head with the commercialisation of the new "C Service", or 'Springbok Radio', a low-brow, populist, bilingual radio station that proved hugely popular with audiences, and very profitable with advertisers.

The paper draws on a multitude of secondary sources as well as primary material from the Annual Reports and archives of the SABC, contemporary newspaper reports and the now defunct weekly magazine *'Radio Times',* as well as transcripts of the Parliamentary Hansards in which the debates concerning broadcasting are recorded.

Author(s):
Julia Pohle

Title:
'Going digital': A historical perspective on early North-South policy co-operations in informatics

Abstract:
Based on a critical analysis of archival material and a few interviews, the paper gives an historical perspective of the early policy debates about the impact of digital technology on an international level. It therefore assesses the position of two actors, which played a leading role for the discussions on strategies and policies on digital technology since the early 1960s: UNESCO and the Intergovernmental Bureau of Informatics (IBI). The latter, an organisation created by UNESCO in 1962, was the first international organisation, which tried to foster co-operations between the countries of the South and the North regarding the development of computer technology and the creation of national informatics policies.

Through the little known history of IBI (its archives have only recently been rediscovered by the author of the paper) and its relationship with UNESCO, the paper shows how informatics and digital technology moved from a matter of little political disagreement in the 1960s and '70s to a highly 'politicized' subject in the 1980s, causing heated debates between countries of the North and the South. From being considered simply another scientific discipline, informatics gradually became a question of national sovereignty and transnational dependence. Following the call for a New International Economic Order (NIEO) and New World Information and Communication Order (NWICO), IBI's Director-General even tried to convince the developing world about the necessity of a movement for a New Informatics Order. This ambition significantly increased already existing tension between IBI and UNESCO – the latter being at that time in a particular difficult diplomatic situation due to its engagement with NWICO and the consequent withdrawal of the United States and Great Britain from the organisation. This finally led to the IBI's dissolution in the late 1980s, the moment in which computer technology became increasingly important for the daily life in most of the developed countries.

Besides this political dimension of early policy debates in the field of informatics, the paper underlines how – during that early period - the issue of access and digital divide moves slowly from gaps in implementation of national computer infrastructures to a wider debate on the informatization of society as a whole. It demonstrates how the initial techno-deterministic perspective on informatics evolves into a more societal perspective on information, leading UNESCO to frame a new development paradigm around ICTs, where the dissemination of technology is not an end in itself, but an instrument to foster human exchanges. This perception paved the way for an alternative discourse on ICTs, which we could witness during the Civil Society involvement at the World Summit on the Information Society (WSIS) and in some of the recent debates on Internet Governance.

Author(s):
Halliki Harro-Loit

Title:
Diachronic perspective of journalistic culture: methodology and sources

Abstract:
Version:1.0   StartHTML:0000000190   EndHTML:0000010978   StartFragment:0000002872
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Loit%20.doc @font-face { font-family: "Times New Roman"; }@font-face { font-family: "AdvP85CA"; }@font-
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"Times New Roman"; }div.Section1 { page: Section1; }

Within the recent years the theory on journalistic culture has been extensively developed. Cross-national
studies enable to analyse comparatively the different components of journalistic culture. (e.g. Hanitzsch
2007, 2011 etc.). This paper proceeds from Hanitzsch's conceptualization of journalism culture that has
three essential constituents: institutional roles, epistemologies, and ethical ideologies. Journalism's current
problems need us to ask about the changes of journalistic culture over time. Therefore it is important to ask
about the possibilites to study the journalistic culture diachronically.

However, this question means that empirically the researchers have a number of sources available: archive
documents, old newspapers, memories and biographies of journalists, photos and other recorded materials
(depending on the time).

The concept of journalistic discourse opens up for the possibility to analyse how the journalistic discourse
was created, what power relations are embedded into a given discourse, how the genre conventions may
have changed. In other words – it enables to analyse the institutional roles of journalism in society, both in
terms of its normative responsibilities and its functional contribution to society.

Autobiographical texts are rich source for reconstruction of professional orientations and practices,
journalistic community and its articulation over the profession. Old newspapers, photos, recordings are
artefacts that enable to study the past of journalism as material culture.

On one hand all the different sources include subjectivity and to some extent deceptiveness. For example in
case of life-histories the interval between experience and narrative as well as the performative nature of
biography, storytelling contexts etc. should be taken into consideration. On the other hand by combining
biographical method with discourse analysis, document analys and „history proper" one can discern the
multivocality of as well as the individual and institutional viewpoint of the diachronic development of
journalistic culture.

In order to capture the cultural diversity as well a analogies of journalistic values and practices, we need to
draw out the complexity of variables that have influenced the development of journalistic culture and explore
how each of these components can offer us the new understanding.

The purpose of this paper is, therefore, to propose some methodological possibilities that would add the
diachronic perspective to the studies on journalism culture. As a case study I will present the examples
concerning the changes in journalism culture during the soviet period in Estonia.

Author(s):
Jan Cebe

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

Abstract:
The paper will focus on the history of the Czech tabloid press since the early 20th century to the present.
Before World War I Bohemia and Moravia have already developed a relatively stable media system based
on the press of political parties. Local journalistic tradition was based on German rather than the Anglo-
American experience – it was more strongly influenced by the struggle for cultural, economic and political
self-awareness and ultimately by the idea of nation. Entertaining function , typical for tabloid, played a rather
marginal role. It was only after the establishment of independent Czechoslovakia (1918) in the mid-20s when
Tempo Publishing entered the media landscape of tabloids. The new competition will soon respond to other
publishers and at the end of the interwar period has been tabloid press in Czechoslovakia integral part of
market.

After World War II, the situation is fundamentally changing. The slow implementation of the socialist ideas as a consequence of WWII and Soviet Union´s position of Nazi conqueror in Czechoslovakia influenced also form of the media system. Prohibition of private ownership of the press was the most fundamental result of these changes. It disabled essential economic operation of the tabloid press whose main purpose is primarily to generate profits. Tabloid journalism had no longer space in the new state.

The communist regime that came to power in 1948 did not allow for existence of tabloid either. The official role of the media was defined from the standpoint of Marxism-Leninism, the media was controlled on the basis of the Soviet model and its real function was mainly to build the consent with the communist regime. Newspapers in Czechoslovakia in the years 1948 - 1989 presented, except for minor exceptions (semi-tabloid daily The Evening Prague, sports daily The Czechoslovak Sport and some leisure magazines), uniform and completely reader-unattractive tribune of the ruling regime.

The collapse of the communist regime in 1989 meant a fundamental change not only for the Czechoslovak society as a whole, but also for newspapers and their readers. The transition to private ownership and the newly emerging free market changed media landscape. A number of existing titles failed to deal with the economic and social changes. Their place was taken by many new publishers, who wanted to use the new opportunities brought about by the new conditions. Quick profit was one of the main motivations and this factor played in to the hands of re-emergence of tabloid newspapers and magazines. Wild period of the first half of the 90s is characterized by the emergence of many new tabloid periodicals which more or less successfuly imitated foreign models. Since the mid 90s foreign companies mainly from Germany and Switzerland began to enter the Czech market and the media landscape got slowly stabilized. Czech republic developed the model we can find across the entire post-communist bloc – the market is divided by small group of powerful publishers controlled by the foreign owners according to content (tabloid /serious press) or geographic (regional / national press) criteria.

Author(s):
Donal McCraken

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

Abstract:
In recent years there has developed ex nihilo a keen interest in the history of the Irish press. This is in part due to the excellent work undertaken by the Newspaper and Periodical History Forum of Ireland (NPHFI) as well as by various academics. Where once there was Andrew Dunlop's Fifty years of Irish journalist (1912); Brian Inglis' The freedom of the Irish press, 1784-1841 (1954); and Robert Munster's The history of the Irish newspaper, 1685-1760 (1967), now a host of excellent studies have appeared. These include Marie-Louise Legg's Newspapers and nationalism: The Irish provincial press, 1850-1892 (1998); Simon Potter's edited volume Newspapers and empire in Ireland and Britain (2004); Mark O'Brien and Kevin Rafter (eds), in press Independent Newspapers; and the delightfully titled Irish journalism before independence: More a disease than a profession (2011), edited by Kevin Rafter. There has also been some work undertaken on the Irish press in North America. However, something of a lacuna exists when it comes to Irish journalists working in the British empire.

Irish journalists in the British empire fell into two categories: The first were those, such as Jobstown-born William Russell (1820-1907) in India in 1857, who were war or special correspondents, sometimes working for individual newspapers (frequently British rather than Irish) and those working for one of the news-gathering agencies spawned in the mid-nineteenth century and, like ants following a sugar trail, stretching out across the empire as far as the telegraph wires extended, and, like the hapless Dublin-born Frank Power (1858-1884) in the Sudan, sometimes beyond.

The second category were those Irish people, usually males but occasionally female, who settled in the empire, whether on a permanent basis, as a sojourn to escape the downturn in the Irish printing trade in the 1890s or just as an adventure. These Irish journalists were to be found from India to New Zealand, and from Jamaica to St Helena. They were particularly numerous in the British South African colonies and the adjoining Boer republics, which at one time or another were also British domains.

This paper will look at the phenomenon of the Irish journalist in South Africa, where no fewer than 40 newspapers at one time or another had an Irish editor or a senior Irish journalist. It will discuss the reasons for the prominence of Irish journalists, as well the stance taken by them on matters of race and political

allegiance. The paper will discuss what, if any, difference existed between journalist in British Natal or the Cape and those in the Transvaal and Orange Free State republics. The role of Irish war correspondents at the time of the Anglo-Boer War (1899-1902) will also feature.

Author(s):
Kate Zambon

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

Abstract:
This paper seeks to add to the slim body of scholarship on the experience of European Holocaust refugees in South Africa by examining a collection of photographs by Alfred Futran from the archives of the German Colonial Society at the University of Frankfurt. Through the analysis of these photographs, the paper reveals the negotiation of power, privilege and social justice by anti-racist refugees during the reign of Nazism in Europe and the rise of the Afrikaner National Party in South Africa.

In 1933, Alfred Futran fled his home in Germany in the wake the Nazi rise to power. As a journalist and outspoken critic of right-wing nationalism, in addition to being an active communist of Jewish heritage, Futran was a ready target for National Socialist persecution. Futran and his wife moved through Bratislava, Vienna, and Zurich before settling for two years in Paris. Their German citizenship annulled by Nazi decree, Futran and his wife were forced to leave France, this time joining his wife's family in their flight to South Africa. In South Africa, Futran was met by the rise of another racist regime. This time, however, he was counted among the privileged racial class.

Futran joined over six thousand Jewish Europeans who migrated to South Africa between 1933 and 1936, when racist national policies against the native black population and simmering anti-Semitism dominated the national political scene. At the same time, the National Party recognized the need to build a strong united coalition among white South Africans in order to consolidate power. Jewish refugees in South Africa were thus torn between the desire to prioritize the security of their community and the need to advocate for social justice across lines of color. Thus, while many sought the stability of their own communities through rapprochement with powerful Afrikaner nationalist groups, others refused to ignore what they perceived to be the parallels between Nazi anti-Semitism and racist South African policies.

Futran's collection of over 275 photographs seem to stand in direct opposition to the colonial and white nationalist ideologies that united the collections of the German Colonial Society where his photographs ended up being preserved. The Society used photographs idealizing the colonies to garner support for German colonialism and to maintain solidarity between Germans in the homeland and German colonial settlers in Africa. Thus, the visual representation of colonial Africa was an essential tool for the mobilization of support among the citizens of colonial powers. Yet, Futran's photographs diverge from the portrayals that dominate colonialist and white nationalist discourses. Instead of following the dominant colonial visualizations, the photographs portray the diversity, individuality, and agency of black South Africans, even as they impeach the social injustices of a racially segregated society. By tracing the socio-historical environment in which the visuals were created, and presenting evidence from Futran's letters and writings, this paper shows how his photographs participate in a transcontinental conversation, challenging racism in South Africa even while Futran was helpless to do so in his native country.

Author(s):
Ah-reum Kim

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

Abstract:
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This study investigates the emergence of intellectual community around the general magazine, *The Thought*, and its influence over the concept of American liberal democracy. The Korean War split the decolonized Korean peninsula into North and South Korea, each establishing its own government. In addition, after the Korean War, there was no room for various ideologies beyond anti-Communism, pro-Americanism, nationalism and conservatism. Accordingly, South Korea's intellectual society had to be restructured and the acceptance and application of the concept of American liberal democracy became an important issue for its remaining intellectuals. Based upon this historical context, this study explores how the concept of American liberal democracy was articulated with diverse issues at the beginning of modern Korean nation state by analyzing the content and discourse of the articles from the magazine. Also, in order to gain the depth understanding of the published articles, this study analyzes biographies and memoirs of contributors to this magazine.

Centered on the magazine, that era's intellectuals produced discourses on national reconstruction based on the concept of American liberal democracy. On the surface, the intellectuals accepted the concept of American liberal democracy as a basis for rebuilding the nation, but at a deeper level, this idea was actually interwined with the academic tradition of Japanese colonialism. Although the 1950s South Korean intellectual society appeared to be leaning completely toward America, leading intellectuals who had trained academically during the Japanese colonial period were influenced by the state science (Staatslehre) taught by Japan's national universities. Therefore, they feigned the concept of liberal democracy for the sake of the nation but they truly accepted only its institutional aspects. The intellectuals also considered the Korean independence premature, not yet capable of self-governance. Reflecting these conditions, *The Thought* is filled with intellectuals' enlightening articles.

This paper inspects that in addition to intellectuals' elitism, these ideas originated in the academic background of those intellectuals who had been largely educated at Japanese imperial universities. Furthermore, given the unique historical context of the prevalent anti-Communist atmosphere, this study examines how the notion of liberal democracy was combined with various academic fields such as history, economics, philosophy and politics, to justify the concept and purse rebuilding postwar South Korean society.

Author(s):
Alberto Sá

Title:
Challenges of memory preservation in the portuguese media archives

Abstract:
This paper presents some results of an exploratory study undertaken for a PhD degree in communication studies field.

The theme of our study is framed by a social and technological perspective of the aspects of memory, reflecting on the role of memory studies that articulats the traditional concepts of memory in the light of the changes caused by the sense of digital contemporaries lifestyles, in particular in the field of media.

Thus, it would require to examine how the technological paradigm has affected the processes of memory, remembrance, transmission and handling of information, as referred to archiving and produced digital objects' management.

However, we reinforce our concern about the fragility affecting digital records, trying to refer to the complex technical constraints and the deciding factors that determine the nature of archived objects, that compromised the history of media production and institutions of the studied cases (main media groups that includes national and local newspapers and a television broadcast company).

In this particular case, we focus our attention on the difficulties, obstacles and resiliency that the studied media have faced in their development, with direct effect on the memory perception as a symbolic value.

In our study, we investigate the ways in which this course has been prepared in time in some major national media, looking at the health of their documentary archives and contents, and analyzing the technological paths in order to meet the computerized processes for handling, management and storage of digital objects.

Author(s):
Rolf Werenskjold

Title:
The Norwegian Foreign News System 1945-2011

Abstract:
This paper discusses a new model for how a country's foreign news reporting can be understood. The model is based on studies of the dominant Norwegian news media with their own network of foreign correspondents abroad, and analysis of all the foreign correspondents in the single medium. The analysis focuses on how these correspondent networks have evolved in phases throughout the period from 1945 to 2012, how the networks were established, expanded and reached its peak roughly at the end of the Cold War, and how the foreign correspondent networks during the last 20 years has been reduced. The paper establish the concept *the Foreign News System* as an alternative analytical model to Johan Galtung and Marit Ruge's hypotheses to understand Foreign News, as they were formulated in their classic article on *The Structure of Foreign News* in 1965. Over the years a number of international scientists have criticized the Galtung and Ruge's hypothesis, but very few have come up with alternative models. The term *Foreign News System* is here used to describe the totality of a country's foreign news reporting over time, and it is argued that the Foreign News Journalism constitutes a subsystem of any country's Media System. The model can therefore also be used to understand other countries' foreign reporting and changes in the role of the Foreign News Correspondents.

Author(s):
Lihuyn Lin
Chen-ling Hung

Title:
Toward a Conceptual History of Public Television in Taiwan

Abstract:
In the past fifty years, the discussion of public television has been an important topic in Taiwan's communication studies. While the governments of different regimes has been more supportive of the commercial television system, media scholars of different generations have been advocating the establishment of public television systems and taken part in policy debates. However, the concept differed in different historical phase, and its meanings have been negotiated in policy debates. This study mainly asks: in different historical phases, how was the concept of public television constructed intellectually, negotiated in policy debates and later leading to the evolution of the public television system in Taiwan?

According to the analysis, three main historical factors contributed to the construction of public television in Taiwan's media studies: the political-economic conditions, the television policy of the government and the theoretical debates with the media academia. Under the authoritarian rule in the 1960s and 1970s, the ruling party wanted to establish ties with private interests and planned to establish commercial television; the media academics, with weak ties with private interests, advocated the establishment of public television, which was actually state-owned television in the authoritarian rule.

Afterwards the commercial television systems triggered discontents among cultural elites in the early 1980s, some media scholars advocated the establishment of a public television channel along with the commercial system. Thus, public television was conceived to make up for weaknesses of the commercial system; and the public was constructed as the cultural elites. Public-service programs were funded. The concept of public television programs as serving cultural elites has dominated the political arena.

In the 1990s, while the government attempted to liberalize the television system, young generation of media scholars advocated the establishment of a public television system to counter-balance the hyper-commercial media system. Thus, public television was conceived as key sector in the television system; and the public was constructed as general citizens who should enjoy communication rights. In the policy debates, the media scholars had to confront those holding the views about public television formed in previous two phases. The confrontations between different concepts have resulted in the present predicaments in establishing a strong public television system in Taiwan.

Keywords: public television, conceptual history, media history

Author(s):
Birgit Kreykenbohm
Eduard Dresscher

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

Abstract:
Aruba is a small island state that has been part of the Kingdom of the Netherlands for almost four centuries. The decolonization process started in 1954 and eventually culminated in an autonomous position – a Status Aparte- within the Kingdom of the Netherlands in 1986. Despite this newly won autonomy the island's position within the kingdom is still defined in the discourse of the traditional hegemonic center, placing the island geographically and politically at the periphery of the kingdom. This study forms part of a larger research project that analyzes and compares mutual representation and discourses regarding the relations within the Kingdom of the Netherlands in the Aruban, Curaçaoan and Dutch press. This paper focuses on Aruba and attempts to offer an additional perspective by exploring how these relations are portrayed from an Aruban point of view. Utilizing discourse analysis, this paper assesses the dominant discourses and the representation of the relationships in the Aruban press. To understand the roots of the current discourse in Aruban newspapers, today's relations and the media representations of the Kingdom are placed in a historical perspective. From the period 1954 until 2011 five events were chosen (1954, 1986, 2005, 2010 and 2011) that constitute pivotal moments in the history of the kingdom. A sample of articles from a week before and a week after each of the events was selected from a total of five different Aruban newspapers which includes papers in Dutch as well as in the native language Papiamento. The discussion of the findings points out similarities between the diachronic discourses and relates recent developments in the local Aruban context and the increasing importance of its "southern" position to the changing locus of the Kingdom of the Netherlands in a globalizing world. On the threshold between the "South" and the "North" – geopolitically, geographically and culturally - Aruba consistently strives for its own course which is reflected in the self-confident rhetoric we found in the news coverage of the Aruban press.

Keywords: Aruban perspective in kingdom-relations / decolonization / newspapers / discourse analysis / representation

Author(s):
Hina Ayaz

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

Abstract:
News stories reported from tribal and northern parts of Pakistan are either the main headline or among the top news stories of most of the newspapers today. What about those who make these news stories available for us? The prime objective of this study is to explore the historical reflections of foreign correspondents reporting from tribal and northern parts of Pakistan. Moreover, to examine the divergence between foreign news and domestic news while drawing upon a comparison between the contents reported by foreign and domestic reporters (reporting from tribal or northern parts of Pakistan on the issue of 'drone attacks').

The focus of this paper is to conduct a historical research on foreign correspondents as well as on local journalists who report from tribal areas/ northern parts of Pakistan. The prime questions of research are: Who are these journalists? What kind of journalistic background they come from? What was their perception about the tribal areas or northern parts of Pakistan before they arrived here? And how have they perceived their own role while reporting from these tribal/ northern parts of Pakistan? What kind of challenges they have been facing in reporting from these areas? Do the censorship policies affect the actual contents they collect from these areas?

These questions will be addressed by employing in-depth interview research method as methodology. Through random sampling method 20 correspondents/ journalists (out of which 10 will be foreign and 10 will be Pakistani) will be selected for interview. In order to find out the divergence between foreign news and domestic news contents, one of the most important issues (among the stories of tribal and northern parts of Pakistan) 'drone attack' is purposely selected.

Drawing a comparison between foreign contents and Pakistani contents on the same news story will allow identifying as to how foreign news distinguishes from domestic news? The purpose behind choosing particularly those correspondents who have been reporting from tribal and northern parts of Pakistan is that it is the most critical area in Pakistan and hence it is a very challenging task. Furthermore, the purpose behind selecting the issue of 'drone attack' on tribal and northern parts of Pakistan is that a disparity is often been noticed between foreign and domestic news stories on this particular issue.

Author(s):
Maria Madalena Oliveira

Title:
Radio history through life stories of practitioners

Abstract:
Traditionally those who work (or have once worked) on a radio station tend to speak about radio in a passionate way. There is a general feeling of fervour for all activities related to media. However, it wouldn't be inaccurate to recognise that within this universe radio seems to have a special potential. The relationship with the microphone, the lack of image, the power of the voice, the sensations provoked by the music… all these aspects seem to be over-valued by practitioners and radio journalists. Generally speaking, radio is taken as a space of an intimate relationship with the audiences and this is for many people (researchers and professionals) the key of the radio mystery.

Throughout its history radio has been a discreet but permanent background presence in our everyday life (the British researcher Guy Starkey usually say that radio has been the soundtrack of our lives). Compassing the most important events of the twentieth century, radio is part of the imaginary of many generations.

In the scope of a project on the memories of some radio practitioners, this paper aims at presenting the preliminary results of a study based on life stories of people whose professional life was (or still is) connected with radio. Intending to identify some practitioners of reference to the history of radio in Portugal, this study is carrying out a set of interviews which objectives will be: a) to register particular and individual experiences of radio activity and to contribute so to better know the history of this medium; b) to analyse how those who developed jobs in radio stations understand the specificity of this medium when compared to other media; c) to explore the reasons why radio motivates a feeling of passion as it seems to inspire; and d) to discuss what kind of properties radio may lose in a multimedia context.

Exploring the richness of life stories as research methodology, this project is pretended to analyse the free speech of the interviewees and to examine the self representations they have of the radio. The main purpose is to re-write the history of radio from personal experiences as a way of complementing its technological and economic history. This is to say that direct speech is here taken as the source for an original understanding of social and cultural relevance of radio.

Author(s):
Victor Ayedun-Aluma
Ganiyat Adenle

Title:
Being "International": A Critique of Contemporary Philosophies and Practices of Yoruba Language Journalism in Nigeria

Abstract:
Modern journalism in Nigeria started in 1859 with the bilingual (English and Yoruba) Iwe Irohin newspaper. The newspaper represented an acknowledgement and institutionalization of both indigenous (Yoruba) language journalism and exogenous (English) language journalism. However, in the subsequent development trajectories of the two "journalisms", English language journalism became the more expansive and influential practice, while Yoruba language journalism remained the more restricted and marginalized relative. This was in spite of the contextual advantages that Yoruba language journalism might be expected to have from being culturally closer and more relevant to the majority of the people at the grassroots. As a consequence of being a relatively marginal and un-influential journalism, it might be expected that Yoruba

language journalism in Nigeria will be less original in its "professional" cultural practices and more imitative of the "professional" practices of English language journalism, including the latter's tendency to be "international" by striving to match its idealizations of the journalistic philosophies and practices of anglophone Western Europe and North America. The present study explores the philosophies and practices of indigenous (Yoruba) language journalism in Nigeria, using the multiple case study method. Two Yoruba language newspapers as well as two Yoruba language radio news programs in Lagos (southwestern Nigeria) are purposively selected and investigated through in-depth interviews with key informants and review of relevant organizational documents.The research questions center on the selected organizations' news values and editorial practices, codes of ethics and practice, as well as recruitment, advancement and disciplinary policies for staffers. In particular, the study explores the selected organizations' disposition to being "international" (that is, striving to "meet international standards"), the strategies and tactics adopted to that end as well as the issues and problems arising therefrom. The findings indicate the presence of a disposition to be 'international' by the practitioners of Yoruba language journalism but it is qualified by an awareness of the necessity of being contextually relevant.

Author(s):
Hedda Nossen
Svennik Hoyer

Title:
Traces of a metamorphosis in print journalism

Abstract:
Our content analysis of Norway's largest morning newspaper *Aftenposten* in a composite week and in four time-cuts between 1950 and 2008, revealed that the length of news-stories, in terms of number of words, had grown longer until 2008 when the newspaper had changed to the tabloid format with a mixture of both very short and very long articles. News stories also tended to have wider time frames in more recent years and being less event oriented. The simpler forms like reports of meetings and social events etc. had also diminished considerably in number and in amount of published stories. Journalists have become more visible – also as commentators – in the last twenty years.

International Communication Section

Author(s):
Dong-Hee Shin

Title:
Exploring Cross-Cultural Value Structure with Smartphone

Abstract:
This study cross-surveyed smartphone users in the U.S. and Korea to determine the differences of perceived values between the countries. Factors of usability and aesthetic values are combined with theory of reasoned action. Several propositions about the strength of the model’s relationships are made. The motivations of smartphone services were analyzed cross-nationally focusing on the differences in the composition of motives in the two countries. While the results illustrate the importance of both usability and aesthetic values, the two countries show different pattern and set of values. Based on the results of this study, practical implications for cross-cultural strategies in smartphone global markets and theoretical implications for cross-country studies are recommended accordingly.

Author(s):
Kenneth Yang

Title:
The Construction of Taiwan's National Identity in Domestic and Foreign Media: A Longitudinal Content Analysis of Media Contents in Five Major News Events in Taiwan

Abstract:
Taiwan is a self-governing island state outside China's east coast. Separated from Mainland China by a 50 km. Taiwan Strait, potential conflicts in this region lie in to what extent Taiwan and China can resolve their territorial and sovereignty claims over this island and its 23 million citizens. Despite the threats of repeated military aggressions against Taiwan, many Taiwanese citizens continue to seek *de jure* independence and to return to international community after its being expelled from the United Nations in 1971. As a country seeking for formal independence and formal recognition, whether Taiwan should seek for a declaration of formal independence is still debated among different ethnic groups in Taiwan. Mainland Chinese (14% of the island's population) (immigrated to Taiwan in 1949 after the collapse of KMT regime in China) still prefers a closer tie and possible reunification with their motherland. On the other hand, local Taiwanese (about 86% of the island's population) would be open to the idea of a new country. The self-identity of being a Taiwanese continues to rise among Taiwan residents. The trend is particularly noticeable among young Taiwanese who were born after 1949.

Mass media have been argued to play a role in forming national identity among its readership (Smith & Phillips, 2004). Although direct effects of mass media in forming national identity at individual level seems inconclusive (Smith & Phillips, 2004), mass media can "offer extraordinary potential for furthering the creation of imagined community, both as objects of identification and as objects of antagonism" (Calhoun, 1991, p.111). In this study, I examine major print media in Taiwan as well as established foreign print media (such as *New York Times*) to collect reports and discussions about Taiwan's national identity and its construction process.

The approach was adapted from Papacharissi and Oliveira's (2008) research on media portrayals of terrorism in the U.S. and U.K. Specifically, I plan to examine media contents that cover several historical events that shape the state of Taiwan's national identity and affect its construction process, including the following milestones: the lifting of the Martial Law in Taiwan in 1987, the first democratically elected president and China's missile exercise in 1996, the election of pro-Taiwan independence president in 2000, KMT regained its control of central government and legislative majority in 2008, and the 2012 presidential and legislative elections. Data collected from the newspaper contents will be analyzed to provide qualitative and quantitative data on how Taiwan's democracy is portrayed among these East Asian countries and areas. These five major historical events were chosen to provide a longitudinal examination of how national identity and its construction process surfaced among domestic and national media.

Contents are analyzed by two well-trained coders to provide empirical data. Variations in media contents about Taiwan's national identity are analyzed by examining political economic factors. Empirical results from this study helps better understand the role of media in shaping national identity in a foreign context.

Author(s):
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Nanditha Raman

Title:
The social embeddedness of technology: An analysis of mobile advertisements in the Philippines

Abstract:
The profound societal change that we experience alongside technological development raises the question of the role of technology in society. On the one hand, local adoption of technology is seen as a reflection of and a driver of culture. On the other, technology is seen as unleashing the essence of 'enframing' (Heidegger, 1977) and the logic of instrumentality: rational control, material progress, efficiency, and productivity. The latter perspective reinforces the view of technology as oriented towards capitalism and the more efficient organization of resources. But how is the role and relevance of mobile technology perceived in particular societies? Does technology adoption merely reinforce the capitalist logic of instrumentality?

In exploring this relationship between technology, society, and culture and the domestication of technology in the locale (Green, 2001), this study examines local adoption of mobile technology as manifested in television advertisements. We focus on advertisements as representation of mobile adoption in society because ads are considered as the most visible products of cultural industries. Advertisements create a culturally-based symbolic structure of meaning that endows value to the advertised product or technology (Ju, 2009). Cultural values either influence the production and execution of advertising or are reflected in the

content of the advertising itself (Chang, et.al, 2009; Ju, 2009). At the same time, we focus on mobile technology because of the explosive growth of mobile telephony in the Global South, as illustrated by its emergence as the primary form of telecommunication. In the Philippines, the local adoption of mobile applications has been profound, as mobile phones evolved from a lifestyle gadget for the rich into a technology that has social, developmental, political and spiritual roles woven into the daily lives of the masses.

Through a qualitative content analysis of fifty cellular phone and mobile network television commercials from the Philippines, we identified the cultural values attached to technology adoption. We found that while some ads promote efficiency, material progress, and competitiveness that would seem to fit the 'logic of instrumentality' under technology deterministic viewpoints, generally the advertisements tended to depict a broader range of technological appropriation in society. Mobile technologies are prominently depicted as: (a) central in nurturing family and other societal relationships in the context of increased migration; (b) contributors to nation-building and political mobilization; and, (c) tools for building community solidarity (*bayanihan*) and social development. A significant share of advertisements focused on the use of technology by the poor and marginalized sectors of society, and this can be construed as challenging traditional notions of a 'technological society'. These findings show that while technological advertisements reinforce particular paths to modernity (i.e. Ju, 2009), culture, history, and political developments have a significant role in defining technology's social embeddedness and relevance in society. The paper provides explanations for this cultural representation of technology adoption in television advertisements that is rooted in a strong culture of family ties, political activism, and grassroots mobilizations for social justice that foreground Philippine history, culture, and politics.

Author(s):
Seon Gi Baek
Sae Rom Yu

Title:
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

Abstract:
The purpose of this study was to investigate similar and different patterns of covering the Japanese Earthquake and Tsunami among Korean, Japanese and Chinese media. The natural disaster happened to occur at Fukushima, Japan, on March 11, 2011. Its damage was so devastated and vigorous that Japanese were surely shocked and horrified as well as peoples of neighboring countries should. However, it was very surprised in the world that Japanese could cope with it calmly and patiently. On the other hand, Korean and Chinese peoples were deeply afraid of it even though it happened at a neighboring country. It was said that such different responses would be resulted from different media coverage among three countries. The authors concerned media coverage on the natural disaster in three countries and found out similarities and differences in media coverage patterns among them. They selected KBS-1 TV of Korea, NHK TV of Japan, and CCTV of China as main research objects, and collected televised coverage of three from March 11, 2011 to April 15, 2011. Each of news items was divided into linguistic representation and image representation. Linguistic representations were analyzed by the content analysis, while image representations were analyzed by semiotic and discourse analyses. As results of this study, it was found that there were big differences in covering the natural disaster among three nations. First, Korean TV mainly focused on tragic and catastrophic damages of such natural disaster, Japanese one concerned on safety and security of peoples, and Chinese one paid attention to security of her country. Second, Korean TV broadcasted images of earthquake, Tsunami and explosion of nuclear reactors repeatedly and sensationally, while Japanese TV controlled to broadcast them with careful touch and limited time, and Chinese one just broadcasted some devastated momentums of them. Third, Korean TV produced a discourse of fear about natural disaster, while Japanese TV created a discourse of humanities and human safety and Chinese TV made a discourse of national security. Fourth, Korean TV tended to use radical, fearful and sensational signs to produce sense of fear and worry about the natural disaster, Japanese TV had a tendency of using non-radical, calm and careful signs to loosen minds of her peoples, Chinese TV tended to utilize neutral and descriptive signs to pay attention to her national security. Fifth, Korean TV normally tended not to follow the official guideline of media coverage on natural disaster, while Japanese TV truthfully tended to follow her guideline of media coverage on it. Chinese TV did not have such kind of guideline of media coverage on natural disaster. In short, it was concluded that different responses of audiences on the natural disaster

among three countries could be resulted from different focuses, contents, treatments, linguistic and image representations in TV coverage of three countries.

Author(s):
Okugo Uzoma
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Title:
Nollywood Movies as Derivatives of Western Culture: Implications for Symmetrical Communication

Abstract:
 ABSTRACTCultural imperialism is the bane of African culture. This work has the chief purpose of critically reviewing Nigerian movies as advocates of Western culture. The Cultural Imperialism theory will serve as framework; so as to re-establish movies as powerful media of socialisation. Although existing literatures reveal that film producers in Nigeria are influenced by Western culture because of finance, technology training and expertise; this study will take a critical look at how select Nollywood titles are (un)consciously used to propagate Western values to the detriment of indigenous cultures. To conduct this study, a mixed method approach will be adopted to investigate how Western cultures supplant Nigerian Culture in the areas of dressing, eating, language and materialism, using homemade movies as conduits. Thus, the content of select movies will be analysed to tackle the issues raised. Further, a survey (using the questionnaire) will be conducted on a sample of communication scholars and practitioners from South East Nigeria. The findings will be used to establish the implications of the phenomenon for symmetrical communication between North and South. The results will also enhance appropriate recommendations for all stakeholders, including the government agencies on ways of ensuring balanced assimilation cum dissemination of cultural values. Keywords: Nollywood movies, Western culture, cultural imperialism, indigenous culture, symmetrical communication.

Author(s):
Wajiha Rizvi

Title:
BeDevil: Colonialism and the Children of Miscegenation

Abstract:
BeDevil (1993), addresses the marginalization of Aboriginal Australians in stereotypical representations in the events, symbolism, and media hype surrounding the bicentenary of European settlement in Australia in 1988. Tracey Moffatt challenges the racial stereotypes by gearing a political process of reform and self-recognition to disrupt the dominant hegemonic pattern of the pure original canon that could continue another hundred years. It could be argued that postmodernism with its faith in appropriation and disruption of hegemonic spectacle greatly favored the 'identity search'-driven work of the artist cum filmmaker. Moffat challenges the stereotypes in Australian society through her first feature BeDevil, which is at once spooky, funny and lyrical. The trilogy in the "Memory Theatre of Tracey Moffatt" (Taylor) instantly connects with particular emotions that she internalized as a highly receptive child of the sixties media images—mixed fantasies and realities from across the world.

BeDevil constructs Moffat's identity and disrupts the original pure canon that excluded Koori [Aboriginal] and ethnic 'others,' especially women from the mainstream. This sort of exclusion practice is a known phenomenon worldwide, more so happens in the postcolonial Third World countries where postmodernism has not yet touched media cultures. Moffatt, with her postmodernist faith in appropriation and essentialism sets up clearly staged tableaux images in which, like the world of modern media, many stories are told in tandem.

"Choo Choo Choo Choo" belongs to her Aboriginal mother and "Lovin' the Spin I'm In" to her Brisbane relatives. The film joins together heterogeneous approaches to storytelling, and blends the dominant societal modes of representation of its historical moment with its lost past: colonization, miscegenation, and multiculturalism. Moffat deconstructs ghettotization as a 'black' or Aboriginal artist and redefines the identity of indigenous Australians by race, sex and normality. The narratives are not monocultural but a playful concoction of generic conventions of indigenous and non-indigenous Australians following themes of miscegenation. Glen Masato Mimura argues that these narratives, violence and psychological subplots

construct: "A hyper-real, hyper-imaginary, surreal landscape" (115) from Moffat's childhood memories" of her Aboriginal and Anglo/Celtic relatives in a 'ghost trilogy. Moffat's film characters are concerned with the unconscious and the realm of dreams, fantasies and possession. They, like lost souls, act out incomplete narratives of shared cultural histories created at the close of the millennium when, through media, we are global citizens.

Many citizens who migrated from India at the time of independence face similar issues around race, gender, sex, class, and normality in postcolonial 'Islamic Republic of Pakistan'. They are still faced with the problems of racism and are constantly struggling for appropriation and redefinition of their identities on the grounds of sixty years shared postcolonial cultural history. The Pakistan born children of miscegenation are considered immigrants (by descent) despite the facts concerning Islamic origins, two nations' theory, migration, and residency. This paper compares the mutually bedeviling experiences of "othering" and a struggle with the notions of shared social conscience and histories between children of miscegenation in Australia and Pakistan.

Author(s):
Stijn Joye

Title:
Domesticating global suffering. A Critical Discourse Analysis of television news reporting on distant suffering

Abstract:
Domesticating global suffering. A Critical Discourse Analysis of television news reporting on distant suffering

Author(s):
Markus Beiler
Johannes Gerstner

Title:
The work of international news agency journalists in Germany

Abstract:
News agencies are the primary source of foreign news for the global media. Since most media outlets cannot afford to have their own foreign correspondents, nearly all foreign news comes from news agencies, even in countries where the media are relatively well funded. Media outlets' own foreign correspondents often simply explain and comment on reports from the agencies. Other media – newspapers, radio and television – serve merely as gatekeepers. Only three agencies worldwide have the capability to report from any country at any time: the Associated Press (AP), from the United States, Britain's Thomson-Reuters and France's Agence France-Press (AFP). They have considerable influence on the global news flow. Moreover, news agencies are important because globalised political and economic processes rely on reports from abroad. Yet these agencies have been largely ignored by researchers, particularly internationally.

We observed the work of foreign correspondents in Germany who are working for news agencies. Germany is a logical choice because of its economic and political significance, and because it is often the subject of foreign reporting. Many agencies have offices in Germany, employing about 125 journalists. An observation-based approach provides extensive, unfiltered insight into journalists' work. A standardised method was used to observe journalists for an entire working day. Approximately one-fifth of the agency correspondents in Germany – 25 – were observed, having been selected using a quota sampling procedure. They work for 14 different agencies from 12 countries, namely – in addition to AP, AFP and Reuters – ANSA (Italy), Bloomberg (United States), CNA (Taiwan), CTK (Czech Republic), Dow Jones (United States), dpa Spain, IRNA (Iran), KUNA (Kuwait), PAP (Poland), RIA Novosti (Russia) and Ukrinform (Ukraine). Their reporting dealt primarily with economic topics, as well as German domestic and foreign policy. On average, they have been working as foreign correspondents for over eight years. A total of 4,095 activities were observed.

Nearly three-quarters of the journalists' activities involved research, which took up about six-tenths of their time. Production activities accounted for roughly one-fifth of activities and of total time; administrative and organisational tasks made up the rest. In research and overall, the choice of topics plays an important role (accounting for about half of all activities and four-tenths of total time). Over half of all research activities involve the efficient use of computer-assisted tools. One-third of research activities involve making use of reports from other media, nearly half of them from Germany. Search engines are also important, particularly

for finding sources; Google dominates in this area. Agency journalists are relatively free to choose what they want to cover. On average, correspondents were in contact with their editors at home just less than twice per working day, and over six-tenths of these contacts concerned the choice of topics. Correspondents' preferences prevailed about half the time. This study also highlights the differences between journalists from different media systems and cultures, as well as their commonalities, to present a more complete picture of global journalism.

Author(s):
Yowei Kang

Title:
The Rhetoric of Awakening in the Construction of Taiwan National Identity

Abstract:
Awakening is a well-studied concept among reformers and revolutionaries who pursue major social movements in a post-colonial context. For example, Knight (1910) used the term to examine the awakening of Turkey leading to its 1908 revolution. The concept has also been used to explain the political awakening in Middle East (Lenczowski, 1970) and Mexico (Chand, 2001). For scholars who studied modern China, the term has been used to examine the political and social transformation in the Nationalist era (Fitzgerlad, 1996).

Taiwan, as a de facto independent state still in search of its own national identity, is constantly confronted with the questions such as "If Taiwan is an independent country?" "What is the role of Taiwan consciousness in the nation-building process?" To promote the formation of a Taiwanese national identity, many have resorted to the process of awakening its fellow citizens. Awakening" involves the processes of awakening others and being awakened about the history, current state, and future of Taiwan and being a Taiwanese.

In this study, I propose to use a narrative analysis approach to identify recurrent themes in the rhetoric of awakening in the construction of Taiwan's national identify. I will analyze 85 one-hour long interviews that were broadcast in BeanTalks Radio Station (http://www.beanstalk.com.tw/), a station that promotes Taiwan consciousness for building a new nation. My analyses will help understand the rhetoric of awakening, and the rhetorical process in constructing Taiwan consciousness.

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

Abstract:
Subject.

The actual economic crisis has severely affected the media and their revenue sources, at least in Europe (Cf. "World Press Trends 2011", WAN-IFRA). This fact, combined with the development of new digital and online technologies, is compelling traditional media organizations to adjust their business models and strategies along several avenues: From content production, delivery and interaction with the audience to the funding structures and revenue-streams. Though the goals and values to be reached by the media should not only (nor mostly) be economic but social and related to the welfare and development of the community, it is undeniable that the funding system is a crucial factor in any media outlet.

Thus, this paper investigates and compares the actual funding system of monolingual ($\geq$70% of content in own language) media in ten European autochthonous language communities and the main problems and uncertainties hurting those sources.

The ten autochthonous European languages are Welsh, Irish, Scottish-Gaelic, Basque, Catalan, Galician, Corsican, Breton, Frisian, , and Sámi. Their speaking community represents about twelve million speakers out of a total population over thirty million persons. Geographically they can be spotted from the North to the South of Europe.

This paper reflects the results of a new study included in a multi-annual research project on European Minority Language Media and Journalism, carried out by these scholars during the last ten years.
Theoretical framework.

This paper can be framed on a mixed zone of media economics and minority language media studies. The former is defined as a social science branch that deals with the structure of production, allocation of economic inputs, distribution and consumption of media content and services, and beyond that with the tensions and implications of that business reality with the public interest and well-being of the communities they serve. Minority language media studies is deemed as a particular area of media studies devoted to the situation of minority languages, their media organizations and the impact on the community.

Relevance.

Given the scarce scholarly literature on media economics of minority languages from a comparative perspective, the findings of this paper could be considered innovative and appropriate. Actually, most studies on media economics turn to issues of news organizations in major languages (English, Spanish etc.) and/or politically established countries, but this work unveils the reality of a forgotten Europe.

Method.

The authors have made use of questionnaires, balance sheets and field interviews to media directors and financial managers. The trips to the communities and visits to media outlets provided the reality check and context. An appropriate and stratified sample of media outlets was set up so that results could be generalized. The years under analysis are 2009 and 2010, when the economic crisis was deep rooted.

Results.

The results will provide (1) the actual funding structure, established in a quantitative way; (2) the main economic difficulties and areas of restraint that media organizations are going through; and (3) a discussion and interpretation about the potential effects on the community.

Author(s):
Matt Mogekwu

Title:
Social Media and the Democratization Process: Challenges for Sub-Saharan Africa

Abstract:
Social (or new) media, in their different forms that include collaborative projects, blogs and microblogs, content communities and social networking sites, among others, have changed the face of journalism and the rate at which it impacts governance and the democratic process in many parts of the world. These social media have been seen to play effective roles in the United States, for instance, where public opinions on different issues have been effectively galvanized to force attention and action in the direction of these opinions. The Occupy Wall Street saga, the defunding of Planned Parenthood by the Susan G. Komen Foundation, and the Keystone XL Tar Sands Pipeline that will run from Canada to the America's Gulf region, are a few recent examples. It can also be argued that social media played crucial roles in the now famous Arab Spring of 2011 in Tunisia and Egypt. The hand of social media can also be seen at work in the political agitation in Russia in the past few months. There are other examples elsewhere around the globe where social media can be identified as playing important roles in governance.

The question, however, is whether all environments are equally conducive for the effectiveness of these media in the democratization process.

The thesis here is that many Sub-Saharan African countries, in comparison to other countries elsewhere, do not have the enabling environment that allows social media to function and contribute effectively to good governance and the democratic process.

This paper examines some of the environments in which successes have been recorded to identify the variables that might have played meaningful roles. The question is then asked about the extent to which such variables exist in Sub-Saharan Africa and therefore the possibility of social media having the same impact in the sub-region.

It was found that although some variables that can enhance the workings and effectiveness of social media can be found in this sub-region, there are many crucial factors that inhibit or mitigate such effectiveness. These include culture of kinship, nature of politics, social groupings, quality of education, the complexity of social media technologies, and lingering poverty. The paper identifies and explains the nature of these factors and the roles they play and suggests strategies for dealing with the challenges they pose.

Author(s):
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Title:
Arab newspapers and journalism in the Web era: The changing landscape of news delivery

Abstract:
The fast shifting political landscape in the Middle East and North Africa have riveted the world's attention and drawn media scholars' scrutiny to the Arab Internet at large. Since December 2010, the Arab world has been witnessing unprecedented popular upheavals against despotism and dictatorship, two of which toppled Tunisia's Ben Ali and Egypt's Hosni Mubarak, while the remaining are threatening the rule of other despots, including Libya's Moammar Qaddafi, Yemen's Ali Abdellah Saleh and, more recently, Syria's Bachar Assad. Described as the beginning of "the Arab Democratic Spring", and likened to the fall of the Arab "Berlin Wall," this wave of protests has galvanized the attention of the world not only because of its transformative political implications for the region, but also because of the prominent role of the Internet, particularly social media, in these events. Political pundits and technological optimists swiftly dubbed these political upheavals "Revolution 2.0" and the "Facebook Revolution" in recognition of social media's role.

This study debates the journalism shifts wrought by the Internet, and the future of print newspapers and traditional journalism practices in the Arab world. Instead of seeking to predict the industry's future, we examine the Internet's impact on Arab newspapers and journalism during the 2000-2010 period. The questions the study will address are interrelated and include: How have Arab newspapers capitalized on the Internet's potential? In what ways have emerging online-based newspapers harnessed the power of the Internet? How have they distinguished themselves from traditional print newspapers? Finally, what implications do the Internet and online newspapers have for Arab journalism? After a broad overview of online journalism, the study approaches the above questions by focusing on 1) revenue resources, 2) editorial lines, 3) hyperlinks, 4) interactivity and 5) media convergence issues, 6) updating. This study thus focuses mainly on news delivery, specifically how Arab newspaper journalism harnessed the Internet's potential to deliver news in novel ways, reach new readers and audiences, and the implications for the way these users consume and interact with news.

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Title:
Art Works and Migrant Workers: A Field Experiment Examining Visual Cues to Attitude Change towards Immigration

Abstract:
Art Works and Migrant Workers: A Field Experiment Examining Visual Cues to Attitude Change towards Immigration

Author(s):
Janet Kwami

Title:
Digital Humanitarianism and the Global South: A Critical Discourse Analysis of the One Laptop Per Child (OLPC) Project

Abstract:
The Massachusetts Institute of Technology (MIT) and Nicholas Negroponte's XO laptop and one laptop per child (OLPC) project are framed as a humanitarian project aimed at making low cost computers accessible to the "world's poorest children." The project hopes to give a laptop to a child and "change the world". This paper takes a critical look at the narratives and claims made about MIT's XO laptop and the OLPC project by unpacking the concept of 'digital humanitarianism' emerging from development discourse relating to the adoption and use of new technologies, within the framework of information communication technology for development (ICT4D). This study discusses how the OLPC project is framed, the underlining assumptions about the nature of new digital technologies, and the relationship between the Global North and the South based on consumption, production, promotion and transfer of digital technologies. Through a critical discourse analysis of OLPC promotional videos, this paper interrogates the ways in which new technologies, actors and recipients are framed, and deconstructs the narratives presented as means to challenge the neutrality of technology transfer in development and humanitarian efforts by unearthing the subtext of commodification and neocolonialism embedded in these efforts. I argue that while the OLPC project and the promotion of new technologies may be premised on good intentions, they are often framed in ways that reproduce old constructions of the Global South as 'other' which in turn reproduces old power relations and dependencies. This study draws attention to the fact that technology is laden with competing and contested values and ideologies that perpetuate a hegemonic relationship between the sites of production and consumption, between haves and have-nots, and reproduces a host of complex power relationships that need to be addressed in order to harness more equitable and empowering applications of ICT4D. While it is important to promote humanitarian efforts directed at addressing the digital inequity, the inadvertent complicity of these efforts with antidemocratic political economic structures that govern global relations, and the lack of cultural sensitivity often hinder genuine opportunities for empowerment and social change.

Author(s):
Jingwei Piao

Title:
Financial media and China's global economic integration

Abstract:
This paper aims to explore the narrative constructions of China's economic convergence into global market. Financial media are crucial intersection between economics and politics, particularly in the realm of globalization, in which the transnational capitalist elites extend the material interests and social imaginations beyond national boundaries. As a major emerging economy, China has begun to establish its own narratives, with ideas of marketization and globalization with Chinese characteristics. The paper focuses on the ideological underpinning of financial media by comparing two magazines – the *Economist* and *Caijing* – selected from Anglo-American and Chinese contexts respectively. It examines how these influential publications act as ideological producers to advocate and legitimize free-market liberalization.

Corpus of articles from 1998 to 2008 are chosen to be analyzed, focusing on one of the major issues for China's deepening participation in global marketplace – entry to WTO. The paper uses qualitative, quantitative content analysis and in-depth interviews with editors of the two magazines to explore the answers of the following questions: What are the similarities and differences in the narrative of the constructions of China's economic globalization reported by the two magazines?; How is neo-liberalism represented in the two publications? How do they cover the process of economic liberalization in China under a communist regime?; How do the financial media such as *Economist* portray China's deepening participation in globalization? How do their Chinese counterparts, operating under media censorship, practice journalistic professionalism?

Despite different socio-economic and political settings of the two magazines, the paper argues, they share similar characteristics - both targeting an elite readership and thus playing an ideological role in advocating a market economy. While the *Economist* has been advocating free-market capitalism for two centuries, *Caijing* is in the very early stages as China has only experimented market economy for just over two decades.

The paper emphasizes the political nature of financial media, suggesting that the wider implication of reporting financial stories goes beyond information dissemination. It is rather to legitimize not only a liberal market but also a liberal politics, an essential foundation for free market. This domain of media studies has received relatively limited academic attention. The contesting discourses from Anglo-American and Chinese cases will help to establish a South-North dialogue in the changing global economic and political order.

Author(s):
Daya Thussu

Title:
Global Communication – BRICS and Beyond

Abstract:
Proposed panel for the International Communication section at IAMCR in Durban 2012 on 'South-North Conversations'

Daya Thussu
Professor of International Communication and Co-Director of India Media Centre, University of Westminster, London

Chair:
Professor Daya Thussu, University of Westminster, UK

Panellists:
Professor Daya Thussu, University of Westminster, UK
Professor Joseph Straubhaar, University of Texas, USA
Professor Herman Wasserman, Rhodes University, South Africa
Professor Hu Zhengrong, Communication University of China, China

Discussant:
Professor Kaarle Nordenstreng, University of Tampere, Finland

Rationale
In a dynamic and digitized 24/7 global cultural economy, the media sphere offers unprecedented possibilities for enhancing transnational dialogue. 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.

While acknowledging the fact that in terms of volume and value - both in hardware and software - global media and communication continue to be dominated by the West, with the US at its core, the panel suggests that there is a small but significant flow in the other direction, from such countries as Brazil, China, India and South Africa, and which have become increasingly important in the circulation of cultural products.

India's privately-owned bourgeoning creative and cultural industry – it is home to the world's largest film industry, as well as a hub for the global IT industry - has become an important source of media products, as well as a production base for transnational, largely US-based companies. South Africa has emerged as a major player in the African media sphere. Brazil's media industry has been a major exporter in certain genres such as telenovelas for decades and is increasingly exporting its products to such countries as China. To enhance its presence in the global communication arena, the Chinese government has taken the commanding role in promoting the country's soft power to supplement its hard economic prowess, as the world's second largest economy. This is evident in the Chinese government's extensive investment in international broadcasting as well as in setting up Confucius Institutes around the globe – now numbering 300. In the past decade, China has spent £4 billion on external communication activities, part of the so-called 'reaching out' initiative.

The panellists included here suggest that such a media landscape provides a new communication context within which global media and international communication can be discussed. This new media ecology, the

panel would argue, has the potential to influence the way the idea of the 'global' is formulated in academic and policy discourses.

Panellists will speak to the theme of South-North conversation from a number of distinct perspectives. They will address ideological concerns and empirical realities and thus provide a compelling session for broadening the discourses of media globalization, warranted by the growth of media in the BRICS countries.

Paper abstracts

Paper 1
India in the global media sphere
As the Indian media and communication sector further integrates with the US-dominated transnational media conglomerates - benefiting from an English-fluent creative work force as well as media outsourcing industries, in such areas as animation and post-production services for Hollywood and other industries, Indian cultural products are likely to have a transnational reach, attracting consumers beyond their traditional South Asian diasporic constituency. The availability of new delivery and distribution mechanisms coupled with the growing corporatization of its film factories and television industry have ensured that Indian content has entered the global media sphere, with the potential of pushing it in new directions. With more than 100 round-the-clock news channels, India has the distinction of having the world's most linguistically diverse media landscape. According to the World Association of Newspapers, in 2010, more than 110 million copies of newspapers were sold daily in India. While this growth in media industry has largely been ignored by the dominant Anglo-American media, their global importance should not be underestimated. Does the Indian model offer possibilities for other Southern countries? After exploring the transformational changes in the media and communication sector in India, the paper will suggest that the excessive marketization of the media and communication industry is undermining their public service role in a country where despite impressive economic growth a large number of people continue to live in extreme poverty. How can the symbolic and persuasive power of the media be deployed to inform and enrich the public sphere in the world's largest democracy.
Daya Thussu is Professor of International Communication and the Co-Director of the India Media Centre at the University of Westminster in London. He is the Founder and Managing Editor of the Sage journal *Global Media and Communication.* Among his main publications are: *Electronic Empires* (1998); *International Communication - Continuity and Change*, second edition (2006); *War and the Media: Reporting Conflict 24/7* (2003); *Media on the Move – Global Flow and Contra-flow* (2007); *News as Entertainment* (2007); *Internationalizing Media Studies* (2009) and *Media and Terrorism: Global Perspectives* (2012).

Paper 2
The rise of Brazil as an emerging transnational and global media power
Joe Straubhaar, University of Texas at Austin, USA

This paper will examine the rise of Brazil as an emerging media power in a number of transnational and global media spaces. Brazil has figured as a key example in global debates about the production of television at the national level, resisting the inflow of U.S. programming since the 1970s. In the process it became one of the main forces in developing a new regional genre, the telenovela, originally developed in Cuba, but reformulated in Brazil and Mexico, and heavily exported to the rest of the Latin American geo-cultural region. By the mid-1970s, starting with export of telenovelas to Portugal in 1976, it has also become the dominant export power in an important cultural-linguistic space, the Lusophone or Portuguese-speaking market, addressing hundreds of millions of people in Africa, Asia, Europe and Latin America. By the 1980s and 1990s, Brazilian companies were investing abroad, originally becoming the first major private television network in Portugal, and becoming global actors (as telenovela exporters).

This makes the case of Brazil an excellent example with which to examine two new new theoretical trends, the multiplication of a number of cultural spaces or levels in a increasingly complex cultural geography of global media, and the specific emergence of a new level of emergent media powers, the BRICS and related nations such as South Korea and Mexico. The case of Brazil, particularly in television, but also in music, publications and the Internet, allows us to see the emergence of global media capitals and cultural regions within Brazil, the consolidation of a national media space and national identity through media (which co-exists with a strong sense of local and regional identity). It also enables us to examine Brazil's rise to dominance as a cultural hegemon within Latin America and in the transnational Lusophone cultural space. Finally, it provides an interesting example of the fluctuating fortunes of the emerging global media exporters as a truly global market for media exports continues to evolve.

Joseph Straubhaar is the Amon G. Carter Centennial Professor of Communications in the Department of Radio-TV-Film at the University of Texas at Austin. He is also Associate Director for International Programs of the Telecommunication and Information Policy Institute at the University of Texas. He was the Director of the Center for Brazilian Studies within the Lozano Long Institute for Latin American Studies, 2003-2006. He is the author or editor of numerous publications, most recently of *World Television- from Global to Local* (Sage 2007). jdstraubhaar@mail.utexas.edu

Paper 3
Popular media and everyday citizenship: South African perspectives
Herman Wasserman, Rhodes University, South Africa

The media imperialism critique of global news flows, including its well-known articulation as the New World Information and Communication Order, saw the spread of media formats, genres and institutions from the rich, industrialized centre nations to the developing world as a detrimental influence that marginalizes local media and dis-empowers audiences in the periphery. More recently, this critique has been extended to the spread of global news media which, when subjected to a Habermasian analysis, are seen to serve global profit-making media industries by dishing up tabloidized news and depoliticizing audiences in the South by diverting their attention away from 'serious' news towards entertainment.

This paper wants to investigate the ways in which such global formats and genres can instead be read within the South African context as having political implications. South Africa has a strong media industry which in itself has become a global player, interpenetrated by media concerns from the North while in turn penetrating large regions of Africa and elsewhere in the South. The paper will explore the ways in which South African media have appropriated global genres like tabloids and media practices like 'culture jamming' and citizen journalism online, to engage with local politics through the articulation of everyday lived experience. The paper will however argue that this process of engagement with the political dimensions of everyday life is paradoxical: At the same time as broadening access to the media to new sections of the public, the localization of global popular media formats also highlight the fragmented nature of South African media audiences, the continued marginalizations and exclusions marking the mediated public sphere and the contested nature of mediated citizenship in the post-apartheid democracy. A double de-centering is therefore taking place in popular media genres in South Africa – on one level a de-centring of global genres by localizing them, but also a de-centring of mainstream, 'serious' media and their claims of representing citizens in democratic deliberation.

Herman Wasserman is Professor of Journalism and Media/Cultural Studies at Rhodes University, Grahamstown, South Africa. He edits the journal *Ecquid Novi: African Journalism Studies*. His most recent books are *Tabloid Journalism in South Africa: True Story!* (Indiana University Press) and the edited volume *Popular Media, Democracy and Development in Africa* (Routledge).

Paper 4
China's Rise and Global Communication: Problems and Prospects
Hu Zhengrong, Communication University of China, China

This paper will examine the recent initiatives launched by the Chinese government, aimed at building up Chinese global communication competence and improving China's national image as well as to enhance its soft power. Chinese government has, especially since 2007, invested into the infrastructure and related plans to realize these initiatives. However, it still faces some challenges and difficulties, hindering China's rise in global communication.

The paper examines these challenges in both their internal and external contexts. Internally, the current regulatory structure of Chinese government; the potential conflicts among various interest groups backed by different powers and the government-led strategies behind the project, have been main obstacles to produce the possible outcomes the policy-makers hope to achieve.

Externally, the ideological contradictions between dominant Western media world and its impact on China can act as a deterrent to China's possible ascent in global communication. The paper suggests that the core values on which China's global communication strategies are based are still evolving and unclear.

Hu Zhengrong, PhD, is Professor of Communication and Vice President of the Communication University of China in Beijing. He is Chair, China Association of Communication as well as Director, the National Center for Radio & TV Studies. huzhr@cuc.edu.cn

Discussant:
Kaarle Nordenstreng is Professor Emeritus of Journalism and Mass Communication at the University of Tampere in Finland. He was head of research at the Finnish Broadcasting Company in the late 1960s, after which he moved to his present position. He has also served as a consultant to UNESCO (1969-1975) and vice-president of the International Association for Mass Communication Research (1972-78) as well as president of the International Organization of Journalists (1976-90). He has been visiting professor in the universities of California (UCSD), Maryland, Minnesota and Texas at Austin and has written or edited more than 30 books, including *Television Traffic - A One-way Street?* (1974); *Beyond National Sovereignty* (1993); and *Russian Media Challenge* (2001), as well as 400 scholarly articles and reports.

Author(s):
Ying Xi

Title:
China's Ethnic Minorities in the National Political Conferences: An Analysis of the Chinese Official Media's Reports from 2004-2011

Abstract:
This paper aims to explain how the Chinese official media portray China's ethnic minorities in the national political conference associating with the dominant ideology. First, the study will describe the representations of China's ethnic minorities in the official media reports about the annual "two sessions": the National People's Congress (NPC) and Chinese People's Political Consultative Conference (CPPCC). Second, the study will explore how these representations in official media are related with the dominant ideology about the Chinese nationality.

As a multinational state, China has fifty-five state-recognized ethnic minorities plus the Han majority. Now, China is undergoing the transition from traditional society to modern society especially in terms of ideology, culture, and politics as well as in a re-configurative process, in which the Chinese nation is experiencing the formation of ethnic pluralism. In this process, the central government encounters lots of ethnic issues in terms of social order, economic development and cultural assimilation. The failure to deal with these transformations directly resulted in serious social insurgencies, such as "3.14 Tibet Riot" in 2008 and "7.5 Xinjiang Urumqi Riot" in 2009. By reading the representation of ethnic minorities in the official media reports about the national political conference, we can examine how the state treats the ethnic groups and relevant issues, what kind relationship and social order exists among different ethnic groups, and how the dominant ideology is publicized through the official media. These questions will help us to understand the transformation of contemporary China.

Media are the indispensable windows to look at the status quo of ethnic minorities in contemporary China and the relationship among ethnic groups. As the "mouthpiece" of China's central government, Xinhua News Agency is one of the most important official media in China. In this study, content analysis and discourse analysis are adopted to identify and analyze pieces of news reports about ethnic minorities in the national political conference, 141 new reports from 2004-2011 of Xinhua News Agency database are analyzed.

The findings indicate that the Chinese official media still has the tendency to treat China's ethnic minorities as the "internal others" in three distinctive approaches: (1) describe unique characteristics and culture of ethnic minorities, such as tradition, custom, looks, costumes and lifestyles; (2) emphasize the ethnic memories as the objects that rely on external aid and preferential treatment policy; and (3) stress minorities' self-narratives about their ethnic identities. In addition, the content analysis reveals that ethnic social issues (i.e. 2008 "Tibet Riot" and 2009 "Xinjiang Riot") influenced the central government's political topics and media discourse; Finally, the official reports are no long just focusing on the gendered images of ethnic minorities, the new role of female minority deputies, as the powerful political-social leaders, is also highlighted in official reports.

Author(s):
Ni-Chen Sung

Title:
Disney cultural appropriation in China: A case study of Disney Channel's As the Bell Rings

Abstract:
This paper aimed to explore Disney cultural appropriation in China through the case of As the Bell Rings, a Disney Channel sitcom series created by Disney Channel Italy and reversioned in the U.S., Europe, Asia, Australia and the Middle East. In China, As the Bell Rings had various adaptations including a sitcom series, an animated series and a stage show performed daily for one month at the Shanghai Expo in 2010. Such an adaptive diversity, which was not seen on any other Disney Channel, indicated this program's significance when examining Disney's cultural encounter with China.

Through textual analysis and interviews with Disney decision-makers, this study suggested that Disney cultural appropriation in China encompassed three entities of regulation, production and texts. Among these entities, state regulations played an upper hand. Considering three factors of state quota control, state censorship and organizational profit maximization, six strategies were developed as co-production, networking, self-censorship, format utilization, local advantage exploration and local culture incorporation. A model of the Disney-China cultural dynamics in the case of As the Bell Rings was illustrated.

Keywords: Disney, China, television format, cultural appropriation

Author(s):
Lauren Loig
Sandhya Rao

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

Abstract:
Lauren Roig and Sandhya Rao
Texas State University

For over 50 years, the voices of the Cuban people have been silenced by the power of an authoritarian government. Since 1959 when Fidel Castro took power, the people of Cuba have been denied the basic rights to free expression, association, assembly, privacy, movement, and due process of law. The Freedom House, a non-governmental organization
http://en.wikipedia.org/wiki/Freedom_of_the_Press_(report)#Americas
ranks Cuba last among 35 countries in the Americas and declares it as not free with a rating of 92 on a scale of 1 (most free) to 100 (least free).

In 2003, the Cuban government arrested, tried and sentenced 75 human rights defenders, independent journalists, and independent librarians for "acts against the independence or the territorial integrity of the state" (Human Rights First 2006). Two weeks after the arrests, a group was formed called "las damas de blanco" or "ladies in white". Every Sunday following mass, the ladies begin a procession from the church to a nearby park. Over the years this ritual has spread to other areas of Cuba and even the United States (Human Rights First 2006). "It's the first time in 47 years that women in Cuba go out to the street to protest against unjust imprisonment" (Robles 2005). In 2005, the group won The Sakharov Prize for Freedom of Thought (Robles 2005). Throughout the years the group has used the power of the press and new media to promote their peaceful protests to gain power in the international community.

To fully comprehend the magnitude of this movement it is important to look at the way members of this group use new and social media to spread their message and promote their goals. Based on theories of alternative media and citizen journalism and couched within the framework of a communist media concept, a content analysis will be done to evaluate the use of Twitter by the group itself and its followers from around the world. An analysis of this movement will shed light on the struggle these women face day to day and the way they have used new media to allow the world to gain access to their closed society.

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Author(s):
Alana Mann

Title:
The Voice of the South in Food Politics

Abstract:
Transnational social movements are increasingly prominent political actors in the arena of food politics. Foremost among these is La Via Campesina ('the peasant way'), a network of 150 rural peoples' organizations in 70 countries in the Global North and South. In their struggles against established orthodoxies such as free-trade multilateralism members of this movement are innovating new citizenship practices and subverting hegemonic narratives through the discourse of food sovereignty, which resists the traditional neoliberal framing of the Global South and denies Euro-centric frames that persist in presenting the West as a progressive project.

Food sovereignty counters traditional discourses of development that formulate a North-South binary. It is defined as the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems. Supporting producer control of the global food system, the dismantling of the corporate trade regime and promoting equality in social relations, food sovereignty is a political project that offers new interpretations that discredit traditional development discourse and reappropriate labels that stereotype, marginalise and fragment, such as that of the "landless peasant".

The paper presents a discursive analysis of food sovereignty campaigns in Chile, Indonesia and Mexico based on empirical data including campaign collateral, media material, policy documents, participant observation and interviews with movement members. The study reveals that La Via Campesina's new "peasant internationalism" offers a counter-hegemonic globalisation-from-below that provides an alternative vision to that of the neoliberal doctrine without reducing the importance of national priorities. It also demonstrates the increasingly prominent role of Southern actors in transnational advocacy networks (TANs) comprised of large international NGOs, research and advocacy groups, government bodies, local social movements and media organizations and exposes the inadequacies of liberal approaches in analysing the impact of movements in the Global South that demonstrate a collective character.

Author(s):
Herman Wasserman

Title:
Academic journals and knowledge production: South-North conversations between editors

Abstract:
Panel abstract:

The aim of academic research is to produce knowledge within a given discipline or field. Peer-reviewed academic journals have traditionally seen to be seen as arbiters of academic knowledge. Governed by a system of peer-review, and more responsive to dominant academic debates than monographs or edited collections because of their faster turn-around time, academic journals are widely seen in the academic world as the vanguard of knowledge production and dissemination. Publication in academic journals creates cultural capital in Bourdieu's terms – it validates and authenticates knowledge as original and authoritative, forming the basis of distinction of quality in academic disciplines.

Journals themselves are subject to review and peer-evaluation, the results of which are reflected in indices such as the International Scientific Index (ISI), IBSS, ProQuest etc. Where a journal is ranked, it's 'impact' among similarly indexed journals and how well it is marketed in a highly populated and increasingly competitive publications landscape, all determine the journal's standing and, consequently, the extent to which the knowledge generated on its pages is considered authoritative and valid.

The political economy of journal publishing however militates against the provision of a truly open and equal outlet for the generation of knowledge internationally. While the commercial model of academic publishing is

increasingly coming under pressure from a movement towards open access, international commercial publishers are recognising and seeking to address historical disparities in the levels of access and range of platforms available to scholars in the Global South. In the field of international communication and global media, journals based in and focusing on Africa are still at a disadvantage compared to their counterparts in the Global North. Academic knowledge generated in African journals are always already marked as belonging to a specific locale, while Northern journals can easily lay claim to universal knowledge (cf. 'Cultural Studies' vs 'Critical Arts: South-North Cultural Studies'; 'Journalism Studies' vs 'Ecquid Novi: African Journalism Studies'). For financial reasons, African scholars cannot access commercial journal content as easily as their counterparts in the Global North can, putting them at a significant disadvantage within a system that validates itself by replicating itself via citations, impact and other designators of value. Systems of journal accreditation and indexing favours journals published in metropolitan centres, but these journals, often published by big commercial publishers, are often out of reach of readers in the South because of their limited resources. This means that scholars located in the non-English academic peripheries frequently have choose to either speak to readers elsewhere in journals that carry academic capital, or to forego such capital by publishing in local journals where they can reach their immediate colleagues. In recent years, creative solutions have been sought to this impasse, for instance through North-South publishing partnerships and open access initiatives. But are these enough to provide a platform for communication research from the geographical and languages peripheries to compete on the international stage?

What does the current global journal publishing landscape look like, where is it going and what are the implications for scholarship in the field of international communication?

This panel, consisting of the editors of the leading journals on communication in South Africa, alongside their counterparts from the North, will debate these issues in an attempt to complicate dominant views on the relation between scholarly journals, international communication scholarship and media education.

Author(s):
Herman Wasserman
Ian Richards

Title:
Journal editing and contextual influences: views from editors around the world

Abstract:
What influence do contextual factors such as a journal's location, the outlook of the editor(s) and the journal's primary audience have on the scope and content of an academic journal? Does being published by a commercial publisher or a not-for-profit academic publisher make a difference to the content and reach of journals? How do editors in the Global North assess the work by scholars in the Global South, and vice versa? This paper will attempt to answer the above and other questions by drawing from the results of a survey of the editors of major communication journals globally.

Author(s):
Barbie Zelizar

Title:
Is a Global Field of Authors Possible? (For panel Academic journals and knowledge production: South-North conversations between editors)

Abstract:
This paper will address the problems and challenges that arise when attempting to publish a global field of authors. Though the vantage point of the global North in publishing is undeniable, this paper argues that it may have taken on attributes that are more desired than real when thinking about autonomy in the field of academic publishing. The paper will raise some of the discrepancies that block and obstruct a journal's capacity to truly reflect a field of knowledge in its broadest parameters.

Author(s):
Keyan Tomaselli

Title:
Scholarly Publishing – South-North Issues (For panel Academic journals and knowledge production: South-North conversations between editors)

Abstract:
Complaints often arise at South African academic meetings about 'discrimination in publishing'. These allegations hinge on the perceived lack of racial and gender representation and the role of peer-review as a form of censorship . In South Africa, popular common sense presumes that racism is present wherever demographic proportionality is absent. The proportions are constituted by residual categories deriving from apartheid.

In questioning hemispherical dominance, anthropologist Pearl Sithole (Unequal Peers, 2009) writes that "Far from maintaining equality between reviewer and reviewed, the peer review process is dominated by scholars allied to Western models of knowledge production, who use their 'gateway' positions to marginalise and discourage African schools of thought". Sithole further claims that local or indigenous knowledge is (negatively/derisively) equated with 'subjective' analysis, and that objectivity is an often (inappropriate/unsuited Western export that defines who gets published.

This presentation will critically examine these kinds of allegations in the light of the experience and policies of Critical Arts: South-North Cultural and Media Studies (UNISA Press / Taylor & Francis), which I edit. It will examine issues like the constitution of editorial boards, peer-review practices, author interactions with the editors, and editors' responses to allegations of discrimination. How to negotiate different expectations of what peer review means in different ontological contexts will be an objective.

Author(s):
Daya Thussu

Title:
The role of academic journals in internationalizing media studies (For panel: Academic journals and knowledge production: South-North conversations between editors)

Abstract:
This presentation will focus on the importance of academic journals in broadening the remit of media and communication studies in a rapidly changing world. Since its inception in 2005, *Global Media and Communication* has endeavoured to pursue this editorial goal. While media and communication as fields of academic inquiry are growing rapidly in the global South – particularly in Asia – their systematic and theoretically sophisticated study remains at an early stage of development. What challenges and opportunities do academic journals face as platforms to stimulate international-standard research and for dissemination of new modes and models of analysis?

Author(s):
Pieter Fourie
Viola Milton

Title:
Peer review research journals in the age of social media: some views of young South African academics (For panel: Academic journals and knowledge production: South-North conversations between editors)

Abstract:
This presentation will present the results of an investigation amongst young academics (without PhDs or who have just completed a PhD) in the Department of Communication Science, University of South Africa. The investigation will be on topics such as young academics/researchers’ views about the value of and need for research journals; the use of research journals in teaching and research; publishing in research journals: problems and suggestions; what they understand under peer reviewing and the value of peer-reviewing; what they understand under accreditation and indexing and the value thereof; and, the future of social and digital media in research and if such and related digital media are seen or could be seen as a possible replacement for printed research journals. The purpose of the investigation is to get some indication

of the value and future of South African journals in communication, media, journalism and cultural studies for young academics working in changed media, research and teaching environments. Such knowledge could be of value for future planning.

Author(s):
Anu Masso

Title:
The transition from intercultural to transcultural communication: the emigration wishes of Estonian youth

Abstract:
Present paper originates from the previous studies (Masso 2007) indicating that the mobility in the global space is a cultural process, a form of learning and sharing rather than a demographic (migration) or economic phenomenon. Empirically the aim of the paper is to analyse the rising emigration flows from transition society Estonia from the perspective of communication approach. The paper aims to answer to the next research questions: (1) How are the emigration wishes structurally spread in Estonian society? (2) Which inter-cultural communication references (e.g. language, cultural contacts, societal attachment) are related to emigration wishes? (3) Which transcultural communication references (e.g. contacts over territories, readiness to follow foreign news, etc) support the readiness for emigration? Theoretically the paper combines three approaches – cultural and social geographical approach (e.g. Lefebvre 1994, Harvey 1994) communication geography perspective (e.g. Adams 2005, Falkheimer & Jansson) and interpersonal communication of symbolic interactionism theory (e.g. Mead 1982, Griffin 2011). Theoretically this paper offers a framework for analysing interpersonal communication both on territorially bound inter-cultural, but also in transcultural communication situations over territories. For answering to the research questions, both qualitative and quantitative methods are used. On the one hand, quantitative representative survey data (2002, 2005, 2008, 2011) are used and relationships between emigration wishes and background variables (both structural and cultural) are analysed. On the other hand, on the base of qualitative in-depth interviews (n=42) grounded theory approach (Strauss, Corbin 1998) will be implemented for analysing relationships between local and global references in inter-personal communication strategies. The initial results of the quantitative analysis indicate the domination of generational borders over ethnic borders when analysing the emigration wishes. However, among younger age groups two different strategies are used for arguing the emigration wishes – on the one hand, ethnic Russians referring to (inter-cultural communication) deficit (e.g. wish to emigration due to the feeling of detachment from Estonian society); on the other hand, ethnic Estonians using the strategies directed to (trans-cultural) opportunities (e.g. wish to broaden the horizon, etc). The results of qualitative data indicate the importance of linguistic strategies reasoning the emigration wishes, i.e. dissatisfaction with contradictional public discussions related to language policies may lead to the feeling of detachment from Estonian society. On the base of the combination of quantitative and qualitative data will be concluded that only in certain circumstances will the failure in intercultural communication experiences be transformed in the readiness for transcultural communication (e.g. existence of certain cultural creativity for handling the complexity of the inter- and transcultural symbolic meanings).

Author(s):
Anthea Garman

Title:
Peer review and the creation of truly collegial North-South conversations (For panel: Academic journals and knowledge production: South-North conversations between editors)

Abstract:
Peer review as a system is at the heart of the academic, knowledge-production enterprise. Its aim is primarily to ensure the quality of claims to new knowledge, and particularly claims to generate such within a field or discipline. It functions also to make sure that new knowledge is efficiently published and made available to scholars. And peer review can also be an extremely effective collegial system, building relationships ("conversations") between scholars and allowing for the flow of knowledge to enrich research across the globe. But the political economy of the publication of journals (often a private marketised outlet for what is usually a public generation of knowledge and which is most efficient in the Global North) often disadvantages scholars in the Global South by rooting its judgements of quality ruthlessly within a Northern framework of reference (hence the oft-heard reviewer comments: "This is not worth publishing as there is nothing new here."). This happens when the judgement about generation of new knowledge is prioritised over the commitment to use the system to engender knowledge building and capacity in contexts that are

still emerging as focuses in the field. My interest in this paper is to explore the role peer review could play in stimulating conversations with emerging researchers and in provoking the already-set frameworks to rethink their normative assumptions about what constitutes "new" knowledge.

Author(s):
Tang Joo
Chan Teng

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

Abstract:
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Malaysia is a developing country but built up by advancement in ICT, globalization, liberalization, and reliance on knowledge for value creation. As stated in the official portal of Ministry of Foreign Affair of Malaysia, it is to build and sustain the ministry's capabilities in the planning, execution and delivery of cost effective Information Communication Technology that would allow the ministry to leverage and capitalize information. It is leveraging ICT as a strategic lever for national development and global positioning. On the other hand, the objective of the ministry is to facilitate its business by providing technological leadership and capability to effectively and efficiently collate, translate and disseminate information. In 1996, Malaysia launched a program called Vision 2020. The vision is a plan to build a fully developed, knowledge-based economy by the year 2020. Vision 2020 will be achieved through the development of the ICT sector and the use of ICT to increase global competitiveness. The intent behind Malaysia's Multimedia Super Corridor (MSC) has been to create a high-tech environment and infrastructure that can attract international investors and create a multiplier effect in the Malaysian economy. Both local and foreign companies work with various government agencies to enhance the socio-economic development of Malaysia. The Multimedia Super Corridor offers a Malaysian initiative for the Information Age. The Flagship Applications are electronic government, multipurpose card, smart school, telehealth, R&D clusters, e-business, and technopreneur development. Somehow a report on 16th June 2011 by Deccan Herald, At least 41 Malaysian government websites were hacked and defaced by a group protesting the authorities' move to shut down several free file-sharing websites in the country. There was little impact on Malaysian users as a result of the attack. Many of the websites have already been restored and it would not take long for an overall recovery. The attack was due to the government's decision to block a series of file-sharing websites in an attempt to fight against piracy. This research aims to study the impact of government web sites being hacked. It is to find out the web credibility of Malaysian government web sites after the incident though it has been said there was little impact after the attack. Survey is used in this research. Question development will be based on the understanding and insight of the incident and components of web credibility. Snowball sampling will be developed to capture more views as possible. This research serves as a referral of building online credibility. The process of e-government is an effort of communication between a government and its people. This is also to study the importance of web credibility in the development of an e-government.

Author(s):
Sujatha Sosale

Title:
Modernizing communication in French Madagascar: Beginnings of a networked society

Abstract:
Although it is generally accepted that modernization of the developing world began with European colonization, not much empirical work is available to demonstrate the processes that underwrote modernization projects involving communication technologies. This study contributes towards understanding the origins of modern media development through the building of telegraph and wireless networks in the

colonies. Specifically, I take up the case of French Madagascar, a geopolitical and historical entity that has received little attention in research on media and development.

Colonial governments and corporations in the late nineteenth and early twentieth centuries needed a modern, networked system in the colonies for more efficient administration, and to stay abreast of trade and political developments in the metropolis. From early steam ships to later the telegraph and the radio, the gamut of reasons for establishing new communication networks ran from convenience and speed to a professed altruistic mission to help native populations advance along lines similar to those of metropolitan centres. This study examines the introduction of the telegraph and wireless in French Madagascar.

The French began establishing telegraph lines in Madagascar towards the end of the nineteenth century (Sibree's (1909) analysis suggests around 1875 as a possible date), before formally taking over Madagascar as a French colony in 1896. Telegraphic networks came under the jurisdiction of the French Ministry of Post, Telegraph and Telecommunications (PTT) and the French Maritime Ministry. The telegraph and wireless communication became instruments of modernization, and around 1913, the Service Radiotélégraphique was charged with new functions such as providing early meteorological information and severe weather warnings to ships at sea.

Using data gathered from the Archives Nationales d'Outre Mer in Aix-en-Provence, France, specifically annual reports of the PTT officials in Madagascar during this time, the study traces the growth of the telegraph and wireless communication, emerging policies, administration, and effects on internal and international communication in the region.

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Author(s):
Eva Polonska-Kimunguyi
Partrick Kimunguyi

Title:
Telling a European Story: a single voice from the North?

Abstract:
Despite its current crisis, the European Union (EU) continues to play a key role on the global stage. It is one of the world's biggest trade actors, it leads talks on environment, and it is the biggest aid provider to the developing world. It is the largest contributor to the United Nations budget, and its peace-keeping missions take part in all major conflicts. With such prominent global presence, it would seem that when the EU speaks, the world listens.

This is not the case, however. For decades, a unifying "Europe" has tried to communicate itself not only to its own people, but also to the world. So far, there have been more obstacles than victories: its external representation is very complicated and its message confusing to outsiders. There is no single European voice to speak with, no common information strategy and instruments to target the outside world. EU's conflicting messages are sent simultaneously by its twenty seven member states. So, can "Europe" stand up and tell its own story?

This paper assesses whether new public communicative spaces are emerging between the Euro-polity and the rest of the world. It first explains the origins of the EU communication strategy by positioning it amongst the two debates: 1) on European identity-building, and 2) on American media hegemony in the world. It then, argues that supranational developments in the EU have encouraged an important shift in which international political communication is no longer equated with the boundaries of the nation-state. To test how the new pan-national communication environment is received outside its borders, encounters of Asia-Pacific media with the European Union are analysed. The results tend to confirm the EU's existing fears of being largely unheard. The North-South dialogue, then, hardly takes place.

Author(s):
Tsan-Kuo Chang
Yi-Hui Christine Huang
Chin-Chuan Lee
Limin Liang
Fen Lin

Title:
Global Communication and Chinese Perspectives: Theory, Research and Practice

Abstract:
Since the early 1990s, China has deeply embraced the market economy with a vengeance at home and abroad. This is particularly so after China joined the World Trade Organization in 2001. As Beijing marches onto the world stage, whatever China says and does has attracted increasing attention in both the journalistic and academic communities. From the so-called Beijing Consensus—state capitalism with a visible political hand—to the internal turmoil and disasters, such as the Tibet riot, high-speed rail accidents and Sichuan earthquake, the rise of China has sparked debates over its economic, political, social, and cultural consequences at the global level. In international communication, the emergence of a powerful China, both as a reality and as an object of research, has serious theoretical and practical implications for the form and content of flow of news, ideas and knowledge across national borders.

On the one hand, China has launched two ambitious 24/7 channels—CCTV-International and Xinhua News Agency's CNC World English Channel—to cover world events and issues from a "China perspective." On the other hand, China has recently staged two global media events—the 2008 Beijing Olympic and the 2010 Shanghai Expo—that have the whole world stand in awe. With its continuing efforts to enhance its soft power and to furbish an international image of a responsible citizen in the community of nations, China represents an intriguing case in intellectual inquiry as to how its media and communication policy may reshape traditional ways of thinking and doing things in the global arena. The purpose of this panel is to bring current theoretical approaches and empirical studies to unravel, through various perspectives, the interplay between China's media and global communication within and without the Middle Kingdom.

Author(s):
Chin-Chuan Lee

Title:
The Implications of Chinese Media Studies to Global Communication

Abstract:
This paper will examine some of the studies on Chinese media and their implications for global communication. I will ask these questions: (a) What is the Chinese cultural relevance? (b) How can local experiences be balanced with global theories? (c) What does China's rapidly changing media system and landscape mean to world communication? (d) How would Chinese media studies be informed by the larger literature in global communication?

All in all, I will make the following argument:

What we aspire to establish is certain theoretical perspectives with Chinese characteristics that arise from and highlight cultural specificity in problematic consciousness and interpretations, but ultimately emerge from this cultural reflection to develop a broader view of how the world works. If we succeed in establishing such general perspectives that allow internal differences, speak with a distinctive cultural accent, and yet transcend theoretical parochialism, we will be in a strengthened position to maintain an open-minded and mutually enriching with the Western literature on an equal footing.

Author(s):
Luisa Ryan

Title:
Together Liberia – Collaborative Monitoring and Evaluating contributions to a strengthened media development project

Abstract:
The Together Liberia pilot project took place from June - September 2011 and was mainly funded by Syracuse University. It brought together American professors and graduate students in Monrovia to train Liberian journalists on multi-media reporting. The underlying concept of the pilot was to create a participatory, collaborative environment centered on two-way learning: trainers expected to learn as much from the Liberian participants as they taught. This paper will provide a case study on how program monitoring and evaluation was used to manage a pilot project and to provide evidence-based recommendations for future interventions. Using a comprehensive participatory Monitoring and Evaluation framework, the pilot rapidly evolved, changing its intervention strategy to better meet the needs of local journalists. Participatory methods were used to jointly determine the aims of the project, and to collaborate on lessons learned and potential future directions. Central research questions included: what are the learning and support priorities for Liberian partners, both individual journalists, and media organizations? What are the learning priorities for American participants? How can all project participants work together to best meet these needs? How can we improve our intervention in the future? Research methods included in-depth interviews, and participant surveys. The paper will further explore issues such as the challenges faced by journalists in restrictive financial and political contexts, gender inclusion and technological limitations. Specifically, the project aimed to engage with local media as partners with agency, rather than as victims primarily in need of handouts. Partnership between American participants and their Liberian colleagues was stressed, and incorporated into future programming. Building an ongoing relationship and dialogue has also been prioritized, as has expanding the project into other media sectors, including music production, print and radio. The role of participatory Monitoring and Evaluation has been central to this process, and serves as a case study for dialogue on future media interventions

Author(s):
Limin Liang

Title:
From "the Wolves are Coming" to "the Wolves are Incubating the Sheepfold"? - Sociology of News in China's Quest for Soft Power

Abstract:
This is submitted under the panel "Global Communication and Chinese Perspectives: Theory, Research and Practice"

The paper is based on an ethnographic study of the new strategies in China's international broadcasting using China's state English broadcaster, CCTV News, as a case study. Within the context of the Chinese state's latest ambition to expand its international broadcasting and promote its soft power, the paper examines the broadcaster's recent practice of aggressively hiring foreign local correspondents for its international coverage (started in 2010) and further, the establishment of CCTV's first overseas production and broadcasting center in North America (Washington DC) whose production is primarily reliant on American media professionals. (The Center started to contribute one hour of programming to CCTV News' daily stream from February 7, 2012.) The Chinese media experiment has gone a long way and the irony is hardly escapable: while top authorities' worry about the encroachment of foreign media capital into China's news sector, they at the same time allow "western media professionals and opinion makers" to be the de facto runners of a segment of China's state television, and with better terms too (i.e., with Chinese money). Anchoring the research in these latest developments, the study explores changes to various dimensions of news-making as new "boundary spanners" are being introduced in daily journalism making. Specifically, changes to the news net, production routines, management structure, newsroom socialization and conception of professionalism will be explored.

The paper seeks to debunk how these initiatives serve to advance the organization's goal of "presenting a Chinese perspective" and the embedded paradox when the transmission of such a perspective heavily depends on voices not of Chinese origin. It highlights the tension between the state's desire to enhance "soft power" and the requirements of professionalism, which is the source of credibility but may be at odds with the state's intention. Further, it looks at how the introduction of "western professional voices" complicates this process. The paper will also shed light on an under-theorized concept in Chinese communication – the disconnect between China's domestically and internationally oriented media policy, known as "nei wai you bie" in Chinese – and its implications for journalism practices.

Author(s):
Allie Cannington
Tamara Hadlock
Derrick Cogburn
Erica Seng

Title:
North-South Collaboration: The Evolution and Diffusion of Norms of the Rights of Persons with Disabilities

Abstract:
The tension between the concepts of universal norms of human rights and sovereignty remain a central debate amongst policy-makers and academics alike. Indeed, many developing nations have challenged the universality of human rights norms due to their perceived point of origin: from the Global North. Resistance to global rights norms by developing powers that reject human rights as 'Western' constructs represents an interesting avenue for exploration. At the same time, the Convention on the Rights of Persons with Disabilities (CRPD) and its Optional Protocol has been acclaimed by many as a step towards addressing the rights and suffrage of persons with disabilities around the global. For the 83% of persons with disabilities living in the developing world, the CRPD is seen as a step towards instituting a legal framework in many countries were no framework exists and a stage for terms in support of persons with disabilities to be instituted. The authors would like to examine the saliency of this debate and the efficacy of the (CRPD). According to the United Nations Enabling website, there were an immediate "82 signatories to the convention, 44 signatories to the optional protocol, and one ratification of the convention" on its opening day in December 16, 2006. Given the high level of support that the CRPD has within the developing world, the CRPD provides a unique opportunity to determine the creation, evolution, and diffusion of norms across a wide range of different states from the global north and the global south. Furthermore, this study will analyze the assertion from actors within the developing world that they would be more willing to accept international norms if they have a clear role in the process of creating, developing, and implementing them within their own national borders. In this paper, the authors will analyze norm creation and diffusion among State Party members since the beginning of its enforcement in 2008, using Provalis Suite. The data set has been compiled from all past Conference of State Party sessions. These are a set of documents, including those submitted by accredited civil society organizations, government signatories, government members who have ratified the CRPD, and the media, that will lead to the direction of norms diffusion. The role of each entity in the shaping and level of acceptance of each norm will be analyzed. The level of development, as defined by their ranking on the Human Development Index (HDI), of governments and the home countries for specific media organizations and civil society organizations will be taken into account. It will compare the language between developing and developed powers to determine the extent of influence that both are able to exert over the language of the conference itself and to track this influence over time. The authors contend that the greater role played by developing powers and grassroots organization has led the CRPD to be more easily accepted by members of the developing world.

Author(s):
Fen Lin

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

Abstract:
In recent years, the sixth Dalai Lama Tsangyang Gyatso has become extremely popular among the Han Chinese. Behind the public passion about Tsangyang Gyatso is the fantasy of idyllic, mysterious and spiritual Tibet—an image that persists in Western imaginations, the nature and formation process of which have been debated for decades. However, what has been missing in the discussion is the Orient's imagery of the other Orient. Even though sharing some similarity with the Western imagination, the Han Chinese fantasy differs in several aspects.

This study explores the structural conditions of the Han Chinese imagery on Tsangyang Gyatso. As an extension of the Chinese Frontier imagination tradition, the Tsangyang Gyatso myth is driven by commercial forces within the limited opportunity offered by the current state-media relation. With the enormous societal tradition, the growth of the post-materialism values, and increasing popularity of the strangely familiar Tibetan religion and art, the general public grows the desire for a fantasy, as a cure for their daily life in the modern world. However, the construction process of the Tsyangyang Gaytso myth has to nevigate through the tension between the otherness discourse and the belongingness discourse; between Chinese realpolitik

Tibet and Hollywood's virtual Tibet; and between the desire for spiritual salvation and the touristy Shangri-la theme park. The historical and political structures make Tsangyang Gaysto a convenient solution of Tibet fantasy among the Han Chinese.

Author(s):
Tara Susman-Pena

Title:
Healthy Media, Vibrant Societies: How Strengthening the Media Can Boost Development in Sub-Saharan Africa

Abstract:
Over the past 10 years, six of the top10 fastest growing economies in the world were Sub-Saharan African; projections for the coming decade contend that seven out of 10 of the fastest growing economies will be African. Bouncing back after the recent economic crisis, the region is expected to have an average growth of 6% in 2012, an increase over 2011's growth of 5.5%. On the downside, increasing food and fuel prices, drought in some parts of the region, and a more difficult economic recovery in other areas of the world are potential threats to this growth. And while the economic picture is quite encouraging, the region has made much less progress in improving governance, reducing poverty, and furthering human development. However, the overall pattern of economic growth could signal that the region is on the cusp of a phenomenal transformation in its development.

Critically important to this shift is the international donor community's ongoing commitment to aid effectiveness. Unfortunately, donors have largely overlooked or ineffectively supported one powerful catalyst for effective development in Africa: the media sector. In this paper, I set out, first, to determine the extent to which the media in Africa is currently bolstering governance and development goals; second, to identify the critical points of weakness in the media that prevent it from fulfilling this potential; and third, to assess the ways in which donor support of the media has or has not helped media to deliver on its promise. The three lines of inquiry are meant to provide an evidence-based framework for media development policy that bolsters the effectiveness of aid in Sub-Saharan Africa.

Author(s):
Anastasia Kononova
Saleem Alhabash
Tatyana Zasorina
Natalia Diveeva

Title:
Media Multitasking and Perceived Attention to Media Messages: A Study of College Students in the Kuwait, Russia, and the United States

Abstract:
With the growth of information and communication technologies, electronic media have been infused in people's everyday routine. Empirical evidence suggests that the extent to which individuals are surrounded by media affects their media use behaviors (Foehr, 2006; Jeong & Fishbein, 2007; Rideout et al., 2010). With the increasing availability of various new media forms and options, media users have less time to explore each medium exclusively. Thus they multitask. The current study examined universal trends as well as differences in media multitasking behaviors in a sample of young adults from Kuwait, Russia, and the United States. First, it explored the most popular media multitasking pairs. Second, it referred to information processing approach to test the association between the extent of media multitasking and perceived attention paid to media messages. Third, it examined differences in media multitasking behaviors and effects among three samples, applying the theoretical framework of digital divide.

It was found that young people in Kuwait, Russia, and the U.S. multitasked the most with four types of electronic media: television, music, phone, and Internet, and the least with nonmusic audio (radio) and video/computer games. In addition to looking at multitasking only with media, we examined what nonmedia activities could be involved in media multitasking. Eating, socializing, and doing homework were the three most popular media "companions." Please see Figures 1-4.

The four types of electronic media that are often involved in multitasking were highly associated with increased attentional demands to media messages, meaning that the more media users multitasked with

television, music, phone, and Internet, the more attention they thought they paid to TV, musical, phone, and Internet contents. The study showed that the engagement in media-nonmedia multitasking regardless of nonmedia activity was also associated with the increase in perceived attention to media messages.

Finally, the current study focused on the investigation of cross-cultural differences in media multitasking behaviors and effects. The first finding in this category supported our digital divide hypothesis that stated that countries with lover levels of economic development and, thus, lower level of media availability would show a lower index of media multitasking. It was found that Russian students multitasked with media significantly less than students in the U.S. and Kuwait. This finding can be explained by low levels of Russian GNI ($14,561 in Russia, while $47,926 in Kuwait and $43,017 in the U.S., UNDP, 2010) that could be directly associated with low media ownership in the country and, hence, lower levels of media multitasking.

Furthermore, multitasking with TV in the Russian sample led to paying greater perceived attention to TV messages. Multitasking with phone increased perceived attention to phone contents in Russian and American samples. Multitasking with Internet was a "universal" predictor of perceived attention across the three samples. The paper explains such differences and similarities with a number of factors, ranging from economic, ICT, and media conditions on each national market to cultural differences in media uses and media use routines.

Author(s):
Jie Qin

Title:
A Comparison of the Hyperlink Network and Identity Network of Environmental NGOs in China

Abstract:
Purpose - The purpose of the current study is to 1) historically review and visualize the development of environmental non-governmental organizations (ENGOs) in China from 1950s to 2000s; 2) explore the networking interactions based on a hyperlink analysis of the websites of the ENGOs; and 3) compare the hyperlink networks and identity networks of the ENGOs to investigate whether the Internet has broken down barriers that exist in the identity networks of the ENGOs.

Background - It is generally accepted that organizations that share the same identity will keep in touch with each other. In fact, there are three identity subgroups in the community of ENGOs in China. There are Governmental Non-Governmental Organizations (GONGOs), International NGOs (INGOs), and Grassroots Organizations.

Internet communication technologies (ICTs) have offered many low-cost and independent channels for them to actively participant in social life. According to a survey carried out by MIT New Media Action Lab in 2009, more than half of the NGOs in China own organizational websites, blogs, BBS, and other Internet platforms. As more and more organizations establish websites on the Internet, the websites are regarded as actors and hyperlinks are regarded as the indicators of inter-organizational relationships.

Theoretical Framework - In the literature of social movement, organizations are "the basis of social movement mobilization" (Zhao, 1998, p.1494). Status homophily and value homophily (Lazarsfeld & Merton, 1954) offer an explanation to why organizations are connected with each other. It is generally accepted that organizations that share the same interests, values, and attitudes will be more probably connected with each other.

Scholars have regarded hyperlinks as citations (Halavais, 2008, p. 51; Tsui, 2008, p. 73), annotations (Halavais, 2008, p. 51), navigation (Halavais, 2008, p. 51), reciprocity (Tsui, 2008, p. 73), symbolic/practical resources (Ackland & O'Neil, 2011, p. 4), and so on. The best part of the story about hyperlink is that you can easily link to anything across the physical boundaries within several clicks, since Tim Berners-Lee, the father of World Wide Web, he defined hyperlink as something to link any information to any other information over the Internet. But, do the hyperlink networks simply reflect the identity networks of ENGOS? Will the Internet break down the barriers that exist in the identity networks of the ENGOs?

Research Design - First, the author reviewed and visualized the development of ENGOs in Mainland China from 1950s to 2000s. Then the author used the websites of a few well-known ENGOs as the seeds to draw

a snowball sample with a target number of 6805 organizations in the final sample. Finally, the author compared the networking structure of the hyperlink network and the identity network.

Findings - The research finds that the hyperlink networks and the identity networks of ENGOs are not isomorphic, which indicates two different natures of online and offline networks.

Author(s):
Markus Ojala

Title:
Mediating the imaginary of global governance: Global elites and international business journalism

Abstract:
This paper presents some theoretical observations and early empirical findings related to my PhD project on the representations and legitimation of global governance in European journalism, which is a work in progress. The paper seeks to contribute to the theoretical understanding of the role of international business journalism in the communication of global political agendas and particularly in the discursive construction of the political imaginary of transnational governing elites.

The central role of satellite news networks and international news agencies in the mediation of common news agendas across the globe has long been recognized in the international news flows literature. Among these shapers of the global news arena, international business journalism arguably performs a particular task: it caters to the needs of global political and business elites who wield considerable power well beyond their immediate constituencies and organizations. Consequently, international business newspapers can be seen as having a particular role in mediatised international politics: rather than serving the popular processes of democratic decision-making they function as platforms for debates among the transnational elites, mediate collective understandings and beliefs about global problems, and help construct elite consensus and shared ethos of global governance. In the widest sense, then, the international business journalism participates in the construction of the political imaginary of the governing elites.

This paper focuses on one of the most influential platforms of international political communication, Financial Times, and explores how it is connected to the communicative practices of the global political and business elites. According to the theoretical argument elaborated in the paper, the global business journalism of Financial Times forms part of the transnational elite communication, both reflecting and actively constructing the political self-understanding of the governing elites. Analysing the coverage of the World Economic Forums in Davos between 2001 and 2010, the paper addresses how Financial Times discursively constructs the reality and practice of global governance; how it defines and mediates debates on global problems; and how it makes sense of and legitimises the power of global elites. A qualitative content analysis identifies the dominant ideas and reality premises which serve to rationalise the largely non-representative and undemocratic practices of transnational policy-formation and coordination. Particular attention is paid to how ideas and values, such as development, equality, poverty reduction and north-south dialogue, are operationalised to legitimise or de-legitimise the main agents of global governance, including the World Economic Forum itself. Finally, the paper discusses how the contradictions between the ideals and values of global governance, on one hand, and the dominant governing paradigm of market-driven globalisation, on the other, are negotiated over the first decade of the 21st century in Financial Times' elite transnational space.

Author(s):
Naren Chitty
Leshuo Dong

Title:
Exploring News Frames of Diplomatic Visits: A Comparative study of Chinese and American media treatment of Vice President Xi Jiping's official tour of the USA

Abstract:
The news media plays an important role in creating awareness of and shaping public understanding of political issues. The rise of China is a major issue for the US, one that has repercussions on the US presidential election. As leader-in-waiting Chinese vice president Xi Jinping's visit to the US in February 2012 presents opportunities for the US and China to present messages to their own and each others wider

publics and political elites. This study examines comparatively the coverage of the high level diplomatic visit in Chinese and American media, analyzing the impact of different political and cultural contexts in the two countries. Drawing on framing theories and previous research, the news frames are seen largely to vary due to different factors including news source, media institutions and social background. By inductive qualitative content analysis of selected reports on three Chinese newspapers: People's Daily, China Daily (US Edition) and Economic Daily, and three US newspapers: New York Times, Washington Post and Wall Street Journal, this study indicates that the formation and representation of a news frame revolves around a few central ideas. Here, Four research questions are proposed: (1) what was China's intended frame? (2) What were the received/locally constructed frames in US media? (3) How did the different news frames reflect the various news values of media outlets? (4) How did the different news frames reflect the political cultures in the two countries? The first two research questions will be addressed through analysis of coverage of Chinese official media and American mainstream media on the issue.The last two research questions will be discussed on the basis of the historical and cultural backgrounds of the two countries. Furthermore, a conceptual approach to framing analysis is expected to be developed to examine the pattern of media coverage of political events, such as diplomatic visits, in different social context.

Author(s):
Tsan-Kuo Chang

Title:
Stakeholders, News Media and Social Knowledge: Comparing Crisis Communication in China, Hong Kong, Taiwan, and the US

Abstract:
Whether natural or human-made, any disaster represents a form of system disturbance to the existing order and stability in society. Lives and properties are always at stake when a disaster strikes, especially those that are unpredictable or difficult to contain. As such, disasters create crises of varying degree that may demolish communication and transportation infrastructure, disrupt normal everyday life, displace a large number of people, or destroy entire communities. Depending on the scale, from governments to interest groups to ordinary citizens, many individuals, organizations and governmental agencies will inevitably be involved, requiring coordination and cooperation among the various stakeholders to tackle and control the damages brought out by the crises and to provide financial and symbolic reassurance to the areas and victims so affected by the disasters. Because of social costs and perceptions in the government's abilities to handle crises, the general population is not immune to the aftermaths of disasters.

Following an integrated framework informed by institutional theory, stakeholder theory, situational crisis communication theory and the perspective of sociology of knowledge, the purpose of the study is threefold: first, to identify and locate the stakeholders against the backdrop of natural and man-made crises in terms of their jurisdiction, power and influences throughout the duration of the crisis; second, to determine the interplay among diverse stakeholders within and between nations in order to better understand the structure and processes of crisis communication and management; and third, to examine the construction of crises as mediated reality and its formation of social knowledge as manifested in the news to tackle the role and functions of news media in times of national disorder and social instability. Using a comparative design, the study scrutinizes disasters in three social units in Asia—China, Hong Kong and Taiwan—and the United States to determine how and to what extent the larger socio-political structure might affect the form and content of information in times of natural crises. The results show that the report of disasters in China tends to be delayed, especially those events that would undermine

Author(s):
Wanjiku Njoroge

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

Abstract:
In 2005, major music icons, Bono and Bob Geldof, together with other celebrities and civil society organized the 'Make Poverty History' campaign to focus attention on the African crisis. The campaign included several activities but key among them was a series of concerts, Live 8, in key global cities to marshall global public opinion for the African cause and to lobby the G8 leaders meeting in Scotland to cancel African debt, institute fair trade policies and increase aid to the continent. In a break from the usual benefit concerts to

raise money, the main focus of this campaign was advocacy – to change the terms debate on African poverty from charity to justice. Given the celebrity involvement, this campaign received extensive media coverage in the UK.

This study aims to interrogate media texts to understand how they constructed the message of the anti-poverty campaign. Drawing from the postcolonial studies approach and in the light of previous critiques of Africa's portrayal in international news, this paper will examine the rhetorical devices drawn upon by the British press to understand and explicate the development crisis in Africa and evaluate whether these were progressive in the light of the campaign or continued to perpetuate negative coverage of the continent. This qualitative study will use textual analysis of media texts from the leading papers in the UK, namely *Financial Times* and *The Times* (of London) during the period of the campaign.

Author(s):
Marcus Lima
Dannilo Oliveira

Title:
Portraits of Crisis: The Addressing Mode in Brazilian Television Journalism on European Crisis

Abstract:
This paper analyzes a series of five Brazilian TV reports that addressed the recent crisis in European countries. To do this we chose as methodological procedures as proposed by Itania Gomes (2011), whose approach takes into account social, historical, ideological and cultural aspects of television journalism. Based on the assumptions of television journalism as a social institution and cultural form, this method combines the concepts of "structure of feeling" (social experience that is in process or in solution, often not yet recognized as social), "television genre" (forms socially recognized from which a product is classified media) and "addressing modes" (that which is characteristic of communicative forms and practices of a specific program) in order to establish "operator analysis of the addressing modes" (the "mediator", the "communicative context", the "pact on the role of journalism" and the "thematic organization") that must be treated as "places where the analyst must look, not the ultimate goal of analytical effort" (Gomes, 2011: 38) and should not be described or interpreted in isolation, it is through them that one must access the addressing mode of a specific program. The television news analyzed were displayed over a week and comprised a series of special reports entitled Portraits of Crisis, presented in the newscast SBT BRAZIL, which airs from 19:30 pm daily. Each report was devoted to a different country (Portugal, Spain, Italy, Greece and Germany, in that order) and tried to go "beyond the cold analysis of economists and show how the crisis is shaking up the lives of citizens", as putted by the anchor of news program in the display of the series opening. Also in this opening, so another anchor introduced the series, "Now we will embark on a trip to Europe that you're not used to seeing. Europe on his knees, saucer in hand, crossing one the worst crisis in its history". Overall, the reports seek to compare the financial difficulties that the European crisis has caused to the population of the countries visited with the current conditions of growth and rising incomes in Brazil, a country accustomed to seeing people living on the streets, long lines for service in positions health, poor public security, unemployment, low wages, i.e., the series of reports Portraits of crisis reinforces the feeling of confidence and pride in the Nation of the Brazilian people, after centuries of enormous social and economic inequalities and one of the highest rates of inequality of income distribution in the world. This framework can be synthesized in the opinion said by the anchor Rachel Sheherazade: "Portugal, as well as the rest of Europe, sit in the evil that Brazil has suffered before. /.../. It's sad to see their situation. /.../. In terms of turnaround, Brazil has many lessons to teach. Again, the colonized can be the salvation of the colonizers".

Author(s):
Seyram Avle

Title:
"Doers, developers and shakers": the mobile applications sector in Ghana's technology market

Abstract:
In recent years, Ghana has become one of the more vibrant technology markets in Africa with rapid growth in the mobile phone, broadband and Internet provision sectors. Competition for the provision of voice and data services, aided by strong regulating by the National Communication Authority (NCA), has resulted in an

open, competitive and almost saturated market for mobile telephony service, particularly voice and data bundles through multinational players such as Vodafone, MTN and Tigo.

One sector that appears to have room to accommodate more players is the development and provision of mobile applications. From chat to music to payments; enterprising individuals have began providing applications that enhance the mobile experience not just for those with smart phones or data applications, but for the more traditional mobile technologies that typically have only supported voice and text. Initial evidence suggests that many of these developments are happening outside of the large telecommunication firms who sometimes act as partners or are bypassed entirely to get these new products to end-users.

Keeping in mind theories explaining entrepreneurial activity in growing economies, particularly the economics of self-employment (Parker 2004), this study examines how start-ups focused on mobile applications have come to a barometer of technology industries' competitiveness and growth in places like Ghana. In particular, given the regulatory environment and entrepreneurial culture in Ghana, the author charts the progress of this still nascent sub industry within the context of a highly fluid global technology market. The main questions guiding the study are: how are mobile technology applications developing in Ghana? What role do small- and medium-sized firms, as well as independent consultants, play? And, what do market dynamics in the mobile service space generally tell us about applications that make it to the end-user?

Combining in-depth interviews with technology developers and entrepreneurs, as well as data from trade press, this study takes a network perspective and examines key nodes in the mix of economic, technical and cultural infrastructures that make up the mobile applications sector in Ghana. Specifically, by following key players and software developments, the study presents research from a site that can be considered a heterogeneous (multi-sited) network (Marcus 1995, Burrell 2009).

In general, the study provides an overview of the mobile application development space in Ghana, highlights the factors promoting and hindering growth, and shows how technology entrepreneurs are catalysts in creating local products that enhance the user experience of mobile phones away from their basic telephony function.

Author(s):
Prue Clarke

Title:
Have the North's Media Capacity Building efforts actually hurt Africa? Finding a better way to help bolster African media.

Abstract:
International agents spend millions every year ostensibly to "build the capacity" of Africa's media. But at the same time many of their actions have actually hurt. The examples are myriad:

International broadcasters, particularly the BBC, have undercut the market advantage of local broadcasters across the continent making it difficult for them to build an audience large enough to be financial viable. UN Radio in Liberia has long overstayed its welcome. Eight years on from the civil war it dominates the market, undercutting competitors and stealing all the best reporters with wages that are vastly out of whack with the local market. Not only has UN Radio in Liberia robbed local Liberian media of journalists to work in UN Radio, the UN mission pays so much more for staff at all levels that Liberian media has lost some of its best reporters to driving positions at the UN.

Perhaps foreign agencies' most insidious act has been to perpetuate the "pay for play" business model than dominates African media. In most sub-Saharan countries, outside South Africa, media derive their income not from independent sources of revenue such as advertising, but from "gifts" or "expenses" from the people about whom they are writing. Journalists and editors are paid little or nothing by their employer under the understanding that they will be paid by newsmakers. This incentivizes biased reporting and discourages honest, independent reporting.

Who pays in this corrupt system? Yes, African governments and business leaders with their own agenda. But a big chunk of the overall payments come from the development world. The ubiquitous "brown envelopes" at aid world press conferences for instance, supposedly pay for the reporter's travel expenses to the venue. But in reality they are far larger than necessary and act as an incentive to cover the event

uncritically. Editors too require payment before they run a story. When pressed, agencies will say, "This is how it's done in Africa." They do not consider the role they play in entrenching the system, nor do they consider the consequences should donors at home be made aware of their payment of what is in reality a bribe.

At the same time media capacity training efforts have been ineffective. A joint Columbia University/Revenue Watch Institute 2009 study I edited found widespread dissatisfaction with training programs to date. Journalists are weary of short term workshop models that do nothing to address their real challenges on the ground. Large scale USAID funded USAID projects in Liberia have muddied market forces that would have allowed independent media to get ahead. A recent Wikileaks document showed that USAID support for a radio station in Liberia was actually intended to offset Chinese support for the public broadcaster.

Based on research done by me in conjunction with students at Columbia University's School of International and Public Affairs, this paper argues the first step to empowering Africa's media is to take off the shackles imposed by misguided international efforts. Let's support the new breed of standard setting media houses in Africa that are upending toxic ecosystems to create incentives for independent, honest reporting financed by independent sources of revenue. Entities like JoyFM in Ghana, The Nation in Kenya and FrontPage Africa in Liberia are showing strong, independent standard setters have far more impact on raising the standard of the media as a whole.

Author(s):
Nikhil Moro

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

Abstract:
Democracy is sweeping across many regions; democratic governments have nearly doubled in number since 1989.[1] A precise definition is elusive,[2] but scholars seem to agree that a rule of law, which unstintingly protects or grants the freedoms of critical,[3] dissenting and minority expression, is inherent to conceptualizing democracy.[4] Any central meaning of democracy must lie in a protection of minorities.

This essay explicates "minority" not only in a frame of rule of law but also news, as in how the term is employed by English newspapers in India and Pakistan. There is a lacuna in studies of Indian and Pakistani news coverage of minorities and their issues, especially studies that show how media narratives establish truth. Using rhetorical and discourse analyses of news stories, the paper examines news coverage in India and Pakistan for how it produces and un-produces "minorities," a term that appears in the constitutions of the two nations. The Constitution of India devotes Articles 29,[5] 30[6] and 350B[7] to the protection of minorities, limiting them by religion and language. Over 295 words, the articles guarantee fundamental "cultural and educational" rights of minorities. The Constitution of the Islamic Republic of Pakistan devotes 61 words to the protection of "minorities," which it does not define but mentions in the Preamble[8] and in Article 36.[9]

References

[1] Sixty percent of the world's nations were classified as electoral democracies in 2011. See, Freedom Forum, "Freedom in the World 2012: The Arab Uprisings and their Global Repercussions." http://www.freedomhouse.org/report/freedom-world/freedom-world-2012 (accessed 19 February 2012)

[2] For an authoritative discussion of democratic theory, see Robert A. Dahl, Democracy and its Critics (New Haven, CT: Yale University Press, 1989).

[3] David Held, Democracy and the Global Order (Stanford: Stanford University Press, 1995), 196.

[4] "Free expression means not just that you have a right to be heard. It also means that you have a right to hear what others have to say." Robert A. Dahl, "What Political Institutions Does Large--Scale Democracy Require?" Political Science Quarterly 120 (2005), 196.

[5] "Any section of the citizens residing in the territory of India or any part thereof having a distinct language, script or culture of its own shall have the right to conserve the same..." Indian Const. art. 29 (1).

[6] "All minorities, whether based on religion or language, shall have the right to establish and administer educational institutions of their choice." Indian Const. art. 30 (1).

[7] This article directs the President to set up a "Special Officer to investigate all matters relating to the safeguards provided for linguistic minorities under this Constitution" Indian Const. art. 350B (1).

[8] "Wherein adequate provision shall be made for the minorities freely to profess and practice their religions and develop their cultures;" and "Wherein adequate provision shall be made to safeguard the legitimate interests of minorities and backward and depressed classes." Pakistan Const. of 12 April 1973, Preamble.

[9] "The State shall safeguard the legitimate rights and interests of minorities, including their due representation in the Federal and Provincial services." Pakistan Const. of 12 April 1973, art. 36.

Author(s):
Bridgette Colaca

Title:
Jai 'O': How five Indian newspapers covered President Barack Obama's first visit to their country in 2010

Abstract:
Using content analysis this study examined how five highest-circulating and influential English newspapers in India (that set agenda for other print media) covered President Barack Obama's first visit to the world's largest democracy. This study will critically analyze inherent frames in media coverage related to the event and examine how social reality was constructed. It will also contribute to the literature on media coverage and globalization within media framing perspectives.

Prior research suggests framing theory helps understand how media construct issues for the public, how social and organization factors influence media frames and the impact such frames has on the audience (Li & Liu, 2010). According to Sikanku (2010), "framing has theoretical significance within the realm of political communication as journalists often depend on political figures not only as sources but more importantly for emphasizing and deemphasizing certain elements." Scheufele & Tewksbury (2007) said frames make "bits of information more salient by placement or repetition." Frames, therefore, affect the way people think about issues or events (Scott, 2009).

While Obama visited India from November 6 to 9, 2010, dates for this study was October 31 to November 12. The unit of analysis was individual news articles published on these days (excluding editorials) that were related to the visit. Altogether, 645 news articles were coded.

Research questions for this study are:

In the media coverage of Barack Obama's first visit to India …

1) What are the dominant frames present?

2) What is the direction of the news tone?

3) What is the extent of episodic and thematic coverage?

This paper will discuss the process used to detect recurring frames through identification and coding. Major news frames surrounding Obama's visit were: (a) Globalization (19.38%), (b) Democracy and good governance (6.36%), (c) Responsibility of Indian government (7.6%), (d) Historical and celebratory (47.14%), (e) Nuclear weapons conflict (4.50%), (f) Business/Economics (15.03%). The frame with greatest appeal to Indian newspapers was that of historical and celebratory news. Articles in this category reflected soft news such as Michelle Obama, Martin Luther King, Mahatma Gandhi, etc.

The direction of news tone was not neutral across the board. Favorable articles were operationally defined as articles that portrayed the visit in a positive light while unfavorable articles had negative portrayals. This study revealed nuanced and biased reporting in media coverage. Of the 645 articles, the tone of 40% was favorable, 17% unfavorable, and 43% neutral.

Articles were framed as episodic if they reported Obama's specific trip but were thematic if they provided contextual background (Iyengar & Simon, 1993). This study showed that the media were equally split between episodic (49.77%) and thematic (50.23%) coverage of the visit.

India has a booming economy with a high Gross Domestic Product and is always included in the global discussion of nuclear weapons possession. Thus, US-India relations are vital in an evolving era of globalization and this study provides significant data regarding media reaction to President Obama's visit. *Kindly also consider this paper for a poster session.*

Author(s):
Eric Ma

Title:
The Compressed Modernity in South China

Abstract:
This paper examines the dialectics when different modalities of modernity in South China collide with each other. In the 1980s through the 1990s, Hong Kong liberal mediascape was over-spilling onto many developing cities in south China, fueling the desire for modernity among the people in the region. Since the return of Hong Kong to China in 1997, the Greater Pearl River Delta, in which Hong Kong is a small but influential city, has become increasingly interconnected socially, culturally and infra-structurally. The socio-cultural differentials between both sides of the border are rapidly disappearing; but in terms of civic values such as free speech and law and order, Hong Kong people are still having a strong sense of difference. The formation of this "compressed modernity" will be illustrated by four case studies. In case one, a magazine had become the site of imagining modernity via the representations of Hong Kong society in the 1980s. In case two, a television drama vividly expressed the longing for technical know-how of "being modern" among the Chinese and the anxiety when a Hong Kong lady, a televisual character symbolizing capitalistic modernity, was brought into the heart of China's marketization. Case three is an ethnographic study of a toy factory in South China, which was managed by Hong Kong mangers equipped with modern skills of marketing, logistics, and international trade. Case four is another ethnographic study of a disco bar which demonstrates the juxtaposition of the lifeworlds of working class and consumerist lifestyle of the rising middle class in the region. The 'compressed modernity', as illustrated by these cases, has multiple socio-cultural layers juxtaposed against each other. Historically, Hong Kong capitalistic modernity has been hybridized with the developing modernity in South China. In spatial terms, factory zones are layered upon agricultural communities. In cultural terms, traditional practices are mixed with consumerist lifestyles. In social terms, the working class comes into close contact with the increasingly affluent middle class, producing a situation of astonishing social inequality. These local socio-cultural compressions are multilayered and are revolving around the push and pull of global and transnational dynamics.

Author(s):
Weerapong Polnigongit

Title:
The Roles of Thai Border Radio in Fostering the Relationship between Thailand and Cambodia

Abstract:
The purposes of this research were to explore the current status of Thai-Cambodian border radio and to investigate Thai and Cambodian people's exposure to border radio. The researcher employed both qualitative and quantitative research techniques; namely; in-depth interview, semi-structured interview, focus group, questionnaire, and document analyses.

The samples consisted of 1) 41 community radio operators in two provinces in Thailand: Sa Kaeo and Surin, 2) 800 Thai questionnaire respondents who live close to the permanent border crossings in Sa Kaeo and Surin provinces (400 in each province), which have a Thailand and Cambodian Border Pass Agreement, and 3) 800 Cambodian questionnaire respondents who lived in the districts of Samraong (Oddar Mean Chey province), Ou Chrow and Svay Chek (Bantey Meanchey province) (also 400 in each district). The study was carried out between February 2010 and December 2010.

The researcher found that border radio possesses both internal and external factors, which both hinder and support its role in strengthening Thai-Cambodian relations. However, the current Thai border radio plays key

roles in strengthening Thai-Cambodian relations such as 1) by promoting both Thai and Khmer cultures, 2) by playing Thai and Combodian music, 3) by disseminating useful information, 4) by teaching the Thai language to Cambodian listeners, 5) by advertising Thai products and services, 6) by communicating Buddhist principles, and 7) by allowing Cambodian listeners to call the stations to disseminate information on their side.

The number of Cambodian questionnaire respondents who listen to Thai border radio is higher than the number of Thai questionnaire respondents who listen to Cambodian radio. The Thai questionnaire respondents who listen to Cambodian border radio say that they listen for entertainment and learning Khmer language. The Thai questionnaire respondents who do not listen to Cambodian border radio say that it is because they do not understand the Khmer language. Cambodian questionnaire respondents who listen to Thai border radio claim that they listen for entertainment, information, as well as to the news. Overall, they feel positive about Thailand because they listen to Thai radio. Some Cambodian respondents do not listen to Thai border radio because they do not have radio receiver and do not have time to listen.

Author(s):
Elijah Chiwota

Title:
An inquiry into how Inter Press Service Africa makes alternative news from the Global South

Abstract:
Founded in 1964 as an international cooperative of journalists, and in the aftermath of the Cuban revolution and struggles for decolonisation in Africa and Asia, Inter Press Service (IPS) sought to democratise the flow of information that was skewed in favour of the Global North's interests. By promoting a journalism that privileged South-South cooperation and horizontal communication, alternative viewpoints on developing countries could be established. Coincidentally, IPS views found resonance in the debates for the New World Information and Communication Order (NWICO) that took place under the auspices of the United Nations Scientific and Cultural Organisation (UNESCO). As a regional centre of the IPS International Association and a news agency of the Global South, IPS Africa is an alternative to international news agencies whose reports on Africa are characterised by representations of the 'other' with narrow focuses on natural disasters, poverty, disease and conflict. The agency supplanted such stereotypical news with Global South citizens' voices and perspectives on diverse issues that included good governance and human rights; gender and women's rights; attainment of the Millennium Development Goals as a strategy to end poverty; promoting sustainable development; and recognising the effects of neo-liberal globalisation on development. The stories used local lenses to exhume 'subjugated knowledges'. Non-commercialism and 'native' journalistic practices of its reporters were some of the agency's important characteristics. The study used Atton (2002) model of alternative and radical media which identified characteristics that included radical content and news values; alternative distribution networks; how production processes transformed relationships; and how communication processes were networked. The inquiry was informed by a social realist approach and used qualitative methods including analysis of documents, in-depth interviews, and Critical Discourse Analysis. The findings concluded that although a non-commercial, IPS Africa was a hybrid media organisation in that it was structured as a traditional news agency, had a management structure and board members, and contracted journalists to write on a freelance basis as stringers. However, measuring the news agency by the quantity of words it published per day painted a dismal picture in comparison to international agencies (Rodriguez, 2002). Therefore, more meaning was found in the agency's radical content. Nonetheless, despite being strongly rooted in its mission of 'telling Africa's untold stories,' the news agency had insufficient human and financial resources. As a consequence, it faced sustainability and viability problems because of its reliance on precarious donor funds.

Keywords: news agency; alternative and radical media; news values; counter-hegemony; globalisation

Author(s):
Sweta Singh

Title:
Coverage of international conflicts by television channels in India

Abstract:

This research examines the treatment given to international conflicts by India's national television news network Doordarshan and private news channels. Television news has changed drastically since 1991 ever since India liberalised its airwaves allowing global players to broadcast news. Much has already been written about satellite broadcasting in India and how television news is 'liberated' from the state funded public broadcaster Doordarshan. The number of television news channels has increased from one to over eighty now. One of the expectations from this increase in the total number of television channels was a more diverse visibility of the world around us. This diversity could challenge the established domination of international news flow in developing countries including India (Many voice one world, 1976). However, a closer look at the television news content shows that most news channels are still dependent on the international news agencies to define news and hence there is limited range of conflict stories that get covered by the television channels in India. There could be several reasons for this but an important one is the unavailability of dedicated correspondents in any part of the world, a proposition that is the characteristic of profit driven/commercial news channels.

The primary concern of this research is to understand why certain international conflicts get covered while others do not. How are these conflicts framed for the local audiences? What kind of treatment is given to these conflict stories? This research aims to draw from and contribute to existing literature on international communication and news flow debates to revisit the complexities of globalised television coverage in India.

The research studies conflict stories from outside India excluding China and Pakistan. A total of five different news channels will be studied to assess the way international conflicts are covered by them. Also interviews of journalists/media practitioners and foreign policy experts will be used to explore the reasons for imbalance in conflict coverage.

Author(s):
Adnan Nasim

Title:
City Branding case of Hong kong and Macau

Abstract:

Hong Kong and Macau are two Special Administrative Regions in China that enjoy the "One Country, Two Systems" policy. Hong Kong prides itself as "Asia's World City", with its long-lasting reputation as a global financial centre, home to Jacky Chen, and as a city that embraces free enterprises and democracy. Macau, on the other hand, is known mostly for its gaming industry that has witnessed a huge boom ever since Las Vegas casino giants started building their glittering resorts on its tiny territory in 2002. Macau is the largest gambling center in the world as since 2006, its gambling revenue has exceeded that of Las Vegas. It is also recognized as a "World Heritage Site" by UNESCO in 2005.

This paper compares the branding of the two cities in recent years. City branding is a relatively new, but highly contested area of research in marketing, destination management, corporate communication, and in urban studies. This study takes a communication management approach to the branding of city-states or small cities. Place branding guru Simon Anholt posits in *Places: Identity, Image and Reputation* (2010) that place branding is first and foremost a substantive and strategic internal endeavor geared towards positively influencing external audiences. To achieve that, he contends, a common strategic vision about a place needs to unite internal stakeholders (government, business and civil society) in creating new institutions and structures necessary for long-term powerful synergy among various goals, themes, communications and behaviors by different stakeholders. An astute sense of storytelling on the substantive changes is also a must, as it can tremendously uplift the place's media profile and improve its perceived image.

This paper analyses BrandHK campaigns from 2005 to 2011 and Macau's promotional campaigns in the same period. In this case study, campaign design documents, annual marketing reports, campaign news releases, promotional publications/videos/websites, as well as newspaper and magazine articles regarding the campaigns were collected. In-depth interviews with key campaign managers in both HK and Macau are conducted. Using Anholt's framework as a heuristic guide, comparisons between the two cities' branding activities are carried out in three major areas: brand strategy, substantive implementation, and brand storytelling capabilities. Both content analysis and discourse analysis are used as methodology to describe and critically assess the rationales and effectives of the brand campaigns in their respective contexts.

The study finds that even though both mainly followed a "spectacular consumption" model of urban economic development that dictates their branding strategies, Hong Kong's branding efforts are more sophisticated. Macau also significantly differs from HK in that Macau's branding authority single-handedly focuses on heritage/cultural tourism marketing while the gaming sector engages their own globalized branding practices that only superficially engage Macau as a place of hedonistic materialism. This duality in the case of Macau's branding efforts makes it structurally impossible to acquire a dimension of civic pride into its brand whereas Hong Kong's civic brand has received unexpected boost owing to recent waves of youth-led grassroots demonstrations.

Author(s):
Deepti Chittamuru

Title:
Issues Influencing Maternal Healthcare Behaviors In Rural India: A Needs Assessment Study

Abstract:
Background:
Nearly 99% of maternal mortality in the world occurs in developing regions like India, Pakistan and African countries. There is evidence to show that behavioral interventions can be effective in alleviating maternal mortality and morbidity. Some studies show that information and communication technologies such as mobile phones can play a role in persuading pregnant women and their families i.e. mothers and mothers-in-law to adopt recommended maternal health behaviors such as visiting a doctor every trimester, getting vaccinated, consuming Iron/Folic Acid supplements to prevent anemia, etc.

This paper describes a qualitative study conducted over ten weeks to understand the issues that prevent pregnant women and their families from adopting recommended maternal health practices in rural India. This needs assessment study was conducted with an aim to design a mobile phone based behavioral intervention to persuade pregnant women and their families to adopt recommended maternal health practices.
Pregnant women, elders in their families, Accredited Social Health Activists (ASHAs) were the main subjects of this study. Accredited Social Health Activists are community health workers in rural India tasked with education and persuasion of pregnant women and their families regarding maternal and reproductive health issues.

Theory:
The discourse of User Centered Design Theory within the discipline of Human Computer Interaction was employed, as a theoretical framework to conduct this needs assessment study. Analysis of the data was conducted using the Grounded Theory framework.

Method:
Qualitative research methods such as ethnography, unstructured interviews, focus groups and participant observation were employed in the study. A total of 50 interviews and 5 focus groups were conducted in the course of this study with Accredited Social Health Activists (ASHAs), pregnant women and their families. The researcher also conducted participant observation by living with two ASHAs for a day each, to better understand their role and function in the rural Indian healthcare eco-system.

Results:
Three broad categories of challenges experienced by the participants in the adoption of recommended maternal health practices were identified namely – (i) systemic issues, (ii) value and belief system issues and (iii) compliance issues.

Additionally the Accredited Social Health Activists often not only lacked the skills and knowledge necessary to educate and persuade pregnant women and their families to adopt recommended maternal health practices but also possess very low levels of self-efficacy with regards to their abilities to persuade villagers. Thus for a maternal health care behavioral intervention to be truly successful in rural India, the Accredited Social Health Activists shall need to be trained to overcome the various barriers both within themselves and without in addition to offering the assistance of a job aid such as a mobile phone based health education and persuasion application for delivering accurate and credible information to pregnant women and their families.

Author(s):
Eronini Megwa

Title:
Media and Poverty Index (MAPX): A Framework for Analyzing the Relationship Between Media Access and Poverty Reduction.

Abstract:
More than three decades of debates about the specific role of the media in development have made it difficult to have a consensus on the role of the media in reducing poverty. However, most development experts and activists now agree that strategies to tackle poverty are unlikely to succeed without creating opportunities for those most affected to access development information and participate in public debates about poverty reduction (Dean, 2006).

In a knowledge-based society in which personal growth and societal progress are dependent on ability to access and process information, lack of access to information and the media is not only a denial of basic human rights (Dean, 2006) but also a debilitating form of deprivation (Megwa, 2002). In examining policy response to poverty and poverty issues, Dorward & Kydd (2003) observed that the efforts for achieving poverty reduction and food security and rural economic growth should acknowledge market limitations and provide alternative non-market mechanisms. These non-market mechanisms, Berger (2003) argues, should include the mass media because of media's ability to create awareness and influence attitudes and behavior as well as perform a surveillance function.

Regrettably, the use of media in poverty reduction has been accorded little or no research attention. Specifically, there is a stark absence of a systematic examination of the relationship between media access and poverty level in the developing world. It is therefore important that the specific role of the media in the poverty reduction process be explored in a systematic manner (Megwa, 2006).

To fill this void, and as a first to addressing this gap, the paper sketches an analytical framework—*Media and Poverty Index (MAPX)*--that maps out the relationship between access to media and information and poverty level. MAPX (1) measures the relationship between media and information access and poverty reduction, (2) explores the dynamics of this interplay, (3) identifies key elements in the media access-poverty dynamic, (4) suggests steps and identifies important elements in the process, and (5) provides a research agenda for the study of media access and poverty reduction.

MAPX as an analytical framework recognizes that the mass media serve a very useful informational function in facilitating or limiting citizen access to development information necessary for making informed development decisions (McCombs, 2005). MAPX will be useful in not only measuring the relationship between media access and poverty but also providing regular systematic examination and monitoring of this linkage. The World Bank contends that it is essential that each country should have the capacity to monitor poverty and analyze the impact of policies and projects. MAPX will also be useful in this respect--providing regular review of progress made by developing countries with respect to the implementation of World Bank's PRSPs.

Author(s):
Karen Arriaza Ibarra

Title:
The evolution of public broadcasters in Europe, From Public Service Media Institutions to Public Value Structure Organizations: The Analysis of Six European Countries

Abstract:
Public broadcasting has evolved differently throughout Europe. While in some regions, like the Nordic countries, it was created with clear Public Service Media (PSM) goals and objectives, with no advertising at all in its content, in others, like Central and Southern Europe, public broadcasting came out slowly, and sometimes with the shadow the political government exerting a strong influence over them, and also with a clear "commercial" orientation that included advertising since its very beginning (Arriaza Ibarra 2009).

As time went by, the deregulation processes and, more recently, the technological innovation that digital television brought along, have created new audiovisual scenarios which have transformed Public Service Broadcasting and have transformed it, from merely public service media institutions to public value structure

organizations in which audiences and content have become more and more important. A strong market competition has also forced an evolution in which public media has been forced to establish partnership agendas with third-party stakeholders and also to struggle for survival (Iosifidis 2010).

In this paper there is an analysis of six European public broadcasters in France, Germany, Italy, Poland Spain and Sweden. Some of them differ a lot from the others, both geographically and also in the way they are structured, financed and operated, especially in the digital era that we live in. The reason for this is to provide a wide perspective on European public media and its evolution through time and the recent advances of a more market-oriented audiovisual scenario in which we live today.

Keywords: Europe, PSB, public media, structure, digital.

Author(s):
Andrea Calderaro

Title:
Internet and International Politics, contextualizing the use of ICTs to practice civic engagement

Abstract:
This study explores the relation between Internet and politics from a cross-national perspective of analysis. In the domain of the political sciences, the Internet has been welcomed for its potential to facilitate political practice. However, it is also commonly noted that the Internet is not equally distributed and not everybody can equally make the most of its potential. This is why the Digital Divide is perceived as the obstacle which limits the potential of the Internet to influence politics. However, today we are entering the third decade after the advent of the WWW, and the Internet is used far more broadly worldwide. We also have much more empirical evidence about Internet use. However, most research until now neglects a larger comparative perspective. This study empirically resizes the relation of causality between the Digital Divide and the influence of the Internet on politics. I explore how other contextual factors are determinant in this regard. In order to test this empirically, I set up a dataset tracking internet use, internet infrastructure, internet politics, blogging practices and social, economic and democratic factors of over 190 countries. Through cross-national analysis, first, I size the current status of the Digital Divide across countries. Second, I explore whether and how this scenario affects the inequalities in using the Internet for practicing politics. By following a constructivist approach, I pay particular attention to how explore how citizens and social movements use the Internet to practice civic engagement. My empirical findings confirm that the Digital Divide plays a limited role in explaining the relation between the Internet and politics. Rather, the use of the Internet to practice politics is mainly determined by the political context in which political actors operate. In this framework, the Digital Divide is only one of the several factors characterizing the national context.

Author(s):
Mohammed Musa

Title:
BBC world service and counter hegemonic practices in Africa

Abstract:
For sometimes the media of developed countries dominated the production and dissemination of international news around the world. Both this dominance and its accompanying consequences or implications were once the subject of a major discourse in international and intercultural communication in the 1970s -80s.Today, even when such dominance is challenged by both developments in technology as well as market economy that have enabled production and dissemination of international news by regions that were hitherto mainly recipients and consumers, a very important outcome of that early dominance has received little or no attention among media and communication scholars.The dominance of BBC Hausa service with an estimated audience of over 100 million people mainly in West Africa has resulted in the emergence of listener clubs across the region and whose members are united by a strong allegiance to what is often seen as a colonial and hegemonic institution.The BBC Hausa listener clubs in Nigeria Ghana, Niger, and Mali etc are seen as social clubs defined by a cultural activity of news/radio consumption but they have used their imagined identity to impact not only on production but also on governance in Africa and at the global level.While development in technology such as social media as well as proliferation of radio stations appear to be fragmenting audiences into finer niche groups the BBC audience has remained as is evidenced by the existence of well established listener clubs even though membership is largely within a certain age demographic.Most studies of foreign broadcasting in African societies focus on its hegemonic role as conduit

of foreign culture and values, as informational arm of the expanding empire, as instrument of mobilization, agents of neo-liberalism etc so that control of radio and access to it are both symbolic and practical mark of success in attaining political, cultural, economic or military objective etc.What has not received attention is the study of a global broadcasting institution like the BBC as source of counter-hegemonic tendencies and practices.This paper is a study of the BBC listener clubs in Nigeria whose members use their shared identity of a social activity (i.e. BBC listenership) to articulate counter-hegemonic politics.

Author(s):
Maria Kyriakidou

Title:
Go Back to Where you Came From!" Debating attitudes on immigration in the Australian reality television show

Abstract:
Aired in the summer of 2011, the Australian television documentary "Go back to where you came from" has raised ongoing public debates within the country about perceptions and attitudes towards immigration and asylum seeking. The show, defined as a "social experiment" on its onset, claims to bridge the boundaries between documentary and reality television, focusing on the story of six Australians, who are forced to live as refugees for twenty-five days. Initially holding strong anti-immigration opinions, and after having been exposed to "the refugee experience", participants are followed by the camera as they are presented to increasingly change their mindsets and gain a better and more sympathetic understanding of asylum seekers over the three-part series. The show has been met with variable responses, ranging from criticisms about its sensationalist constructed nature and forced emotion to praises for bringing the issue of immigration to the fore of public discussion and unveiling Australians' racist inclinations.

The present paper approaches the reality show as a space of contestation for the negotiation of discourses of "self" and "other" within Australian society. It explores this space as constructed both in the television show itself, as well as the online discussions it has spurred. Applying the principles of visual discourse analysis on the programme, the paper focuses on the positioning of the viewer with regard both to the Australian participants in the show and the refugees whose circumstances the audience is exposed to in the series. Because of its focus on the sensational and extreme occasions of the refugee experience, the paper argues, the show further "otherises" the figure of the immigrant. At the same time, the Australian participants are also represented as a racist, bigot "other" in their extreme anti-immigration positions. This construction of the Australian participants fails to create a space for critical self-reflection for the viewer. It does, however, open up a space for negotiation and debate on Australians attitudes towards refugees, which is expressed through the online forums and viewers' comments both on the show's website as well as YouTube. It is this spill-over effect of opening up a discursive space for public debate over attitudes on immigration, the paper argues, that the value of the television show as a "social experiment" lies in.

Author(s):
Juila Hoffmann
Johannes von Engelhardt

Title:
Why is this happening, who is responsible and what should we do? A comparative content analysis of the coverage of the 2011 crisis at the Horn of Africa

Abstract:
When it comes to international news flows, it has been shown time and again that some countries are 'more equal than others' (see e.g. Wu, 2000). A center-periphery relationship persists in the world of information flow, in which elite nations still receive the lion's share of news attention (Chang et al., 2000), while news about the periphery tends to be not only disproportionately low in quantity but also to focus on the negative (Turan et al., 2009), particularly when it comes to news from Africa (Golan, 2008; Hawke, 2004; Saidykhan, 2009; Saul, 2002).
Furthermore, Western media coverage of Africa has often been described as shaped by post-colonial stereotypes and as depicting the continent in eternal strife and bloodshed enflamed by 'ancient tribal hatreds' and inhabited by hungry and helpless masses in need of charity (Franks, 2010). The mainstream media's fixation on negative events additionally often goes hand in hand with over-simplified reporting that lacks historical and political context (van Ginneken, 1998).

Yet, with the introduction of digital technologies and an increasing accessibility to the Internet, the traditional model of foreign news gathering and journalism has been challenged and alternative sources have sprung up (Hamilton & Jenner, 2004). Particularly for the diaspora of many African countries, online news are regarded vital for staying up to date, not only in times of crisis (see e.g. Ndangam, 2008). This study builds on the body of research on the media coverage of suffering in Africa, but acknowledges these shifts in international news flows by including domestic online news outlets from the affected region itself. A quantitative content analysis is conducted on the coverage of the 2011 Horn of Africa crisis for the months of June, July and August in quality newspapers of major donor countries (US, Japan, the Netherlands) and in an affected African country (Kenya). Furthermore the coverage of the crisis in two online news outlets from Somalia/Somaliland are included in the analysis. Largely produced by local staff, these online outlets are widely read by the Somali diaspora, which is known to rely heavily on Somali online news sources (Issa-Salwe, 2006).

The analysis focuses on a set of distinct but interrelated properties of the news stories: To what extent is the crisis framed in terms of human interest? How is the crisis explained in terms of (man-made / natural) causes? Who is given responsibility for the suffering? What rationales for international intervention are provided? Which institutional actors are being heard? How are individual actors, e.g. victims, portrayed in their ability to perform agency?

The analysis will allow for an in-depth exploration of the differences in the depiction of African suffering in countries with largely diverging geopolitical interests and roles in the crisis. Furthermore, by including both quality newspapers and online news outlets from the affected region, we aim to contribute to the discussions surrounding common criticisms on Western coverage of Africa.

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Author(s):
Seongbin Hwang
Tino Bruno

Title:
Framing Anti-Nuclear Power Movements: an International Comparative Study

Abstract:

The Fukushima nuclear disaster generated the extensive media coverage and reignited anti-nuclear power movements in Japan and around the world. In this study, we analyze media coverage of the Fukushima nuclear crisis and the following protest rallies against nuclear power generation by the following countries: the US, French, Germany, Japan and South Korea. Each of these countries has a significant nuclear power generation capacity and its own relation with nuclear power: South Korea as a neighboring country of Japan experienced the Fukushima crisis immediately, the US experienced the Three Mile Island accident, France and Germany as European countries experienced Chernobyl and Japan has the trauma of atomic bombing of Hiroshima and Nagasaki. Therefore, we assume that they have reacted by different ways since the Fukushima crisis. In this paper, we explore the relations that these countries have had with nuclear energy and antinuclear movements and the dominant frames and norms of nuclear power in these countries by analyzing media coverage from the perspective of media framing.

Author(s):
Daniel Miller

Title:

Cross-Border Collaborations in Documenting The Palestinian Israeli Conflict and Non-Violent Protest: Julia Bacha's Budrus and Emad Burnat's and Guy Davidi's 5 Broken Cameras

Abstract:

Cross-Border Collaborations in Documenting The Palestinian Israeli Conflict and Non-Violent Protest: Julia Bacha’s Budrus and Emad Burnat’s and Guy Davidi’s 5 Broken Cameras   This paper examines transnational cross-border (South North) collaborations in the development, production, exhibition, distribution, and impact of films documenting the Palestinian Israeli conflict and the engagement in non-violent solutions to the conflict. It focuses on two internationally award-winning documentaries regarding non-violent protest movements in the Palestinian-Israeli conflicts. One is Julia Bacha’s Budrus, about the groundbreaking non-violent protest movement in the Palestinian village of Budrus Palestine focusing on leaders Ayed Morrar and his daughter Iltezam Morrar. The other is Palestinian Emad Burnat and Isreali Guy Davidi’s 5 Broken Cameras, about the non-violent protest in Bil’in, Palestine as told through the eyes and camera lens of Bil’in villager and film co-director and cinematographer, Emad Burnat. The 2010 film Budrus has won numerous international awards, played at over 50 International Film Festivals and been featured on the BBC, HBO, CBC and Al Arabiya television channels. The 2011 film 5 Broken Cameras premiered at IDFA (International Documentary Festival Amsterdam)—the world’s largest documentary festival--and won the IDFA Audience Award and the IDFA Special Grand Jury Award and went on to win The Sundance International Film Festival World Cinema Directors Award. Each of these films have the following in common. They were developed, produced, distributed, and funded through cross border (South North) collaborations. They tell unique, powerful, and inspiring dramatic real stories focusing on real courageous and compelling characters who experience the violence and social injustice of violent conflict directly and challenge it in transformative ways. They employ traditional media and new media documentary storytelling aesthetics and techniques to witness, document and make an impact within and across their national borders. They are having a profound impact in propelling transformative stories across geographical, political, cultural, and media borders, including South North borders, to make an impact on the conduct of and discourse about violence and social injustice in the world. The topic of cross-border collaborations in documentary film and the examples of these two films in particular, is of interest to media communication researchers because cross-border collaborations in the development, funding, production, distribution and exhibition of documentary films regarding conflict and peace issues is expanding, making an impact, and providing a powerful means of media and transmedia communication contributing toward solutions to escalating violence and social injustice in the world. This paper will include extensive research on the films and their stories, and the cross-border collaborations that made their development, production, distribution, exhibition and impact possible. It will include first person interviews with the producers and directors of the films and with contributors to the films’ development, production, distribution, exhibition, and impacts. Finally, it will include critical analysis of the films, their cross border collaborations and their national and transnational impacts.   Professor Daniel L. Miller, University of Oregon School of Journalism and Communication 1275 University of Oregon, Eugene, OR, 97403-1275 USA 541 434 6000 Mobile 541 686 3113 Home drmiller@uoregon.edu   drmiller333@aol.com

Author(s):
Debashis Aikat
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Title:
A Paradigm Shift in Global News: The Internet and Mobile Media Transform Journalism in Bangladesh

Abstract:
Dramatic changes have transformed journalism over the last decade. The exponential growth in information communication technologies (ICT) fueled by the advancement in Internet and mobile media has brought fundamental changes in the journalistic practices and processes. Journalists and most newsrooms in the North (the developed countries in the Western hemisphere) embraced the magical growth in ICT much earlier than the South (the developing countries in Asia, Africa and Latin America). However, the ICTs have also penetrated, and continue to infiltrate, the developing world in the first decade of the 21st century. This development has improved journalistic practices in the South. However, there has been hardly any scientific research to investigate how the Internet and mobile technologies are being used by journalists in developing countries. In this backdrop, as a case study of the global South, the present study asks a fundamental question: To what extent the use of Internet and mobile media have changed the journalistic practices in Bangladesh?   While the number of people using Internet in the global North has been increasing since the 1990s, the North is also experiencing striking growth in mobile and Internet technologies. In the last five years, developing countries increased their share of the world’s total number of Internet users from 44% to 62% (ITU, 2011). In developing countries, in 2011, 25% of households had a computer and 20% had Internet access, compared to 20% and 13%, respectively in 2008. The global penetration of mobile-cellular subscriptions, in 2011, reached to 87% with 5.9 billion subscribers out of the total global population of 7 billion (ITU, 2011). The number in the developing countries (79%) was fairly close to the global figure. The International Telecommunication data show that while people in developed countries mostly use mobile-broadband networks in addition to a fixed broadband connection, mobile-broadband is often the only access method available to people in developing countries. However, a number of developing countries, including Bangladesh, have been able to leverage mobile-broadband technologies to overcome infrastructure barriers and provide high-speed Internet services to previously unconnected areas (ITU, 2011).   At the end of November 2011, the total number of Internet subscribers in Bangladesh has reached 28.4 million (Bangladesh Telecommunication Regulatory Commission, 2012, 2012). Nearly half of the population in Bangladesh, one of the world’s poorest countries, lives on less than a dollar per day. In a resource-starved country like Bangladesh, about the size of Iowa with an estimated population of 156 million, providing access via desktop solutions is untenable. The growth in mobile industry in the past decade and the reach of mobile medias in the rural areas have turned mobile medias into the most accessible and affordable form of technology for the masses and an obvious choice of service delivery channel for public agencies. As of January 2012, the total number of mobile phone subscribers in Bangladesh reached to 86.6 million (Bangladesh Telecommunication Regulatory Commission, 2012, 2012).   Although there has been number of studies to find out how the ICTs, especially the mobile technology, are linked with socio-economic development in Bangladesh, the influence of Internet and mobile media technologies upon the journalistic working process in Bangladesh is still unknown as are the potential consequences for the media market in the developing world. This study is primarily intended to fill the gap in this aspect. We are specifically interested to document two types of changes: procedural (i.e. how have processes changed?) and product (how has the output of journalists changed?).   The following research questions serve as a guide for this study and are answered in the analyses of the data that draw upon the theoretical framework of journalistic working processes, gate-keeping theory, disruptive technologies, and ICT for development (ICT4D): RQ1: How do Bangladeshi journalists use Internet and mobile medias in their daily routine? RQ2: To what extent Internet and mobile media technology did affect the journalistic working process in Bangladesh in the last ten years? RQ3: How does Internet and mobile media technology affect public interaction with the news media?
  The empirical data for this study are being drawn through a combination of close-ended and open-ended questionnaire survey of Bangladeshi journalists via e-mail. The list of e-mails of the working journalists have been collected from the Dhaka Reporters Unity (http://dru.com.bd/), a professional body of nearly 1000 working reporters based in Bangladesh’s capital Dhaka. A systematic random sample of 200 working journalists has been drawn from the DRU member directory.   Works Cited   Bangladesh Telecommunication Regulatory Commission (2012). “Internet subscribers in Bangladesh.” Retrieved from http://www.btrc.gov.bd/index.php?option=com_content&view=article&id=409:internet-subscribers-in-bangladesh&catid=49:telco-news&Itemid=502   International Telecommunication Union (2011). “The world in 2011: ICT facts and figures. Retrieved from http://www.itu.int/ITU-D/ict/facts/2011/material/ICTFactsFigures2011.pdf

Islam and Media Working Group

Author(s):
Elamira Samah Saleh

Title:
Climates of risk: An analysis of Egyptian Journalism attitudes toward the Islamist political power during & after the parliament elections 2012

Abstract:
Citizens of Egypt are experiencing historical elections, which began later on November 2011. In a period of Citizens of Egypt are experiencing historical elections, which began later on November 2011. In a period of considerable uncertainty over the actual and potential trajectories of post-Mubarak Egypt, the Islamic stream faces problems of fear , risk & mistrust expressed by many experts & analysts throughout different media outlets after the amazing success achieved during this elections .
Many reasons justify such fears, some of them like the doubtful & contradictory speeches of their leaders dealing with Egypt's problems; another reason could be the failed models of some of the Islamic regimes like in Sudan, Algeria, Afghanistan……etc, which provoke many questions about their ability to offer real reform & developmental programs.

Through all the above conditions, this study seeks to examine Egyptian journalistic content about Islamic political power which emphasize certain pieces of information and downplay or omit others, define problems, identify their causes, make judgments, and suggest remedies. In this way, they lend salience to pieces of information about the political future & democracy in Egypt after the Islamic majority in the Parliament, that is, they make it "more noticeable, meaningful, or memorable" as a source of fear & anxiety in Egyptian minds & thoughts.

Almost a similar observation was made by Vasterman (2005), who argues that media hypes create a 'spiral of social amplification' which both transforms single cases to general social problems. Combining these two observations, the aim of this study is to examine the preferred subjects & frames for Egyptian Journalism about the achieved Islamic political power.

Some sociologists see this practices as constituting a new global paradigm of understanding society and social experience, which they sum up with phrases like "world risk society" (Beck) and the "culture of fear" (Furedi). According to these sociologists, concern about risk – negative consequences of human activity, trust & existence – now heavily colors perceptions of social & political issues, individual behavior, and expectations of Egyptians _ This study examined what precisely the sociologists mean by risk and risk awareness, by seeing if such a trend was apparent in the Egyptian press.

Constructed-week content sampling of the content of three newspapers (National , partial , and Private)over three months will be used to test for the existence of a risk climate frame or media hype phenomenon .

Author(s):
Shazia Saeed

Title:
Role of religion & media consumption in identity formation experience of youth in Pakistan

Abstract:
The purpose of this study is to explore the process of identity construction among youth in Pakistan focusing on several of its determinants. This research intends to ascertain the level of influence of foreign & local media consumption & high & low level of religiosity on identity formation process of youth in Pakistan. A survey will be conducted from respondents between the age group of 13-17 living in urban areas of Lahore. The result of this study will enable to differentiate between the identity formation process of those highly religious teenagers and those with low level of religiosity simultaneously with their high or low level of media consumption. The study will also adjoin theoretical understanding of faith & identity in Pakistani perspective along with an additional factor of media consumption.

Author(s):
Mahmoud Galander

Title:
Al-Jazeera Coverage of the Arab Spring of Revolutions: Towards a Southern revivalism of Advocacy Journalism

Abstract:
In the last two decades of TV journalism, no southern voice has stirred controversy as Al-Jazeera has. Since its inception in 1994, it has raised academic and professional brows over its journalistic performance, not only in the Middle East, but also globally. Since its coverage of the Afghanistan war and the airing of Bin Laden tapes in 2001, the channel has been cultivating both friends and foes and has even received threats to its personnel. Some of its journalists have been detained, jailed and even killed at different times and in different places around the world. Though the recent developments in the region have propelled the channel into a leading southern news channel, the coverage of the revolutions and uprisings in the Middle East have brought the channel both fury and praise from different quarters around the world. Some have criticized it news presentation styles as unconventional, some have praised it as an assumption of a well-deserved cause.

The purpose of this paper is to investigate the news coverage of Al-Jazeera (Arabic) television channel in search of the evidence of a unique style of news presentation that may be labeled unconventional, and that may be qualified as advocacy journalism.

The paper will analyze some news genres which were used during the channel's coverage of the revolutions in Tunisia, Egypt and Libya, and that were repeated in its coverage of the uprisings in Yemen and Syria. An identification of the genres and categorization of the elements of advocacy journalism will precede the discussion of the rationality, or irrationality, of Al-Jazeera's style.

Author(s):
Anke Fiedler
Michael Meyen

Title:
Political newspapers in Sudan: Fig leaves or real alternatives to the state media?

Abstract:
According to latest press freedom indices published by Western organizations such as Freedom House, IREX or Reporters without borders, the press freedom situation in Sudan is one of the worst worldwide. While other Islamic countries have gradually opened up discussions on access to information and press freedom principles in the aftermath of the 2011 Arab uprisings, Sudan ranks rather unchanged in 170th position out of 179 countries – followed by other states such as Eritrea, Iran or North Korea. Since the separation of the country in July 2011 the situation even seems to have deteriorated: Authorities continue confiscating newspapers. In September 2011 alone, the National Intelligence and Security Services halted the distribution of at least four different opposition newspapers without cause as recently highlighted the Committee to Protect Journalists. Nevertheless, these indices cannot explain why there still does exist a number of opposition newspapers in Sudan – despite ongoing repressions and regulatory practices towards the press and publishing houses. Moreover, these studies do not give any details about the reasons and motivations of journalists for constantly risking their personal freedom. Since 1992 only one journalist has been killed in Sudan, but many have been detained, and even now, most of them are regularly prevented from doing their job. However, why do they continue working in their profession? What are their personal objectives? How much discursive space for oppositional writing is actually tolerated by the government? These questions are not only relevant because they differentiate quantitative Western indices based on normative oriented approaches. The present study also supports the thesis that press freedom and media independence are far more complex and difficult to assess. For this reason, 14 semi-structured interviews were conducted in English and Arabic with leading journalists of the most important newspapers (mainly editors-in-chief) as well as government officials (Press Council, Journalist Union) in Khartoum in December 2011 in order to explore their social background, career stages, working conditions, self-image as well as practices of censorship and media control. The fact that scientific studies are obviously accepted to some extent (which would be rather unimaginable for countries like Iran or North Korea) already demonstrates that there seems to be some freedom of expression. The analysis of the compiled material follows Bourdieu’s theory of the journalistic field. This theoretical concept not only looks into the role

of actors and hierarchies, but also explores the logic of the field, and therefore, it allows explaining the role of Sudanese opposition newspapers compared to the government affiliated press or state-run television and radio. According to Bourdieu all individuals in social space are defined by every single kind of capital (economic, cultural, social, symbolic) they have accumulated during their life. The study shows that Sudanese journalists cannot rely on economic benefits (rather the contrary), but have a positive reputation among the population. Being a journalist in an opposition newspaper means: to fight for human rights and to risk the life for public welfare.

Author(s):
Bushra Rahman

Title:
Pakistani media: An agent of conflict or conflict resolution- A case of Lal Masjid

Abstract:
Media plays a crucial role in the conflicts in society even though the nature, origins and drivers of the conflicts are different. In July 2007, Pakistan witnessed a conflict where the government of Pakistan, led by General Musharaf, came in direct confrontation with the administration of Lal Masjid and the adjacent Jamia Hafsa madrasah (a religious school of women), in Islamabad, which were supposedly operated by Islamic militants led by two brothers who supported the imposition of Sharia (Islamic religious law) and openly challenged the authorities in Islamabad. The conflict between the two continued for 18 months prior to military operation in July 2007. The madrassah was finally besieged from July 3 to July 11, while negotiations were being attempted, Pakistan Army's special service group attacked the building and caused more than 150 deaths including women and children. This entire episode was under constant gaze of the media.

The study through content analysis and critical discourse analysis will explore the way the two Urdu and two English dailies of Pakistan framed the conflict. The researcher will use Galtung's table setting out the characteristics of peace and conflict journalism. It will explore whether the newspapers' functioned as a facilitator of informed debates between the two, encouraging the resolution of disputes by democratic means? Whether it acted as a vehicle for the religious and political cohesion and a role of watch dog of government? Did it act as an advocate respecting pluralistic values or it reinforced the power of vested interests and exacerbated the inequalities by excluding critical or marginalized voices hence promoting conflict and religious and political divisiveness.

Author(s):
Bibi Mall

Title:
Muslims and the new media - the South African scenario

Abstract:
This paper is positioned in the South African Muslim media landscape. The study examines the rise of e-mail discussion lists, social media groups, stand up comedians and music artists in South Africa that aim to present the 'truth' and thwart stereotypes about Islam.

South African Muslims, like their compatriots globally, frequently and vociferously express their discontent with mainstream media's coverage of Islam and its adherents. The Muslim community considers negative perceptions about their religion to be advanced and entrenched by media framing. They write to the newspapers, phone in to radio programmes, engage media bosses and speak out at the mosque and on other public platforms, condemning media's 'attack' on Islam. Media watch groups, too, have been established by Muslims in South Africa to monitor and address prejudices, stereotypes and the resultant Islamophobia, which they contend, are stoked by media.

This distrust and wariness of mainstream media among South Africa's Muslims has resulted in a proliferation of Muslim owned media. A newer phenomenon of Muslims embracing various forms of popular culture – amidst some controversy – and new media platforms thereby bypassing traditional media gatekeepers, also has taken root and continues to gain followers among young, techno-savvy Muslims. The main purpose of all of these Muslim media projects, as protectors of the faith, is to stem the perceived biased portrayal and misrepresentations of Islam by providing 'balanced' news from 'authentic' sources not considered by

established media. Their aim also, is to counter what is considered as negative, hegemonic 'western' cultural influences that permeate society via media and galvanise the faithful onto the righteous track. In this paper, an insight will be proffered into the popularity of these Muslim media offerings as more credible alternatives to mainstream media and their efficacy in countering Islamophobia.

Author(s):
Shazia Saeed

Title:
Role of journalists in managing conflict between the North & South: A case of representing each other as "Other"

Abstract:
Journalistic writings shape perceptions, construct realities and help readers form their world view of a distant community or nation. Using their writing for developing social consensus or conflict lies with the intentions, agendas and ideologies of journalists & journalistic organizations. The role of journalists as gatekeepers in the media has been well established.

In this context, past reseach & intellectual discourses reveal the process of othering the South and widening the gulf between North & South. The increasing conflict and clashes between different civilizations have been addressed by those working for Interfaith harmony and peaceful coexistence of various religions, sects, communities and nations.

The researcher contends that journalists in the South have also been responding to this conflict laden situation as a reaction.

Drawing upon the theoretical assumptions of conflict management & Gatekeeping, this study intends to explore the possible determinants of conflict minimization and role of journalists in this process with special reference to Pakistani Media.

This study will enable to devise strategies to bridge the gap between the North & South in their process of othering each other. The researcher will conduct indepth interview with journalists from Pakistani print, electronic and online media to explain their ideas, explore thier agendas and evolve strategies for constructive conversations between North & South and minimizing differences to develop consensus.

Author(s):
Rachmah Ida

Title:
Reporting from Within: The Practice of the Indonesian Press Covering Incidents of Inter/ntra-faith Conflicts

Abstract:
Entering the 13th year after political reformation, the Indonesian media and its journalism continue to search of what is ideal and appropriate for the practices of democratic media in the country. Since some people have considered the media have done too much in reporting, particularly, on political issues and at the same time, those people thought that the media are also violating ethical codes. The issue of media objective remains debatable. The media are expected to become objective in controlling the social and political orders in the country, whilst at the same time, the media are demanded to be objective in reporting the heightened of inter/intra faith conflicts in some regional places in Indonesia.

Inter/intra faith incidents continue as a latent issue and to some extent, an economic potential for the media commodity. The doctrine of "if it's blood, it'll lead" (Bagdikian, 2001) seems to make the press front page and the first segment of TV news coverage filled up with blood and bodies of the tragedies and conflicts. As such, particular commercial media institutions take their side as partisipants and play a significant role in worsening the conflicts. The media reportings, even, have been criticised for essentialising such tragedies, leading the people (or leaving them) to interpret the media as the expression of hatred, welling up from within. This paper, therefore, discusses the practices of the Indonesian press in reporting or covering the incident of inter (Islam-Christianity) and intra (amongst Islamic) faith conflicts in Indonesia in 2010-2011. The study examines how particular newspapers and magazines, which are considered "secular" and

"conservative" press, have constructed their own ways to discuss and label the conflicts, and, therefore, have shaped the media's issues and controversies within the public discourse in Indonesia.

Author(s):
Suria Hani A.Rahman
Prof. Dr. Zulkiple Abdul Ghani

Title:
Islam and Entertainment: Al-Ghazali's Theoretical Perspectives of Bab Al-Sama' (Entertainment) and its Application in Television Programmes

Abstract:
A number of studies on international communication has focused on two essential approaches, i.e. ethnocentric orientation and the 'asymmetric' circulation of information in the world (Mowlana, 2007). The effects, "once translated and applied to events and development in the Islamic world, can indeed have enormous impact on individual and collective perceptions about Islam and its followers". The development of new discipline, known in its terminology as "Islamic communication', has been researched by some muslim scholars, particularly from Iran. The establishment and new structure of Islamic Republic Iran Broadcasting (IRIB) (since 1979 revolution) has encouraged for the study of Islamic communication, not just from the theoretical perspectives, but also in its implementation. This paper will examines the theoretical perspectives on Islam and entertainment. The main premise in this paper is that the discipline of communication that has been developed in the West is not something new in Islamic tradition. Al-Ghazali's Ihya' Ulumudin discussed many issues of human communication such as the theory of al- sama' (musics/entertainment), the intrapersonal and interpersonal communication, and the relationship between human beings and God (vertical). The representation of values is considered essential in Islamic communication perspective, encompasses social, religious, and cultural elements. The Muslims need and must anticipate in determining the direction of the ummah. To be as glorious and as strong as before, we need to strengthen both on the 'form and contents' for communicating the messages across the world. Unity, brotherhood, equality, love, tolerance are part of the key formulas to ensure a better process of disseminating good connotation of Islam via media, especially to the non-Muslim. Therefore, textual study of al-Ghazali's Ihya' Ulumudin and an indepth interview among experts will help to get insights of entertainment from Islamic and Western perspective. Findings will suggest the enhancement of new theoretical perspective and understanding on Islam and entertainment, and will guide government policy development on entertainment, particularly in the age of new media.

Author(s):
Muhamad Mustafa

Title:
A communication analysis on university's choice: A study on Islamic school in Malaysia

Abstract:
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The higher education environment in most developing countries, including Malaysia have become more competitive, particularly to increase the number of students' enrollment. This paper aimed to find factors that students consider upon selecting their higher education program. It is crucial for higher learning institution to understand the perceptions and expectations of students and transform them into marketing activities that will attract potential students. Hirsh (1976) stated that higher education has become a positional good in which some institutions and programs offered are seen, in the eyes of students, parents and employers, as better social status and lifetime opportunities. This study involved 1000 respondents among students from government Islamic secondary schools throughout Malaysia. Simple descriptive statistic were used to identify the factors students consider most important in their choice and decision making. A survey questionnaire based on a 5 point Likert scale was involved and this included 11 university choice factors which students were to ask to rank accordingly. Among the variables used include interest to academic program, career opportunity, institutional reputation, interesting promotions, easy campus environment, distance from home and advice from the teacher or counsellor. The finding shows that interest to academic program is the highest choice while career opportunities was the second choice. The importance attached to labour market motives in terms of employment and career prospects significantly outweigh those related to

pursuing higher education on the basis of subject interest and a love for the subject. Choices of higher education institution within countries has been a subject of substantial research. In Australia, for example, James *et al.* (1999) have found that the field of study preferences, institutional characteristics in that order exert significant influence on applicants choice of institution. The findings have implications on the university's positioning in a diversifying recruitment market, and for reconsideration of marketing and recruitment strategy at the institutional level. It also indicates that the higher education environment is very competitive and students are more actively involved in making their choices.

Author(s):
Basyouni Hamada

Title:
Current and Future Trends of Journalism in Post- Egypt Revolution

Abstract:
Worlds of the journalism project intend to ssess the state of journalism throughout the world. The *Worlds of Journalism Study's* (WJS) principal purpose is to help journalism researchers and policy makers better understand worldviews and changes that are taking place in the professional orientations of journalists, the conditions and limitations under which they operate, as well as the social functions of journalism in a changing world. Such an effort is particularly relevant during a time of major transformations taking place within the institution of journalism around the globe. Aspiring to highest standards of scientific collaboration, democratic participation and collective publishing, the WJS has created a common methodological framework approved by researchers from more than 80 countries. For the next wave of parallelized surveys, data collection will take place between the years 2012 and 2014.

This national study has four broad objectives:

- To assess the state of journalism in Egypt at a time of dramatic changes after January 25th revolution.

- To assess the principal factors that shape journalism in Egypt.

- To assess different scenarios for the legal and institutional framework that governs journalism in post-Egypt revolution from the viewpoints of journalists.

Methods

The proposed study is based on a general research framework that has been collaboratively developed by members of the *Worlds of Journalisms Study* during the years Cairo2011 and 2012. This study will use their WJS principles regarding populations, samples, selection procedures, interview techniques and data recording. These principles have been formulated in order to secure a high degree of equivalence

Author(s):
Fernando Resende

Title:
Inventing Muslims as the other in the 19th Century Brazil

Abstract:
A slave uprise which took place in one night, in the city of Salvador, Brazil, in 1835, rises important issues upon the way the society that was being formed at the time negotiated and dealt with cultural diference. This paper focuses on this historical event - the "Rebellion of the Malês" - with the purpose of understanding what is to be called the processes of weaving cultures (Brazil / Africa) and inventing the other. Africans brought to Brazil to be sold as slaves turned out to be different, apart from the dominant perspective, once what they carried with them could not be assimilated from the part of the State. The facts of being able to speak and write a language not comprehended by the ones in power - the arabic - and being followers of a religion which did not correspond to the dominant perspective - they were Muslims - seemed to be strong enough for them to be sent back to Africa, if not persecuted and killed. With an effort of going beyond the fact, this reflection analyses narratives from and about the uprise and takes religion as an important tool for exercising power, functioning either as a junctioning or a disjunctioning element. By seeing this fact as a cultural-

political fight, we are able to understand the ways such element is used, point out strategies, and comprehend how, in the 19th Century, Brazil invents the muslims as the other.

Author(s):
Ashiya Abdool-Satar

Title:
Challenging stereotypes – sensitising the media to fair depiction of Muslims

Abstract:
This is a work in progress that aims to assess the extent of positive and negative media representation of Muslims in the mainstream British and American press, and the conversations these reports stimulated in the social media Facebook and Twitter from February 2011 to February 2012. The aim is to gauge the extent to which the media in the West creates and strengthens rigid stereotypes through biased reporting of Muslims and the conversations created around these reports in the popular social media platforms. The study also affirms the social media as a valuable platform for promoting conversations that challenges the mainstream negative perceptions of Muslims and can be used to portray the positive aspects of Islam unbeknownst to many. I refer to the British and American media as the 'West' as they represent the loci of media attention in the affluent North.

The methodological approach involves a content analysis of news reports and conversations; and an analysis of images used in mainstream British and American newspapers, Facebook and Twitter in the last twelve months to represent Muslims. The emphasis is on creating a balanced report of the projection of Muslims in the Western media and covers both positive and negative reporting. The research has been guided by the work of Moore, Mason and Lewis (Images of Islam in the UK: 2008), but aims to assess positive reports as well with an aim to understand the motivations behind this biased reporting.

There is generally a lack of knowledge of the religion of Islam and the lifestyle of Muslims, therefore the public is easily swayed into adopting the biased representations of Muslims portrayed in the media. Using the social media as the public sphere of dialogue and education can sensitise the media to these stereotypes that are reinforced through biased reporting.

Author(s):
Sudeshna Roy

Title:
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

Abstract:
The present study provides a comparative critical discourse analysis of Hollywood movies representing Germans after the end of World War II and Muslims after the end of war in Afghanistan and Iraq following the attacks of 9/11. The events of September 11 have had a great impact on the mediated representation of Muslim population in the US mainly because the perpetrators followed the Islamic faith. Moreover, scholars agree that these events have played a large part in reshaping global imaginings about contemporary acts of terrorism and terrorists. Given this transformation in the understanding of the ‘enemy’, the author’s objective in this article is to present an identification and understanding of the differences in the handling of redemption, reconciliation and repatriation of the two groups of people under consideration – Germans and Muslims. In an attempt to reveal how discourse works to support strategic unification of ‘us’ vs ‘them’ in shifting frames in the media, this study compares Hollywood movies to demonstrate two differing discursive strains in the handling of the two groups of people following wars that were assumed to be brought on by the actions of these groups. For the Germans, there is an attempt at rehumanizing the group, retention of the German/European identification, and association with redemptive qualities. However, for the Muslims, there is discursive religious othering, strategic obliteration of national identities, dehumanizing of the group as a whole and lack of attempt at repatriation. The study makes a significant contribution to the idea of variable and strategic durability of media frames revealing polemic discursive trends in the treatment of the Germans and the Muslims spanning histories and under disparate conditions and times.

Journalism Research and Education Section

Author(s):
Debao Xiang

Title:
Citizen Journalism in China and Reflections on Future Journalism Education

Abstract:
Citizen journalism has become one of the hottest buzzwords in the news business these days, and become the hot-discussed topics among academia. Assisted with computer and Internet technology, citizen journalists are becoming an more and more important force in shaping today’s journalism arena.What is the current status of citizen journalism in China? What are the motivations for citizen journalists in participating news reporting? What influence does citizen journalism bring to traditional journalism practice? Will citizen journalism become a mainstream news production model in future? How traditional journalism education should be adapted to face the challenge of citizen journalism?Taking the methodology of case study, survey and in-depth interview, the paper explores the status quo of citizen journalism in China. Based on the findings of the case study on citizen journalists, the paper further reflects the question of future journalism education. Keywords: citizen journalism, citizen journalists, journalism education, impact, practice

Author(s):
Eric Freedman
Richard Shafer

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

Abstract:
In the two decades since the collapse of the USSR, only three of its fifteen former constituent republics have successfully moved from communism to genuine multi-party democracies with pluralistic free press systems and market-supported news media outlets: Lithuania, Latvia, and Estonia. These countries rank high under a variety of press rights metrics from NGOs such as Reporters sans Frontieres and Freedom House. Among other press rights advocacy groups, the International Research & Exchanges Board no longer finds it necessary to track their situations in its annual "Media Sustainability Index", and the Committee to Protect Journalists has issued no critical statements or protests about any of the three countries in more than five years.

However, journalists and news organizations in these countries do face a variety of challenges to sustainability in an era of globalization and rapid expansion of so-called "free" media that is readily available to their publics. This paper uses documentary and archival research and open-ended interview methods to explore such challenges. They include proposals, law, and practices to censor or control news content; ethical lapses and conflicts of interest among journalists and media owners; inadequate diversity within newsrooms and in news coverage; weak market support; multinational media conglomeration; self-censorship; lingering Soviet-era journalism professional and pedagogical practices; and under-resourced journalism education programs.

Overlaying all these challenges is a troubling decline—verified by survey research—in public trust in the press since the eve of independence when, as one scholar observed, "The journalists and the media became heroes of the day, the power of print and broadcast media was recognized, [and] the public space exploded…"

This study relates directly to the Journalism Research and Education Section's theme of "professional journalism." Its findings are relevant to the press, civil society, transparency, media accountability, and democratization in other countries that are undergoing transition from Soviet and other authoritarian systems of governance or will do so in the future.

Author(s):
Abiodun Salawu

Title:
Indigenous language media, language politics and democracy in Africa

Abstract:
The proposed panel seeks to place indigenous language media in Africa in a particular socio- historical context with a view to highlighting their role in enhancing the participation of Africans in the political process in their local environs. Language plays a crucial role in the media as a key public domain. Languages that people use in the media determine the extent to which they can make themselves heard. The attitudes towards the indigenous languages and what roles they are assigned in the public domain, therefore, are important issues in discussions of democracy. However, beyond seeing African peoples as victims of language hegemony, both at micro and macro levels, the panel would be much interested in considering the human agency in the choice and use of language in the media. The point here is that people can actually be protagonists of cultural assertiveness through the promotion of their local languages in ways that are innovative. In other words, this panel is interested in experimentations with culturally and linguistically innovative media forms which lend themselves to a more democratically engaged journalistic practice. Significantly, this panel proposes to have papers that demonstrate (1.) an understanding of the political contributions of the indigenous language media in colonial and post-colonial African contexts; (2.) the (un)shaping of local language media in different linguistic configurations and language policies (3.) how local language media facilitate people’s participation in public domain; and (4.) the innovative praxis of individuals, communities and organisations in promoting local languages through, not just the traditional mass media, but more particularly the new media platforms and social media and using same for socio-political engineering. Papers are expected to come from theoretical positions such as, but not limited to, critical political economy, cultural studies, language ideologies and public sphere.

Author(s):
Leon Barkho

Title:
Journal of Applied Journalism and Media Studies

Abstract:
The Journal of Applied Journalism and Media Studies (JAMS) is a peer-refereed journal published four times a year. It is devoted to research with an applicable angle, tackling issues and practices related to the output, organization, information gathering, field work, coverage, internal guidelines, ethical codes, and the financing and marketing of media outlets in our digitized age. Its main purpose is to bridge the gap between media and communication scholarship on the one hand and media practitioners on the other. Contributions by scholars should test and apply media and communication theories to the day-to-day practices of media firms and the issues and problems they confront.The journal has a particular focus on and interest in contemporary issues and practices of media firms as they are experienced by their actors – journalists, executives, publishers and proprietors, among others. Besides scholarly submissions, the editors are interested in articles written by media actors focusing on topics including their activities, problems, strategies, guidelines, ethics, management and editorial issues, organization, coverage, distribution, marketing, handling of user-generated material, etc. The journal is the first scholarly publication giving due consideration in publishing to material by media actors. Practitioners, for the first time, will have their articles printed alongside academic papers within the pages of the same journal.The Journal of Applied Journalism and Media Studies (JAMS) (ISSN 2001-0818) is published by the Media Content Practices and Effects Program, Jönköping University, Box 1026, SE-551 11 Jönköping, Sweden, in coordination with the Journalism Research and Education section of the International Association of Media and Communication Research (IAMCR) and Center For Film and Media Studies, University of Cape Town, SA.It is an independently published peer-reviewed quarterly journal. Its aim is to bridge the gap between media and com-munication research and actors with a say in media production, i.e., broadcasters, newspapers, radios, Internet-based media outlets, etc. It is devoted to research with an applied angle in which a clear link is made between the prevalent theories and para-digms media and communication scholars work with and the real world where media and communication activities take place.Its main purpose is to test and apply media and communication theories to day-to-day affairs of media outlets to help executives, editors and journalists solve the issues they confront

Author(s):

Tetiana Vaskivska

Kyle Conway

Richard Shafer

Title:

Journalists as Agents of Cultural Translation: A Case Study of Spanish Newspaper Coverage of Bans Against Traditional Head Coverings for Muslim Women

Abstract:

This paper focuses on newspaper journalists and their role in the process of cultural translation. This role has become increasingly prominent because of the cultural and linguistic boundaries news crosses to reach diverse audiences. Our study uses Spain and journalistic coverage of bans on Islamic head coverings for women appearing in two Spanish newspapers, as a case study to illustrate some of the obstacles journalists face in acting professionally as cultural translators. In Spain and other European nations with significant Muslim minorities, newspapers are a significant part of community and national-level discussions regarding the integration and progress toward assimilation of Islamic minority populations. Since this is a large social issue and our study is limited, we especially focus our analysis on journalistic reporting of the usage of burkas and niqabs (traditional Islamic head coverings) by Muslim women. Spain serves as an important case study in this regard because there are 4.92 million immigrants, or 12.2% of the total population (Secretaría de Estado de Imnigración y Migración en España, 2011), including over one million practicing Muslims. Coverage of issues related to the life of immigrants and their acculturation to Spanish society poses challenges related to cultural interpretation of news. The limitations of the general Spanish reader's knowledge about Muslim culture pose certain challenges for journalists in covering events and practices related to Islam. On the one hand, there is a need to put events in a familiar context for Spaniards to understand an occurrence. Journalists reporting on such events are expected to give careful consideration to the character of events. Although we would assume that journalists in contemporary and democratic Spain would engage in a high level of objectivity with regard to normal professional journalistic reporting, we also provide an analysis and brief overview of Spanish journalism traditions and contemporary reporting practices with a particular focus on coverage of Islamic religious practices by Spanish immigrants. The data for our study is derived from a content analysis of the Spanish newspapers El Mundo and La Vanguardia focused on bans on Islamic face veils in the Spanish autonomous community of Catalonia. In view of the necessity not only of presenting, but also of interpreting the news, we analyze the frames created by reporters who act as cultural translators reporting on the debate over the burka ban in Catalonia. We ask what the dominant frames that shape the debate are and do they coincide in these two newspapers? Secondly, what can those frames reveal us about the Western European coverage of Islam in Spain? We believe our paper will make a valuable contribution regarding the 2012 IAMCR general theme of "South-North Conversations" - as well as the sub-themes of "Asymmetrical news and information flows" and "Communication as a tool of empowerment of the marginalized and the stigmatized".

Author(s):

Ylva Rodny-Gumede

Title:

The local and the global: Challenges of teaching global journalism

Abstract:

Courses in international communication and global journalism are becoming increasingly popular at universities around the world. These courses try to capture new developments within global media and journalism often focusing on global media systems, global media conglomerates, discussions around global journalistic ethics and professionalism. For students the idea of taking a course with a global perspective on the news media is highly attractive and expectations of these courses are often high. These expectations are often based on ideas and notions of internationalization of knowledge and/or curricula as something highly desirable for furthering their careers. For universities courses emphasizing the international or the global are perceived as high status and often attract high student numbers. The question is how relevant these courses are to aspiring journalists and what these courses prepare them for especially in the light of retrenchments and low recruitment figures within the industry world-wide. This paper addresses some of the challenges encountered while adapting the curricula and teaching global journalism to South African students at the University of Johannesburg. The present Honours course in Global Journalism taught within the journalism curricula at the university has drawn upon similar courses at other universities mainly in the Global North from which literature and course material is also often drawn. The paper outlines responses to the course

contents from the students taking the course at the University of Johannesburg over a four year period. The paper argues that what we define as global communications and global journalism, and even more so how we teach it, is in fact very dependent on local and national contexts of communication and media systems. Courses in global journalism need to be lodged within a national framework in order to be relevant for aspiring journalists and communications practitioners and should emphasize a comparative perspective on global media and journalism. The paper revisits discussion around the global and the local in international communications and by taking South Africa as a case study, argues that by locating the course within a South African framework and by facilitating comparisons with other societies and media systems students will be able to reflect upon their own media and media system and how it is shaped, the challenges it faces and any future trajectories discernable.

Author(s):
Pradeep Weerasinghe
Rathambalage Mihirani

Title:
Press Narratives on War against Terror in Sri Lanka

Abstract:
A pride of place and function has been assigned to mass media in the social, economic, political and cultural life of the contemporary world. Hence the mass media, though existent within society itself can deviate and spread its powerful authority over the society. The impact of the shock waves of thought sent by mass media through society, on the consciousness, mind, feelings and behavior of individuals has been argued. The ethnic conflict has been given first priority in the national agenda of Sri Lanka for the last few decades. The division in the island state of Sri Lanka between the Sinhala majority and Tamil minority has already taken a heavy toll. The role of the mass media within the ethnic conflict is something which has not been identified. Some media theorists and practitioners have argued that an answer to this can be found by the analysis of news paper narratives on the ethnic conflict. The study was seeking to identify how the narratology has been used by the newspapers on the war during the last months of the war against terror. This paper also examines the extent to which the news paper narratives influence the minds of the reading public. For this purpose Cultural Media Theory, Structuralism Media Theory and Media Effect Model were employed. The findings were obtained from Sinhala newspapers through interviews and analyzing narratives on the last months of the war against terror. A survey was conducted to examine the extent to which narrations of newspapers affected the ideology and the behavior of the reading public. Various reasons have been adduced for the two parties getting involved in a conflict. Whatever the reasons so adduced, mass media should be moral enough to report the conflict with a humanitarian base. The finding indicates that the Sinhala newspapers followed a double standard of language in reporting the loss of lives in the Sri Lankan army and the Liberation Tigers of Tamil Ealam(LTTE). It, is a way, creates malice against another ethnic group when the arrests going parallel in the South with the war in the North and East are reported. For instance, despite the fact that the war is based on ethnic difference the way the newspapers highlight the ethnicity of the persons arrested leads to develop doubts in the minds of the readers about the particular community. Thus, it is found the facts embodied in the newspaper narratives of the ethnic conflict are not properly verified in creating heroes and villains to justify the journalist's purposes. Newspapers seem to justify the domination of power in the news field by certain groups of media by creating binary – oppositions. The paper argues that the influence exercised upon the mentality of readers by narratives built by the newspapers in a society facing an armed conflict based on ethnic differences obstruct the ability to look at the ethnic conflict critically.

Keywords: Sri Lanka, Newspapers, Terror, Conflict, Narratives

Author(s):
Kyung Rag Lee
Sae Rom Yu
Hani Lee

Title:
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

Abstract:
The purpose of this study was to find out a globalized trend of TV news programs in the world and speculate its international and intercultural implications. Formats and contents of TV news programs changed from time to time according to needs of media and expectations of audiences. The authors mainly concerned a current world-wide trend of TV news programs in respect of format and content, compared it with previous trends of 1999 and 2004, and suggested a new future trend according to TV Journalism.

They selected <9 O'clock News> of KBS and <8 O'clock News> of SBS in Korea, <Nightly News> of NBC in U.S., <10 O'clock News> of BBC in U.K., <View of the Day> of ARD in Germany, <News Watch 9> of NHK in Japan, and <Network News> of CCTV in China. Everyday news items from these TV news programs were collected from May 30, 2011, to June 24, 2011. Each of news items was divided into structure of news such as format and content, and was analyzed statistically by the content analysis. News contents were divided into linguistic representations and image representations. Especially, image representations were analyzed by semiotic and discourse analyses.

As results of this study, it was first of all found that KBS of Korea broadcasted more news items and used longer time than the rest of TV programs. NBC of U.S. handled very least number of news items with the shortest time of broadcasting. Second, in the case of one news item treatment, NHK of Japan tended to cover it longer than TV programs of other countries did. Third, NBC of U.S. normally covered news items with a straight news format, while BBC mainly did with an in-depth news format or/ and an investigative news format. Fourth, in respect of news features, most of news programs tended to use images of news events and episodes, and interviews with experts more than previous news programs did. Especially, Computer graphics was used more frequently than it had been done in the past time, and was most commonly used in KBS and SBS of Korea. Fifth, in main news themes, most of news programs treated foreign affairs and security issues as most important themes except NHK of Japan. Comparing with news themes of previous coverage, this was a unique trend of news programs in the world. It implicated that TV news programs concerned and shared such foreign affairs and security issue similarly with news value of importance. Sixth, in handling political figures, KBS of Korea treated their activities and personal affairs, while BBC of U.K. tended to just sketch them and focused more on effects of their political visions and policies.

In short, it was concluded that current TV news programs tended to treat news items more lightly, take soft news themes more frequently, and utilize images and CG more regularly. Comparing with the previous trend of news programs, formats and contents of news programs rapidly changed.

Author(s):
Roseli Fígaro
Rafael Grohmann
Cláudia Nonato

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

Abstract:
This article presents the qualitative results of the research "The profile of the journalist and speeches about the journalism: a study of changes in the working world of the professional journalist in São Paulo" whose goal is to understand how changes in the labor act on the professional profile and on the discourses of journalists. By observing the work of the journalist, to identify changes in the means of production functions and in the workplace of a trader. The consequence of this great transformation is present in the relationship with the professional space, work time and the product of his labor: journalistic information. The research profile of journalists and speeches on journalism proposes the study of what is happening with the journalist's professional practice, focusing on the professional and their relationship to work. Here is presented the result of the qualitative phase of this research, developed with four groups of professionals drawn from different samples that make up clippings. The profile designed to help meet the socio-economic-cultural, and problematize the difficulties and daily challenges of the production process of journalists. We report here the theoretical and methodological procedures that justify the composition of the sample, we present the results and weave some considerations on the analysis of the professional profile and the challenges of journalism

From the table of numerical strength of professional journalists in Sao Paulo State, the research sample was obtained from the criteria to encompass the diversity of employment contracts and labor relations with

journalists, currently on the market labor federation in that State. The methodology built for this research articulates the first phase of the research method of quantitative research instrument with closed multiple-choice questionnaire, the second phase, which uses qualitative methods, from face to face interview with the script of open questions and focus group with the script of most contentious issues found by previous instruments. The survey sample was constructed from the criteria to encompass the diversity of employment contracts and working relationships of journalists in the state of Sao Paulo. This strategy allowed the composition of samples collected at times and in different working environments: (1) Journalists Union of Journalists members of the State of S. Paulo, with different connections and functions , (2) journalists employed in media company CLT , (3) professionals from different employment contracts - freelance, contract, corporation, cooperative, etc.. - Randomly selected contact via social networking, and (4) Freelance journalists found from freelancers networks of contacts. The analysis sought to focus the interviews reveal the place from which the journalist was talking about, where his speech stated. Speaking of his personal and professional journey, their relations with the profession, the subject helps us to disclose in their speeches and ideological brands as they are historically situated, allowing us to reveal the conditions and production of speech. The analysis will be performed from the discourse analysis from the Bakhtin Circle. Among the conclusions, we found that the profile of professional journalists is in transition.

Author(s):
Eno Akpabio

Title:
Children and crime/abuse frame: The view from Botswana

Abstract:
There are certain expectations that the African society has about children. With the way old age is revered, children are to be seen but not heard. Then, there are a plethora of cultural practices that are detrimental to the wellbeing and proper development of the child. A *Mmegi* newspaper editorial[1] paints a sorry picture of the fate of the girl – child and children from underprivileged backgrounds. Girls are withdrawn from school to be married away; many have been raped and in some cases impregnated by their step fathers and other male relatives; they are denied a share of their parent's inheritance. All in all, it is the children of the poor who drop out of school to become breadwinners. The Convention on the Rights of the Child (CRC) and the African Charter on the Rights of the Child frown on these cultural practices. Article 21 in the latter offers protection against harmful social and cultural practices. It notes, specifically, that State parties, Botswana inclusive, "shall take all appropriate measures to eliminate harmful social and cultural practices affecting the welfare, dignity, normal growth and development of the child …"[2]. Commentators believe that the reality on the ground vis-à-vis the provisions of the charter indicate that "many of the grounds ceded to children in both the CRC and African Charter are still in contention."[3]

A germane question would be whether or not the African media flag children issues as well as feature news stories on children since the persisting and prevailing social and cultural atmosphere consigns them to being seen but not heard? The overarching aim of this study was to determine how children and children's issues have been framed in the Botswana print media. The study universe was news stories on children and children's issues over a five - year period (2005-09) in Botswana print media. Three newspapers – *Mmegi* (daily), *The Voice* and *Midweek Sun* (weeklies) – were randomly selected for the study.   The units of analyses were themes, nature and slant of the news reports. To ensure reliability, two independent coders were contracted to code the content of the news stories.   A combination of emergent coding and priori coding were used. Intercoder agreement for the pilot study involving a sample of content was 90 per cent, while for the study proper it came to 84 per cent. The study's findings indicate that the abuse and crime frame has come to dominate reporting of children in the Botswana media which is in line with an earlier UK study. As a consequence, the study recommends more scholarly investigation of the issue and calls for frame evolution to more positive portrayals of children.

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%20ON%20THE%20RIGHT%20AND%20WELF%20OF%20CHILD.pdf on March 12, 2011

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Author(s):
Leon Barkho

Title:
Can we rely on Discourse Analysis for a critical understanding of media texts?

Abstract:
Can we rely on Discourse Analysis for a critical understanding of media texts?Though barely three decades old, Critical Discourse Analysis (CDA) has turned into a discipline widely used in social sciences, specifically in studies investigating media content and journalistic practices. CDA literature has seen exponential growth and undergraduate and graduate degrees in discourse analysis are currently available at major U.S. and European universities. Nonetheless, media-related CDA investigations and their findings are largely shunned by media practitioners mainly because of its proponents’ excessive reliance on the analysis of carefully selected texts and their declared bias of what they see as truth, liberty and freedom. For this reason, CDA’s methods of investigation have been harshly criticized. But instead of accommodating the criticism, CDA scholars have either hit back or ignored it. This study finds that much of the criticism directed at CDA is valid. While CDA as a methodology proves to be an effective discursive or linguistic tool in unraveling media texts, it fails to successfully explain the content and practices of the coverage of the War on Gaza by both the BBC and CNN on the one hand and al Jazeera English on the other. For instance, it fails to account for the origins, motivations and rationales of the warring sides. Its methodological approach to text analysis does not succeed to explain how meanings are conveyed in texts by examining how they are organized around and include (or exclude) key thematic explanations. Moreover, CDA methodology overlooks the examination of production processes within institutions such as broadcasting and the press and does not extend to the reception process.

Author(s):
Elliott Muchena

Title:
Revisiting the media lawscape- A context-based reappraisal of the new media laws in Zimbabwe.

Abstract:
By Mr Elliot Muchena & Dr Augustine M Tirivangana Elliott Muchena is a Lecturer in Media Studies and Dr Augustine Tirivangana is a Senior Lecturer in Language an Communication both at the Zimbabwe Open University (ZOU). ZOU , Box 8306,Harare, Zimbabwe, or 3rd Floor, Main Post Office Building, G.Silundika& Inez Terrace. Harare, Zimbabwe. Elliott Muchena: elliottmuch@gmail.com / emuchena67@yahoo.co.uk Dr Augustine Tirivangana: tirivangana@yahoo.com   Quite often in the so-called third world countries juridical laws are shaped in line with former colonial value systems, hardly reflecting the social values of the people who are bound by such laws and this raises questions of relevance of such legal instruments of social protection and control. This paper interrogates the new media laws against the bench marks of the above observation. Zimbabwe is a former British colony. However, since independence the media laws have remained generally reflective of the British media values in terms of structure, content and thrust although there have been sporadic attempts at reviewing some of the media laws to reflect local expectations of the role of the media. Notwithstanding, the paper aims at examining the extent to which even such attempts at indigenising media laws have succeeded in capturing local voices and values in their diversity. In other words the overriding question is: To what extent has the Zimbabwe media succeeded as a vehicle of public expression, political accountability and empowerment? To answer this question specific media laws such as Access to Information and Protection of Privacy Act (AIPPA) as amended in 2003, Public Order and Security Act (POSA) as amended in 2007 and Broadcasting Authority of Zimbabwe (BAZ) as established in the Broadcasting Services Act of 2007 will be systematically examined and excepts/clips from both print and electronic media will be used for illustration. The discussion is expected to pave way for various recommendations on local media innovations meant to make local media more relevant

Author(s):
Claudia Mellado
Federico Subervi

Title:
Mapping educational role dimensions among Chilean journalism educators

Abstract:
The challenges and uncertainties that journalism and academia have historically faced as social entities have led to the reconsiderations of journalism education's approaches, definitions, and roles in society over time.

In different parts of the world much attention has been given to the study on structural aspects of journalism and mass communication schools, the journalism curricula, characteristics of scholarly productivity of journalism educators, as well as the labor market for journalists. However, little attention has been paid to assess how journalism educators themselves see the profession of journalism, their roles within journalism education, as well as the individual and contextual factors that influence their orientations.

Based on asurvey of Chilean journalism educators and data collected from journalism schools, the goal of this study is to map Chilean journalism educators' roles, from the logic of their educational mission and their views with respect to three main conceptual debates on journalism education: theory versus practice; research versus teaching, and journalism versus communication studies.

Specifically, this paper focuses on the following research questions: What role dimensions emerge from the Chilean journalism educators' self-perceptions? What do J-educators believe are the most important functions of journalism schools at the 21st century? Which individual characteristics of the J- educators, as well as characteristics of the J-schools, better explain their educational roles?

The results show that how Chilean journalism educators perceive their roles can be grouped into four types: (1) *the academic-scholarly*, linked to research, critical reflection, and a more generalist focus within journalism education; (2) *the educative didactic*, centered on innovation in pedagogical practices and the evaluation of teaching models and assessments; (3) the *teaching – practice*, which is closest to linking both foci (teaching and practice) within journalism education (4) and the *journalistic orientation*, who see journalism as a profession with its own field, separate from communication studies.

Although most Chilean journalism educators give importance to more than one role simultaneously, the orientation that received the greatest support overall was the teaching- practice, followed by the educational-didactic, and the academic-scholarly. In turn, most journalism educators distance themselves from the journalistic orientation.
T
he findings also reveal that education level, job commitment, gender, current professional experience in journalism, organization type, school acreditation and the existence of graduate programs are the factors that better predict Chilean J-educators orientations, while age, professional university experience, and geographical location do not have any direct influence on their role perceptions.

Author(s):
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Title:
Reporting from Germany: A quantitative survey of foreign correspondents on their role and their criteria for news selection

Abstract:
We learn what is happening in other countries almost exclusively through the media. Our perceptions of the world are greatly influenced by reports from abroad. Foreign correspondents influence how we see other cultures and help to shape relationships between nations. In a politically, economically and culturally globalised world, foreign reporting is more important than ever before, and it is crucial to have comprehensive information about the events that are happening all over the world. Foreign correspondents report on events outside of the countries in which their media outlets are based. They are often seen as a "special tribe" with a separate culture, their unique responsibilities and work situations setting them apart from other journalists. Some people see foreign correspondents as the pinnacle of journalistic achievement, while others view them as elitists. At any rate, the traditional job profile is changing. Fewer foreign correspondents are now on permanent assignment abroad.The work of foreign correspondents in Germany has not been studied, despite of the importance and the political and economic role Germany plays in the European Union and the world. The most recent comprehensive studies are from the early 1980s, when Germany was still divided. To remedy this situation, a quantitative, standardised survey was sent to all foreign correspondents in Germany in mid- to late 2011. Its primary goal was to determine how they choose

their topics and how they perceive their role. Precisely how many foreign correspondents are active in Germany is unknown, as there is no system of central accreditation. Several different directories were consulted to find their addresses; the main source was the list of members of the Foreign Press Association in Germany (VAP). Of the 484 foreign correspondents from 52 countries who were contacted, 167 responded, for a response rate of 34.5 percent.Most of these journalists have a great deal of experience and come from EU countries. In a distant second place are Asia and North America. The journalists usually work for daily newspapers or news agencies. While foreign correspondents are closely connected to editorial offices in their home countries, they are relatively free to select their own topics. Sixteen news factors were considered to determine how those selections are made. Most important, by far, is the topic’s relevance to the home country; correspondents look for subjects that are important for the home audience. In addition, twenty items addressed how foreign correspondents perceive their role. A factor analysis identified four dimensions of role perception: a focus on dialogue, advocacy and influence, explaining and categorising events, and neutral reporting. The neutral approach predominates; it is less common for correspondents to exert influence. In keeping with the general theme of the conference, "South-North Conversations", which also considers the asymmetry of global news flows, this paper discusses differences between the work of correspondents in the northern and southern hemispheres.

Author(s):
Aziz Douai

Title:
The "WikiLeaks effects": Arab media's shifting information ecosystem.

Abstract:
Liberal democracies have always presented the press as an indispensable democratic mechanism whose "watchdog" function "checks and balances" the unbridled powers of government branches. In its idealized "Fourth Estate" role, traditional journalism has always embraced this vision and espoused reporters' aspiration to unveil the mystery and secrecy shrouding governmental operations and international relations (Matheson, 2010). As a matter of practice, however, journalists remain inhibited from carrying out this mission due to a host of reasons that range from the press's own ideological agenda to existing laws that criminalize divulging/reporting on state secrets (Deuze, 2008; Zelizer, 2004). The gap between reporters' ideals and their daily practices has been captured in governments' and journalists' delicate balance of two seeming opposed rights: the "need to know" and "the right to know" (Lupia & McCubbins, 1998). On the one hand, laws such as the "Freedom of Information Act" in the US appear to advocate strongly on behalf of citizens' and reporters' "right to know." On the other hand, laws such as the "Official Secrets Act" in the UK seem to confine citizens' and reporters' "right to know" and thereby enhance government's privilege in restricting access to and coverage of national security issues. Lupia & McCubbins (1998) have described this tension as "the democratic dilemma."

In 2010, WikiLeaks' unveiling of US diplomatic cables and other secret government documents upended the tension between these two competing rights, and uncovered the limits of traditional reporting tools to shine light on government abuse (Benkler, 2011). WikiLeaks' success has engendered controversy about the press' social responsibility because its wholesale publication of secret documents may have unnecessarily endangered human lives (e.g. Friedman, 2010). In other journalistic quarters, however, this success constituted an objective lesson in how to conduct vigorous reporting that exposes governments' malfeasance and abuse. In the Arab world, the controversy has largely been muted since mainstream reporters' have largely glorified and emulated the work of WikiLeaks.

In the absence of institutionalized "right to know" and "access to information" laws in the Arab world, WikiLeaks seems to offer an investigative model for Arab journalists seeking to expose government corruption. This paper investigates the "WikiLeaks effects" on journalism, particularly the leaks' potential to enhance a conscious "networked" journalistic culture among Arab reporters. The main research question of the study: How have Arab news media responded to WikiLeaks? In other terms, have there been any documented "WikiLeaks effects" on Arab journalism and how have Arab journalists reacted to WikiLeaks? To address these questions, the study will first analyze some Arab media outlets' incorporation of WikiLeaks' model. Second, the study will interview some Arab journalists about their reactions to WikiLeaks' potential impact on Arab journalism, as well as how they have potentially incorporated WikiLeaks' in their professional work. Finally, based on the study's findings the paper will conclude with a discussion of the implications of "WikiLeaks effects" on the professionalization of Arab journalism.

Author(s):
Elisabeth Guenther
Michael Scharkow

Title:
Online Sophistication of News Websites

Abstract:
Asking people about their main source of news, last year's study by the Pew Research Center (2011) clearly illustrates the rising importance of the internet. Whilst new forms of presentation and user participation make a „way new journalism" possible (Quittner, 1995), researchers around the world continue to describe online news sites simply as another content outlet that failed to adapt to the new possibilities of cyberspace. Criticism especially targets the rare use of external hyperlinks, multimedia, and options for user interaction (cf. Gubman & Greer, 1997; Oblak, 2005; Rosenberry, 2005). Based on a large-scale multinational sample, this study aims to describe how 'online' these online news sites really are today.

In response to this question, we combined manual and automated content analysis to examine the use of various structural and formal elements on online news sites. These elements can be classified in groups, comprising the use of external hyperlinks, multimedia, feedback options, possibilities for internal and external follow-up communication and additional forms of distribution. In order to highlight the transition from offline to online media, only news sites hosted by traditional media sectors were regarded. As research furthermore suggests differences at multiple levels (cf. Oblak, 2005; Dimitrova & Neznanski, 2006; Quandt, 2008), we also integrated a comparison of three different media systems (Hallin & Mancini, 2006), nine nations (Spain, Italy, France, Germany, Switzerland, Austria, USA, Great Britain, and Canada), and six editorial departments, represented by 84 online news sites. Manual and automated data collection was carried out during two weeks of October, 2011, resulting in a sample of 65,779 articles.

Results show that while most of the online news sites implement a wide range of elements indicating online sophistication, significant differences in the frequency of use can be revealed on all levels. The use of external hyperlinks differs significantly between the editorial departments, while those recently emerged (health, science and technology) use significantly more and more versatile external hyperlinks than departments with a classic tradition (politics, international, sports). Different usage patterns on websites hosted by newspapers, magazines, and tv channels furthermore show that regardless of the new standards that apply online, the media sectors' offline policies are still influential, resulting in different options for feedback and follow-up communication. At the same time, there is also evidence for the detachment of online news sites from their offline background: The proportion of articles containing multimedia is nearly the same in online news sites hosted by newspapers and those hosted by tv channels – this result is especially remarkable as it indicates that online news sites develop standards of their own, leading to increasing convergence.

Finally, an all-embracing online sophistication index was developed to allow for general statements on the status quo. Only a small share remains with less than 5 points out of 10, while the vast majority of online news sites make it into the upper third of the scale. Hence, we conclude that the pessimistic perception on online's news sites' online sophistication has to be revisited.

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Author(s):
Alet Janse van Rensburg

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

Abstract:
 This research will investigate the practice of local journalisms in covering the COP17 conference in South Africa in 2011. The paper will focus specifically on the Afrikaans daily newspapers in the Media24 stall, namely Die Burger, Beeld and Volksblad to establish how newspapers focused specifically on local audiences covered the event.   Recent studies have highlighted that the South African public fails to recognize the local relevance of climate change, even though large parts of the country will be affected tremendously by shifts in the weather and consequent water shortages. Interactions between climate science, media and the public are always complex and dynamic. It is clear that science and policy shape media reporting and public understanding, however, it is also true that journalism and public concern shape ongoing climate science and policy decisions and activities. It is therefore important to study the trends, strengths and weaknesses in local journalisms.   While South African media coverage of climate change is limited and mainly guided by news events, reports heightened during the COP17 in which South Africa was the host. It will be interesting and relevant to see how the Afrikaans papers, that target a mainly LSM 8-10 groups, covered the conference. Question such as the following will be answered: How often did they report on the events surrounding the conference? How did the papers frame the events and which issues were emphasised? What voices were dominant in the reports? This study will constitute descriptive content analysis that focuses on the specific newspapers over a three week period surrounding the COP17 in Durban. The content analysis will be coded in a way that will attempt to answer the above questions and point out trends and frames in the coverage.

Author(s):
Beatriz Becker

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

Abstract:
The largest audience participation, the hybridization of the genres and formats, and the transmidiality are the main features of communication´s processes today. Convergence influences journalistic practice and impose new ways of doing, thinking, and teaching television broadcasting. TV news are still the highest-impact information products in the global world , however watching TV and accessing Internet are activities that are being increasingly mixed. The purpose of this paper is to identify effects of uses of digital tools on the construction of the news and to verify wether they contribute to a higher quality audiovisual journalism and to a new way of writing the daily social experience. This study will present the results of a quantitative and qualitative analysis of news of two vehicles of the main private brazilian group of communication, the Globo organizations: the local television news RJTV and the news portal G1. The research is supported by the theorical references of the Journalistic Studies, the Cultural Studies and the Semiology of the Social Discourses.

Keywords: convergence, audiovisual journalistic narratives, TV news's quality

Author(s):
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Title:
The pauperization phenomenon among young journalists: A case study of Taiwan

Abstract:
In recent years, a trend toward youth pauperization has been observed in many nations, especially in industrialized and newly industrialized countries. The same situation is seen among journalists in Taiwan. Young journalists in Taiwan today face low and declining pay, longer work hours, a much heavier work load, elongated probation, lack of job security and job training, and many fewer job opportunities than did the previous generation of journalists. These conditions will not only deter young talent from joining news industries as journalists, but will also negatively influence news production, news quality, and the development of the news industry. Therefore, this paper has three research purposes: first, to investigate the reasons for youth pauperization among Taiwanese journalists; second, to explore possible influences of this pauperization on news production, news quality, and the development of the news industry; and third to identify possible solutions for the phenomenon of young journalists’ pauperization in Taiwan. The preliminary research findings offer several interesting and noteworthy insights. Regarding the basis for the youth pauperization phenomenon among journalists, we found that, first, the rise of new communication technologies has made the news market more competitive and less profitable, pulling down the starting salaries in the industry, which is the greatest influence on young journalists. Second, the deskill tendency in news reporting has made it easier for non-professionals to work as journalists in the news industry, which lowers the wage level of entry-level journalists. The deskill tendency stems from a highly competitive news market combined with diluted advertising profits, leading news businesses to prefer to hire younger, less experienced, and cheaper journalists, which in turn causes news reporting to demand a lower skill level. Third, the ability provided by modern technology to easily cut and paste, along with the demand for instant news updates, has caused homogenization and a decrease in the quality of the news reporting, which in turn decreases the quality competitiveness of the news industry. And fourth, the news industry now faces an unbalance of labor supply and demand. As to the influence of journalists’ youth pauperization, some outcomes have been observed, such as the decline of news and news reporting quality, the loss of significant reporting skills, the surge in journalists’ turnover rate, and the more easily compromising with the power class of news companies. For possible solutions for these dilemmas, we should request policy support from the government, for example industry support policy, industry competition policy, news subsidizing policy, and news labor policy. Keywords: youth pauperization in journalists, wage, labor, information and communication technologies (ICTs)

Author(s):
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Title:
Panel title: Journalism & Conflict

Abstract:
Conflict is a central part of the Western media and in particular journalistic discourse. This panel looks at the juncture of journalism and conflict from a variety of angles. One is a close examination of conflict as a mindset for journalists, with the examples drawn from the United States; a second on how the reporting of foreign conflict can be instrumentalized politically, with the example drawn from Europe; third is terrorism as a form of conflict, and how this is reported in the region where almost half of these terrorist acts occur; fourth is the making visible of conflicts as an ethical stance by looking at a "forgotten war" at the margins of international attention, and fifth a look at dealing with conflict in China, where social media has opened avenues of participation that are not customary in traditional media.

Paper 1:

Conflict as a Mindset for Journalists

How central does conflict need to be for journalists? This paper will examine the status of conflict as an organizing mechanism for journalists. Addressing a range of conflicts -- including war, acts of terror, political assassinations, crime and natural disaster -- the paper suggests that conflict offers journalists a way to order and develop their work routines, points of emphasis, themes of coverage and tools of information relay in conjunction with the anticipation of unpredictable circumstances that unfold with high stakes. In so doing, "conflict" becomes a working trope for journalism, raising the question whether its adoption helps or hinders public understanding of the different kinds of conflicts that merit journalistic coverage.

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Paper 2:

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

This paper reports on recent research into how selected Norwegian news media expressed their explicit support or raised critical voices against Norwegian participation in the Nato-led military engagement in Libya in 2011. Our overall aim is to investigate how, and to what degree, Norwegian military engagements in international interventions through NATO, redefine roles and relationship between government, parliament, public opinion and the media in Norwegian society in systemic and new ways. Seen in an historical perspective, Norwegian public opposition to war and international military engagement has been used as a wedge in Norwegian politics following the cold war and US military engagement in Asia, particularly by parties on the left. The political debate was structured along ideological and social homologies between party affiliations, media use patterns and newspaper positions, in accordance with the so called Norwegian "party press system". However, since the mid 1990s a new political situation has developed, where a more internationally oriented security situation has appeared, changing the relationship between the news media, parliamentary processes, public opinion and public political debate on foreign policy issues.

We seek to discuss this new relationship through an analysis of six Norwegian newspapers' ability to present, discuss and express opinions on the principal political and legal questions of international intervention and Norwegian participation in the Nato-led operations in Libya in 2011. In particular we analyse how the newspapers actively positioned themselves in editorials and news comments.

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Paper 3:

The 'Talabanization' of terrorism: Reflections on media coverage from South Asia

The coverage of terrorism has dominated conflict reporting worldwide, particularly since 9/11. However, away from the world's media spotlight, South Asia has been on the receiving end of the global 'war on terror'. In 2009, of the nearly 11,000 terrorism-related reported attacks worldwide, about 4,850, or 44 per

cent, occurred in the region. Even in the post-bin Laden world, the scourge of terrorism continues to afflict South Asia, particularly in its 'Af-Pak' theatre.

After providing a contextual background to the terrorism discourse in the region, this paper will explore how the media revolution in South Asia – especially in India – has contributed to an infotainment-driven coverage of terrorism. In such coverage, while 'Islamic' terrorism has received the widest possible attention, the paper will suggest, the region has experienced many different forms of terrorism-related violence. The paper aims to provide a geo-political analysis of the mediation of terrorism in South Asia and argue that in most instances there are political rather than religious reasons for its existence.

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Paper 4:

The visibility of conflicts as an ethical necessity: A West Papua case study

Conflict is a central part of the Western media discourse, be this in casting events in terms of conflict or covering conflict on a national or international scale. This paper focuses on reporting conflict as a necessary part of gaining visibility. In seeing the media as constituting "the world's publicness" (Silverstone, 2007: 32), even if the presence in this publicness in itself does not guarantee action, it ensures that the knowledge about the existence of conflict provides the capacity for action. However, not all conflicts are given similar prominence in the world's media. Those which involve elite nations are ever more likely to be presented to an international audience. If the conflicts occur in what can be called marginal areas, and if governments or companies have a vested interested in keeping these unreported, there is little or less chance of these conflicts gaining visibility. This removes the possibility of others to bear witness as, in Dayan's definition (Chin, 2010: 39), visibility can involve "a suffering subject, an ethical subject, a strategic subject." This paper will take the region of the South Pacific, and in particular the independence struggle in West Papua as an example, which has been billed as a "forgotten war" (Osborne, 1985; Robie, 1989, 2008; Soei Liong, 1992). This paper will argue that bearing witness to conflicts is an essential constituent for a media that strives to be seen "as a place for civility and humanity" (Silverstone, 2007: 25).

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Paper 5:

Framing or Staging the Conflicts: A Comparative Analysis of the Chinese Newspaper Coverage and the Weibo War of the 'Han vs. Fang' Debate

Social media has been widely considered to be a kind of alternative journalism. New media diversify the ways of representing social conflicts, empowering ordinary Chinese to participate in conflicts communication rather than simply relying on mass media and other institutions. Concerning the recent online war triggered by the debate between Han Han and Fang Zhouzi on the issue of 'ghost writer', Chinese newspapers and online social media, and here in particular Sina Weibo, are involved in different ways. However, Weibo has the advantage of providing people with a chance to participate in the conflict, while the traditional press tends to take the role of observer, imparter and contextualiser of event. This research uses Goffman's frame theory to analyse the similarity and differentiation of the performance of Chinese newspapers and Weibo in

this debate, and attempts to examine the extent to which new media has challenged the traditional paradigm of journalism in contemporary China on the one hand, and the extent to which Weibo is inheriting the historical traditions of China's journalism on the other hand.

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Title:
Participation as mourner in journalism and social media

Abstract:
Abstract by Anette Forsberg PhD student at Stockholm University, supervisor: Ester Pollack   Grief and mourning have become an increasingly visible theme, both in news media and on various Internet forums. Previous research in this area mainly concerns journalistic coverage of national/international events or celebrities as victims. However there are few studies of how journalism and social media portray ordinary peoples´ mourning after the sudden and unexpected death of an ordinary person. And even less studies on ordinary peoples´ own perceptions of media texts on mourning. This theme is the subject for my dissertation project and in this paper I present a pilot study in which I interview six persons who participated as mourners in media texts on three cases of sudden and unexpected death. These Swedish cases are: A man killed by a drunk driver, a boy run over by a train, and a young woman who was raped and murdered. The questions to the informants concern reasons for and perception of their participation in texts on mourning, and how the participation influences the mourning. And also how informants perceive similarities and differences between journalism and social media in mediatized mourning? Chosen theoretical perspectives for the thematic analysis and for the discussion are: Public versus private, identity and imagined communities and also ritualization and social ordering. The result shows an ambivalence regarding both participation and journalism. Media texts on mourning are one way to honor and elevate the deceased and also share your feelings of grief with other people. On the other hand, the fact that journalists control how you are represented as mourner makes you exposed and vulnerable. Journalistic texts on grief are regarded as more professional and "true" than the Internet texts where mourners themselves write about their grief.

Author(s):
Jyotika Ramaprasad

Title:
Pakistani Journalists: Ethics and Values

Abstract:
Pakistan was a late entry in the first phase of the Worlds of Journalism Study (WJS). To the best of the author’s knowledge, this is the first (and therefore significant) survey of journalists in Pakistan, a country whose politics and press are in the limelight today. This abstract provides only those results related to the ethics and values of Pakistani journalists. Using the WJS methods, the author collected data in Lahore, Pakistan, in January 2011 with the help of local research assistants she trained. While the sample was not probability based because of data collection limitations in Pakistan, the selection followed the stipulation of WJS to include 1) news media with differing ownership patterns and representing contrasting geographical scopes and audiences, and 2) certain proportions of non-management rank and file reporters, junior managers such as desk heads, and senior managers with authority over the outlet’s strategic direction such as editors-in-chief. Of the 100 sample journalists, 44 were reporters, 4 were writers, and the rest filled various other positions; most were males (reflecting the limited scope for females to work as journalists given parental concern in face of nature of the job), well educated, and Muslim. Mean age was 38 years. Ethics theory includes the deontological (absolutist) position, which posits a universal standard, the consequence based teleological (utilitarian) position, which seeks the greatest good for the greatest number of people, and the situational, which posits that each situation requires its own ethics. A principal

components factor analysis with varimax rotation was conducted on six statements related to ethics. It found two factors, one absolutist/individualistic and one utilitarian/situational. Altogether, the solution explained 58% of the variance. Means were however very similar, 3.9 for the former and 3.8 for the latter on a five-point scale where a higher number meant greater importance, indicating that Pakistani journalists subscribed to both situation and absolutist ethics. This might be partly explained by the statements that varied the context in which the questions were asked. The highest mean was for an absolutist statement that indicated that ethical principles should always be followed (4.17), and the lowest was for a statement about formulating own individual ethics (3.66). Two other questions concerned journalists’ opinions about ethical practice among their peers, i.e., journalists in Pakistan in general, with regard to accepting 1) gifts and 2) material privileges and freebies. Respective means were 2.92 and 2.79, both below and close to the midpoint, which stood for “sometimes.” Thus respondents acknowledged that these practices existed in Pakistan (as they do in many other countries), but its extent was somewhat limited. A measure of general values that Pakistani journalists subscribed to indicated the following. Where a higher score represents greater importance, Pakistani journalists gave the highest score to giving everyone equal opportunities in life (4.68), followed (understandably given Pakistan’s political situation) by living in secure surroundings (4.53) and in a nation well protected against all threats (4.49). Least important but still above the midpoint indicating “somewhat important” was “being in charge” (3.84).

Author(s):
Constanza Mujica
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Title:
Beyond the public/commercial broadcaster dichotomy: Homogenization and melodramatization of news coverage in Chile

Abstract:
A long tradition of journalism studies compares public and private television's news coverage. Whereas the first kind of broadcasters are seen as prioritizing the relevant over the interesting, the public over the private, the official over the testimonial, and hard news over soft news, the second type is linked to infotainment and tabloidization. This description of commercial broadcasters can be linked to the characteristics attributed to melodrama in the Latin American theoretical tradition (Martín Barbero, Monsiváis), and is operationalized in this study as two dimensions: personalization —covering the private and personal over the public— and emotionalization –emotion exacerbation through audiovisual treatment.

Thus, while public broadcasters are described as promoters of democratic engagement, commercial television's goal to attract audiences through what we identify as melodrama is said to promote a lack of public involvement and cynicism toward politics (Gripsrud, 2000; Holz Bacha, 1990; Schulz, 1999), making one system seemingly better than the other. Recent cross-national studies, however, suggest that, outside of Europe, the mere difference in property structure —public or commercial— may not be enough to explain the selection of news topics or account for superior or inferior coverage. Indeed, each national television system's features, like the amount of commercial competition allowed within each system or which broadcaster is the most successful, might be more relevant to characterize the news coverage and its quality (Porath & Mujica, 2011).

In this context, we analyze how the Chilean television system's transition into a more commercially competitive scenario affected the news coverage of four broadcasters (two comercial, one public, and one university-owned). In 2009, TVN (the publicly-owned, but commercially-financed network) was the leader in ratings, followed by CHV (commercial) and C13 (university-owned). In 2010, TVN's leadership was seriously threatened by CHV; and C13 had been sold to a private corporation and was surpassed by Mega (commercial).

A content analysis of two constructed weeks —one for 2009 and one for 2011— of each network' main newscast shows that the new context of competition resulted in a homogenization of the four networks' coverage and an increase of melodramatic characteristics such as less significant coverage and the exacerbation of emotions through audiovisual rhetoric devices like close-ups and music.

The homogenization and melodramatization is evident in the general length increase of all newscasts and stories, and fewer differences among newscast regarding news event significance. There is also more reporting about private events and personal stories over public/abstract issues, changes in the type of

sources used —more testimonials than official sources— and an increase in the delivery of information about emotions by both sources and journalists.

Melodramatization could also be perceived in the increasing use of audiovisual rhetorical elements linked to emotionalization —use of music not germane to the news event, close-ups, repetition of visuals— especially in C13 and TVN.

These preliminary results take into consideration the richness of Latin American theories on melodrama to expand the literature and highlight the importance of analyzing TV news content beyond the public/private dichotomy.

Author(s):
Nainan Wen
Xiaoming Hao
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Title:
News Consumption as a Predictor of Young People's Political and Civic Engagement

Abstract:
Journalism is seen as a pillar for democracy by facilitating information exchange and civic debates. Such an assumption is supported by previous research which has shown that news consumption and political engagement are closely related (e.g., McCombs & Shaw, 1972; McLeod, Scheufele, & Moy, 1999). However, the effects of journalism, through public consumption of the news, on political participation need to be reexamined for the 21st Century young adults who are less inclined than the older generations to read the newspaper, have an interest in public affairs, or participate politically and civically (Adler & Kwon, 2002; Halpern, 2005; Keeter, Zukin, Andolina, & Jenkins, 2002; Lee & Wei, 2008; Lopez & Kirby, 2003; Putnam, 2000).

Recent studies of audience news consumption behavior have indicated that people rely on multiple media platforms, including both the traditional and new media, to obtain news (Ahlers, 2006; Diddi & LaRose, 2006; Pew Research Center, 2008). Given the growing popularity of new media and the central role new media play in the social life of the "Internet generation", it has been suggested that the innovative methods of electronic participation facilitated by new media may serve to attract more young people to politics (Coleman & Hall, 2001). Although a range of studies have addressed the relationships between news consumption through both traditional and new media platforms and various forms of political and civic engagement (e.g., Bachmann & colleagues, 2010; Bakker & de Vreese, 2011; Gil de Zúñiga & Valenzuela, 2010; Quintelier & Hooghe, 2011; Quintelier & Vissers, 2008; Scheufele & Nisbet, 2002; Shah, McLeod, & Yoon, 2001), findings have not been conclusive.

It is against such a backdrop that the present study examines whether the use of various types of media for news consumption would influence young people's political and civic engagement through a survey of university students in Singapore. We used three dependent variables—offline political participation, online political participation and political knowledge, and three independent variables—consumptions of news from traditional media, new media and social network sites (SNS).

A series of hierarchical regression analyses showed that news consumption through different platforms related to the respondents' political and civic participation in different ways, even controlling for their political efficacy and sense of civic duty. Consumption of news through the traditional media was not significantly associated with either offline or online political participation. Instead, news consumption through new media was significantly associated with both offline and online political and civic engagement. When news consumption using both traditional and new platforms was controlled, SNS news consumption remained a significant predictor of both offline and online political and civic engagement. In addition, news consumption using both traditional and new platforms, including SNS, was found to be significantly associated with political knowledge.

Our findings suggest that for young people, news consumption from online and mobile platforms may be a more important driver of political and civic participation than news consumption using the traditional media. However, the role of traditional media should not be totally dismissed because news consumption through the traditional media promotes young people's political knowledge needed in their political engagement. In addition, this study highlighted the role of SNS in gathering and disseminating news, which in turn promotes young people's political and civic engagement.

Author(s):
Akina Mikami
Vipul Khosla
Isabel Popal

Title:
Exploring the 'South-North' dialectic: media practices of PNG journalists during and after media attachment in Australia

Abstract:
This paper aims to illuminate the complexities of 'South-North' dialectic in the voices of journalists working in the public service broadcaster (PSB) in Papua New Guinea (PNG) as they engage in various media practices in a donor-funded attachment program at a PSB in Australia. Against the backdrop of emerging media and communication technologies and exogenous demand for sustainable achievement of globally upheld development goals, the journalism education and training in the Pacific is increasingly conceived as enhancer of governance in the society. In recent years, some researchers have identified a new model of journalism in the Pacific that adopts a 'development communication' approach, positing journalism as a vital element in the development process by amplifying the voices and addressing the needs of isolated and marginalised communities (McManus and Papoutsaki, 2004). In particular, PNG has been encountering significant development challenges (HIV/AIDS, gender-based violence, poor infrastructure and services and so forth), propelling the incorporation of development agenda in journalism training and education. Whilst recent research on journalism education in the Pacific has been focusing on university education for journalists as a more sustainable way to produce and transfer knowledge (Sharp and Papoutsaki, 2008), a large amount of media training and education in the Pacific take the form of donor-funded short-term and mid-term training. However, the research providing critical analysis of the short- and mid-term training is often limited to political economy of the subject, highlighting the inconsistency in teaching staff, standards and funding as well as cultural imperialist critiques on Western influences on journalistic values (Robie, 2008). While they are valuable, little research has focused on understanding the experiences of journalists who undergo the training. This paper provides an empirically informed account of these experiences. Drawing on practice theory (Schatzki, Knorr Cetina and von Savigny, 2001; Couldry, 2003; Postill, 2010), the paper approaches the media practices of PNG journalists as a nexus of agency and structure to appreciate, on the one hand, their individual abilities to act upon and change their lifeworld, and on the other hand, the overarching social structure and power relations within which they are placed. Through case study analysis based on in-depth interviews with and supporting evidence of two PNG journalists during and after the six-week media attachment at a PSB in Australia, it addresses the following questions: What practices do PNG journalists engage in during and after their placement in a PSB in Australia? How do they negotiate and make meaning of their journalistic practices and profession? How do they in turn inform us about the complexities and diversity of journalism training in the 'South-North' context? The reflexive discourse of journalists on their practices articulates valuable insight, not only into the emerging model of 'development communication' in the Pacific journalism, but also more broadly into the 'South-North' conversation on journalism education.

NOTE: The media attachment mentioned above is part of a media development initiative (MDI). It represents a tripartite arrangement between National Broadcasting Corporation (NBC) of PNG, Australian Broadcasting Corporation (ABC) and Australian Agency for International Development (AusAID). It provides assistance for capacity building within NBC through ABC International Development and is supported financially by AusAID.

Author(s):
Oddgeir Tveiten

Title:
New models of journalism – investigatig news media´s capacity for adaptation, with a focus on education, training and learning

Abstract:
As part of an ongoing project on Innovation Journalism, this abstract is a dual proposal for a working group session within the Journalism Education section, and a research paper to be presented in that session. The general interest theme for the proposed working group session is: The challenge of journalism education facing institution-breaking new technologies. As part of an elready established international network, this theme adresses the (potential) intertia in journalism education institutions, in the context of new technologies

that now change journalism faster than education structures are capable of absorbing. How can we, in a comparative setting, shed new light on these challenges?

The proposed paper – which I hope to give regardless og whether the WS is accepted or not– is this: With the onset of web 2.0 communicastions technologies that seriously changed the balanced between the writer and the audience, new models of journalism are beging devdeloped on the go. In contrast, models of journalism in research and journalism education are steeped in traditions and ways of thinking that not neccedsssarily capture the scope of the Web 2.0 change. Therefore a key aspect of innovations in journalism relates to modeling innovation as an aspect of news gengres undergoging change, news workers re-embedded in new source-relations, new competition and a conflated global information structure that also embodies the challenge of diasporas moving to the very center in new models of local journalism. Everything is up for grabs – it seems: Except for our reseach models?

This paper presents the theory and research framework for an ongoing study where a main theme is the challenge of reorienting journalism education towards new models of journalism. The paper is original to this IAMCR conference. Some early empirical results are du for presentation at another conference late fall 2012. -----

Author(s):
Gabriel Botma

Title:
Complexity between North and South: In search of a cultural approach to South African journalism

Abstract:
This paper explores the meaning and consequences of a cultural approach to journalism against the background of recent media regulation debates in South Africa. A proposal by the ruling African National Congress (ANC) for the institution of a state-regulated Media Appeals Tribunal led to overt antagonism between party advocates and members of the commercial print media, who favour the current system of self-regulation.

Ensuing debates underscored serious divisions in a society still struggling to deal with the legacy of centuries and decades of imperialism, colonialism and apartheid. Particularly noticeable was the dichotomy that was often drawn between "Western" (Northern) and "African" (Southern) worldviews in order to explain the departure points of the press and the ANC respectively. This paper firstly explores the consequences of reducing South African media-regulation debates to a simply binary of Western versus African worldviews and poses the question whether the post-colonial concept of "hybridity" (Said, 1993) presents a more nuanced alternative. A focus on hybridity, it is argued, opens the door to viewing the South African media as a complex and open cultural phenomenon rather than a closed functionalist system that can be categorised as either black or white.

Secondly and somewhat contradictory, as Botma (2011) shows, both the press and the ANC seemingly also harbour often converging normative expectations of the media in respect of its perceived ability to foster democracy and development and to support efforts to build a unified nation. With reference to Miller (2012) one can thus argue that, despite clear differences, a certain "Modernist" view of especially mainstream journalism is shared by the opponents in the current regulation debates. In this view the press and the ANC share a belief in "progress, rationality and universal truths or standards" (Hallin, quoted in Miller [2012:2]) for journalistic performance.

Thus the question arises whether these modernists views of journalism are still productive in a post-modern, post-colonial setting such as post-apartheid South Africa. And how would one go about theorising the media as a complex and open cultural phenomenon? In addressing these questions this paper refers to the links between complexity theory and postmodernism as was proposed by Cilliers (1998). In the discussion the characteristics and consequences of South African journalism as a complex phenomenon will come to light.

In closing this paper will show that complexity theory has much to offer in an analysis of recent media-regulation debates because it precludes the tendency to theorise the role of the South African media in divisive normative terms.

Keywords: African, complexity theory, cultural approach, democracy, dichotomy, hybridity, journalism, media-regulation, modernist, post-modern, Western

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Author(s):
Willemien Marais
Margaret Linström

Title:
Training the foot soldiers of democracy: Journalism education for community media in central South Africa

Abstract:
There is no denying the importance of community media in a democracy. It fulfils numerous functions: watchdogs, informants, servants and educators. In South Africa, the role and functions of community media is recognised by and described in legislation (i.e. the Broadcasting Amendment Act 64 of 2002; the Media Development and Diversity Act 14 of 2002; etc.) This provides a statutory framework which is supposed to support and advance community media in the country. However, the strength of community media is also its Achilles heel: the people.

Community journalists truly are the foot soldiers of democracy, to borrow Du Bois' description. It is a sad state of affairs that the average citizen's most important link with politics, government and democracy is mostly manned by undertrained, underpaid volunteers. These journalists usually fall outside the network of formal journalism education, which negates any debate and/or research that informs and shapes the syllabi of journalism schools and programmes. Many of these journalists have only basic schooling and several landed up in the newsroom purely by chance. Although some are exposed to an occasional training workshop there is often very little practical implementation of the knowledge gained from workshops. In most instances, there is no formal system in place for mentoring and coaching community journalists in order to address individual challenges.

In South Africa, the Media Development and Diversity Agency is tasked with channelling resources to community and small commercial media. However, in an already underserved sector, community media in South Africa's central provinces, the Northern Cape and the Free State, have largely been ignored. The authors of this paper are involved in the first-ever large-scale community media training project in central South Africa, funded by the MDDA.

The project was launched in the beginning of 2012 and consists of several phases. This paper reports on information gained during the first phase of the project, a comprehensive newsroom audit of the community media that form part of the project. The audit was conducted in order to determine the current state of the newsrooms involved, as well as the needs in terms of resources and training. This information is utilised in the design of the training programme in order to ensure maximum impact.

The data was collected through semi-structured interviews with the news editors or news managers, as well as journalists, of the community media involved. The focus of the audit was to provide descriptive data on, amongst others, infrastructure and equipment, human resources, the functioning of the newsroom, and a needs assessment in terms of training. The paper also provides initial information on the integration of this data in the training programme.

Author(s):
Kristoffer Holt

Title:
New Media, New Participants – New Ethics?

Abstract:
This paper looks at ethical aspects of journalistic content produced by non-journalists. While some research into blogging ethics has been done, the field of editorially controlled citizen- and participatory journalism needs more scholarly attention. Sites like Korean Ohmynews.com are not traditional online newspapers who merely incorporate user-generated content into their larger body of professionally produces news. Nor are they blogs operated by individuals or smaller groups of people. They can be characterised by their hybridity between traditional online newspapers and blogs. They mainly publish articles written by non-professionals, but are operated by editors and are similar to traditional online newspapers in shape and form. Undoubtedly, they are doing journalism. But do traditional journalism ethics apply in this context?

Traditional journalism is characterized by a professionalism that entails subscription to a given set of ethical principles. These typically contain statements about the journalist's responsibility in relation to society. Arguably, this prevents far from all cases of unethical journalism, but at least it offers a standard of judgement, against the background of which it is possible to discuss cases of alleged unethical journalism. Content generated within the context of citizen- and participatory journalism is produced by people who are not under any obligation to follow such specifically professional journalistic codes of ethics. Nor do contributors interact with "journalistic cultures" where journalistic ideology and ethics is maintained collectively (Hanitzsch, 2007). Many citizen- and participatory journalism outlets, however demand of contributors that they agree to follow certain ethical rules. But they are not required to have such rules and agreements, and the content of these rules might differ arbitrarily. They differ from traditional journalism in the sense that they are not obliged to make themselves accountable, or to live up to expectations of serving the public with trustworthy information that is required in order to keep democracy alive. Nor can they uphold adherence to ethical codes by, for example firing contributors that behave unethically.

What defines journalistic identity is the very professionalism that entails obligation to aforementioned forms of ethical codes. This is also what distinguishes professional journalism from newer forms (Singer, 2006). Journalistic professionalism has since long been criticised for resulting in conformism, and the journalistic profession is often described by critics as controlled by strong traditions that counteract independence and pursuance of individually meaningful goals (Merrill, 1995). Here, newer forms of journalism – because of the absence of professionalism – have been welcomed as possible venues for freer journalistic expression (Bruns, 2005; Jenkins, 2006). In such settings, issues can be addressed even if they do not conform to demands of journalistic routines, newsworthiness, media-logic and gatekeeping procedures. In other words, participatory- and citizen journalism can be characterized by its lack of professionalism. Hence, it should also be seen as something other than traditional journalism. Ethically, this implies a more subjective approach, because in the absence of collectively agreed-upon codes, the determination of what is good and right, becomes a personal task for individual editors and contributors.

Author(s):
George Angelopulo
Petrus Potgieter

Title:
Concentration of voice: South Africa and the African continent

Abstract:
This paper addresses concentration and diversity in South Africa's journalist media, patterns of media ownership, the instruments used to measure concentration and diversity, key findings of a study into concentration, and requirements for the implementation of similar studies elsewhere on the African continent.

Concentration in South Africa's media industry has attracted wide research attention but the focus of most studies is on issues peripheral to concentration per se, its measurement or economic specification. This paper focuses on economic specification, measurement and its application to the specific media that act as the platforms of journalism in the country.

Trends in the concentration and diversity of South Africa's newspapers, magazines, television, radio and online news are measured, using three instruments. Two of these, the C4 and HHI instruments, are widely used to measure industrial concentration. The third, the Noam Index, is an instrument developed fairly recently to measure degree of diversity within an industry or industrial sector. All three are applied to the media sectors under assessment.

The longitudinal study described in the paper covers the period 1984 to 2008. This study, the first of its kind in South Africa, has been undertaken to assess and compare media concentration results across measures and industries, and to obtain insight into the degree of concentration in the country's news media. With reference to the base data, calculated results and the companies operating in the media sphere, each industry is described in terms of concentration and diversity. Using the 1984-2008 findings as reference points, current and future trends in South African media concentration are addressed.

The criteria that are necessary for the economic specification of media concentration and diversity are discussed. Attention is given to the importance of suitable measurement, common criteria, access to information and availability of data. The South African experience is assessed and the possibility explored for the expansion of the study to other countries in Africa.

Author(s):
Moniza Waheed

Title:
Values and their Depiction by Journalists: Comparing the News Coverage of Political Speeches of Developed and Developing Countries

Abstract:
The presence of values in political speeches and how those values are depicted by journalists in the news are important contributing factors towards the formation of public opinion which in turn affects the performance of democracy. However, there are relatively scarce literatures which look into values in the news as depicted by journalists. Therefore, to bridge this gap in research and to add to the existing body of knowledge concerning comparative journalism, I aim to investigate values in the news coverage of political speeches as depicted by journalists of developed and developing countries. To achieve this, I applied the Schwartz and Boehnke's (2004) Basic Human Values (BHV) Model as well as the notion of role conceptions of journalists of developed and developing countries. The BHV consists of 10 values which are applicable to cultures all over the world. They are: Power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security. Meanwhile, the role conceptions of journalists of developed countries are linked to Western values such as objectivity, neutrality, detachment. Conversely, the role conceptions of journalists of developing countries are linked to the practice of Development Journalism where values such as compliance and harmony. I conducted a content analysis on 635 online news articles on political speeches delivered at the United Nations General Assembly between September 12, 2001 and December 31, 2010 from ten countries. Five of these countries are categorized as developed (United States of America, New Zealand, United Arab Emirates, Republic of Korea, and United Kingdom) and the other five as developing (Pakistan, the Philippines, India, Kenya, and Sri Lanka). My study yielded two main findings. First, I found similarities in terms of the values most present in the news coverage political speeches of both developed and developing countries. They were: Stimulation, power, self-direction, and universalism. I also found similarities in terms of their prominence (i.e. the time point in which the values appear in the news coverage e.g., beginning, middle, or end) between the news coverage of developed and developing countries. Second, I found differences in terms of the evaluative tone attached to those values. More specifically, the values expressed were generally more positively depicted by journalists of developing countries compared to those of developed countries. Consequently, the relationship depicted between values expressed and the target audience was also more positive in the news coverage of political speeches in developing countries compared to those of developed countries. These findings imply that that although journalists of developed and developing countries select similar values from the political speeches, but, they depict them differently due to the divergence in their professional role conception. On a larger scale, this indicates that citizens of developed and developing countries may have a common understanding on the salience of political issues that come with similar value presence and prominence. However, due to the antagonistic journalist role conceptions of the journalists, it is likely that the citizens too will have antagonistic opinions on the same political issues.

Author(s):
Billy Sarwono

Title:
Forest Conservation to Curb Global Warming (the Indonesian Media Coverage study on the Struggle of the Indigenous People)

Abstract:

Global citizens are currently facing a crisis that has a vast impact due to climate change or global warming. This crisis caused tsunami, erosion, spreading of disease, drought, flood, abrasion and others that generally affected the poor and suffered them most. Reducing Emissions from Deforestation and Forest Degradation or REDD+ has become part of important discussions in the process of climate change policy for both global and national levels. The basic idea was how the developing countries which forests are rich could receive fair compensation by sustaining their forests. Apart from preserving the carbon, REDD+could also provided additional benefit to the local people, such as nurturing the bio diversity of the forest, decreasing poverty and implementing reforestation through effective forest management. Currently, thatpolicy analyses focuses only on the global issues with a little concern on national ones and let alone for the local concerns. Initially, The REDD+ discussions were focusing on technical and methodological matters. However, soon after many agents were taking parts in the REDD+global discussions, the topics had developed into the bargaining of economic and political issues. The crucial concerns and of developing countries as the grant receivers would be the possibility of negative impact towards the economic growth and the eradication of national sovereignty. On the other hand, the concerns of developed and donating countries are on the existence of corruption, program sustainability issues and what sort of added value benefits can be achieved. How about the impact of REDD+ implementation towards the local people? Unfortunately, not many parties mentioned about them or fight for them. The Indonesian Government has only focused on how to nurtured and protect the forests, by keeping the carbon as high as making REDD+ satisfied, as a result although from the target micro the level has been achieved successfully, however, from the macro level the government failed to protect the condition of the forests. It is interesting to notify that, the role of media has been the battle field for fighting the interests between the majority and minority parties. Base on this, the research question will be how has media played important roles in voicing the local society.The media analyzed was a National newspaper which have frequently published most issue on climate change. The period of time was chosenduring COP in Copenhagen 2009, because the number of news presented at that time was the highest compared to others COP. It was also assumed that during the conference, the Indonesian delegations built REDD+ negotiation as COP’s member.To collect data, the researcher did framing analysis on selected REDD+ news articles including the cartoons. The results show: first, cartoons implicitly succeed to emerge critics to the government policy in implementing REDD+which are not based on minority groups’interests. Alignments on local communities and non-human(animals, plants) are given the bright and attractive colors, whereas the image on dominant group such as government officers, businessmen and manufactures are given the black-greyish color with coal-black chimney. Second, the news articles on REDD+ are still presenting that issue using dominant group way of thinking, whereby the proposed solution is not free from economic-political interests. Last, the style issue used in media had been mostly expressing the criticism on government policy and the unopened and all out fighting support for the minority group interests, similar to the style of the western media, however, it had been adjusted to the culture of local the government authorities by stating that it is carried out for the benefits of the philosophical criticism for the betterment.

Author(s):

Zhuang Xiong

Title:

Defiant Institutionalization of Bounded Innovations: Investigative reporting as a reforming force in China

Abstract:

Do China's journalism reforms matter? This question has puzzled media practitioners and researchers throughout last decades. There are numerous examples to inspire confidence in the power to the reforms. They present opportunities for media practitioners to initiate innovative practices in order to enhance their market positions and professional autonomy. However, the less optimistic interpretation would say that the reforms are not creating conditions for systemic changes toward establishing a democratic media institution. There are equally plentiful cases to support a pessimistic assessment that those innovative practices are more likely to fail, invite controls or bans, or become co-opted than to achieve success.

Inspired by Pan Zhoangdang's framework of "media change through bounded innovations" (2005, 2009; 2010), which captures zigzag trajectory of media change in China's reform and the micro-level mechanisms in China's state corporatist media system, this paper uses the investigative reporting as a case to the agency of media practitioners, and the nature, origins and transformations of the innovative practices. This interpretative account is premised on that China's media changes have been part of the economic and social reforms directed by the communist party-state and result from deliberate efforts by the party-state to co-opt market forces to articulate the party-press system with the expanding market economy. Pan's insights are a

key starting point for this study of the continuity and transformation of the "bounded innovations" throughout these decades. Particularly, what happened to these "bounded innovations" since 2001 (for that Pan's analysis mainly based on his observations in 1990s)? Why do some of they succeed, and others fail? Or why do they follow different patterns of (defiant) institutionalization? Whether, how, and to what extent have such emerging "bounded innovations" reshaped China's media system?

I take the relations among varying investigative reporting organizations, including newspapers such as Southern Metropolis Daily and TV shows such as News Probes (degree of internal solidarity) and the relationship between these organizations and institutionalized politics (degree of political anutonmy) as the main foci of analysis. In this course, I demonstrate how the investigative reporting could maintain strong influence and eventually settle as a "weapon of the weak" and an instituion that articulates, aggregates, and represents public interests, despite enduring instability in the political process. I use the term defiant institutionalization to describe the unconventional pattern of institutionalization of investigative reporting in China.

The findings chanllenge current corporatist account on the institutionalism that might be correct in explaining the how the "bounded innovations" stem from of differentiate from the conventional practices, but fails to explain whether or how such innovations could be institutionalized. Rather, the overall (defiant) institutionalization of "bounded innovations" evolution and associated social-political transformation suggested an essentially structural transformation. To disclose such structural transformation hidden behind the rise of "bounded innovations" in China's journalism reforms is the very purpose of the study.

Author(s):
Annina Stoffel

Title:
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

Abstract:
Media are getting more and more powerful. However, while the economic power behind screen and pages increases, the connected markets are getting more and more obscure. Yet, thanks to the freedom of the press, (western) media are under no external control. That is why media journalism as a self-regulated control tool is considered highly relevant for a democratic society.

Structural circumstances, "rules of the games" and ambivalences (Beuthner/Weichert 2005: 47) are frequent discussion topics in media journalism, which could therefore be seen as the "fifth estate" (Russ-Mohl 2000: 24) that helps develop journalism further (Russ-Mohl/Fengler 2002: 191, Malik 2004:197).

With the support of media journalism, media show their sense of responsibility to their audiences and society (Fengler 2003: 148f) and thus implement reliance and acceptance (Malik 2004: 333). Beuthner und Weichert (2005a: 44f) deplore the ongoing extinction of media sectors in German newspapers. Such a development can also be observed in Switzerland: Straub and Schönhangen (2007: 2) as well as Porlezza (2004: 96) point out that since 2003 more and more media sectors have disappeared, jobs for media journalists cut and the editorial space for media journalism reduced.

The present research project examines how the situation of media journalism and media criticism in Switzerland can be described and which characteristics could be key factors of the Swiss media criticism culture. The content of 19 daily, weekly, Sunday and free papers from the German speaking part of Switzerland was analyzed in an investigation period of one year (01.10.09 -21.09.10, divided into 9 artificially created weeks).

The selected articles were chosen by "intuitive scanning". The searchers were – based on prior specialized knowledge – sensitized about the products of specified journalists, media sectors, a certain number of keywords (e.g. the different institutions of media criticism) and about topics which could be related to media journalism and media criticism. All in all a sample of 793 articles were coded as media critical or media journalistic articles.

Selected findings show that:

- media criticism is more represented in weekly than dailynewspapers and that it can mostly (77%) be regarded as an internal contribution by their own editorial staff

- less than the half (41%) of the selected articles can be labeled as explicit media criticism

- just in 15% of the articles potential effects of journalistic work on individuals and society are discussed

- concrete journalistic and technical failures are rarely (5%) subject of the contributions

- current or general problems of journalistic education are hardly ever (1%) subject of the contributions

- the major part of the sample (16 of 19) reports about media in rather shorter articles. Only three papers publish significantly above-average texts. It has to be added that media critical articles cannot be found in one specific section, it could be rather described as a casual and therefore not organized coverage.

Based on the available results it can further be assumed that several editorial departments have their own specific media critical reporting strategies. Certain departments write in a self-standing and instantaneous manner while others choose media critical articles of third parties as subjects or integrate both of the mentioned ways in their media journalistic work.

An additional aim of this research project was to find a word-combination (formula) which includes the major keywords in the field of media criticism. This formula will be used to generate new samples of articles with the help of the search engine sda (Swiss national press agency) and could – after crosschecks with results of a manual search – replace the intuitive scanning-process.

Keywords: Media criticism, Media journalism, Self-regulation, Structuration theory, Fifth estate, Switzerland

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Author(s):
Lisa Waller

Title:
Decolonising Indigenous affairs reporting: A new mode of information gathering and storytelling in journalism

Abstract:
There is recognition in Australia of works of journalism as scholarly outputs. This paper suggests another perspective on the nexus between journalism practice and scholarship, where works of journalism are

considered as outcomes of academic research. Under this model, journalism is produced at the request of research participants and/or to facilitate public discussion of scholarship. This journalism is then discussed in traditional research outputs, such as conference papers, academic books and articles - as part of the researcher's scholarly practice. This model of academic journalism will be discussed through the ethical and methodological considerations involved in writing a feature article as an outcome of my research on the News Media and Indigenous Policymaking 1988-2008 Australian Research Council Discovery Project. Indigenous research participants identified my journalism practice as a vehicle for fulfilling the outcomes they were seeking from the research project in reciprocity for their involvement. I use my research experience to show how the processes involved in academic research can provide frameworks for pioneering new forms of journalism. This paper also argues that it is highly appropriate for academics to produce works of journalism when they are working within a critical studies paradigm, which calls for research projects that contribute to positive social change.

Author(s):
Tsai Chiung-ching

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

Abstract:
This study examined the news reports about the Fourth Nuclear Power Plant from 1980 to 2011 in Taiwan, and tried to figure out what had the public been informed by the media about the science knowledge. The research methods were content analysis and narrative analysis. After 530 news reports sampled from 15,244 were content analyzed, we found that more and more meanings were " fixed" on the Fourth Nuclear Power Plant after 1990, rather than the simple concept of nuclear as an energy in the beginning. There were different issues appeared in the news reports of Fourth Nuclear Power Plant such as the energy development, security and risk, environmental protection, economic development, and especially the political campaign. Further analysis on the narrative structures of the 530 news reports, we found that even though the Fourth Nuclear Power Plant news were so much complex discussion-oriented, however, the political campaign framework was still the main narrative structure of the Fourth Nuclear Power Plant news reports. Most news reports had implied the campaign of the opponent political parties against the ideology "pan Blue" and "pan Green". As the view of science communication, we hoped to transform scientific concepts and knowledge more effectively through the appropriate news narrative in mass media, to enhance the audiences' understanding of scientific information. However, we are sorry to find that the news on the Fourth Nuclear Power Plant in Taiwan were mostly short of science role. The two opposing political parties appeared in stories all the time, performing the dispute of hero and false hero as V. Propp said.

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Title:
Mapping journalism culture in the European South: Portuguese, Spanish and Greek compared

Abstract:
Based upon data collected from 300 interviewed news professionals across three Southern European countries, this paper compares the Portuguese, Spanish and Greek journalistic cultures, the influences perceived on news work as well as the degree of trust on social institutions. Focusing on ownership, organizational and financial aspects of national and regional media as well as country-specific journalism education, it aims to determine to what extent traditional values - such as neutrality and objectivity - as well as role perceptions - journalists' position towards power and validation and information gathering - common on western journalism, apply in those distinct polarized pluralist model countries.

Generally, it was possible to conclude that journalists from the Southern European countries tend to adhere to the values of objectivity and to act as watchdog of government and business elites. Spanish journalists,

however,also consider important to advocate for certain social changes and, thus, they adopt a more interventionist attitude than their Southern colleagues.

Additionally, despite perceiving themselves as neutral observers, journalists from Portugal, Spain and Greece seem to accept a certain level of analysis on their work as well as share a similar belief about the need empirically validate information and basing their reporting with hard evidence and reliable sources.The interviewed journalists also tend to strongly support the universal ethical principles in their work and to avoid questionable methods of reporting unless justifiable if it results in a story that produces a greater good.

In contrast, a number of conflicting findings emerged from the analysis. In what regards to market orientation, for instance, Portuguese and Greek journalists highly praise the fact that citizens need relevant and political information, whilst Spanish journalists seem to position themselves further towards the audience. Moreover, Iberian journalists show a relatively high perceived autonomy on their work against their Greek counterparts who scored the lowest percentageconcerning the editorial control as well as their participation in other decisions that affect their profession.

Despite that difference, journalists in the three countries admit to be aware of possible influences. Generally, these take the form of pressures related to external factors, but journalists especially highlighted the influences on a closerlevel from internal organizational, procedural and professional sources.

In sum, it is argued in this paper that the results are determined by the national contexts within which Portuguese news professionals work, namely their specific institutional, social and cultural embedding.

Author(s):
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Title:
Peace journalism discourse and practices in South Africa

Abstract:
In light of the intense debate about the role of the media in South Africa, it is clear that there is a need for a more measured style of reporting. Given the potential for individual and intergroup violence (actual or latent) due to the diverse nature of the population and historical legacies in South Africa, there is a need to address peace communication concerns on an ongoing basis. As a concept, peace journalism addresses issues around journalistic practices in relation to story selection and presentation with the aim to facilitate non-violent responses to real and potential conflict. The panel will address peace journalism and its practical application/usefulness for examining media discourses, and strengthening existing journalistic practices in South Africa. Panel presentations include: -Peace journalism in South Africa: A theoretical discussion, Nathalie Hyde-Clarke, University of Johannesburg   -Peace journalism as a world and life view and the practice of journalism as a semiotic act, Pieter Fourie, University of South Africa   -Global and local perspectives of Peace Journalism, Wadim Schreiner, Media Tenor   -Is it the role of the media to offer alternatives to violence? William Bird and Wellington Radu Media Monitoring Africa (MMA)   -Structural and Symbolic Violence: Media Power, Citizenship and the State in Zimbabwe, Last Moyo, University of Witwatersrand   -Peace Journalism and the usage of online sources, Ylva Rodny-Gumede, University of Johannesburg

Author(s):
Lee Becker
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Title:
Stability and Change in Public Perceptions of The Media

Abstract:
Research conducted at the macro-level around the world as well as research conducted at the individual level in the United States has shown that how the media are evaluated by the citizenry is influenced both by characteristics of the political and social environment in which those citizens reside and by the broad political views of the citizens making the assessments.

Becker, English and Vlad (2011a), for example, found that evaluations of media freedom by the public are greatly influenced by the overall mood in the country and by an overall assessment of institutional performance. In a separate analysis, this team (2011b) also found that citizen confidence in the media at the national level is highest when those citizens are confident in other institutions, such as the national government itself.

Research by Vallone, Ross and Lepper (1985), Gunther (1992) and others has found that people rate the media as biased not because of its content, but because of the beliefs the users have about the issues at the center of the news stories the media carry. The researchers term this a hostile media phenomenon. Becker, English and Vlad (2011b) found a strong correlation between the ideological criticism leveled at the media by citizens and the ideology of the critic. They also found that differences in how respondents viewed the role of government influenced assessments of the media. Respondents who believe that business can do things more efficiently than government, for example, were found to be more likely to see the media as too liberal.

While some of the research on individual-level correlates of assessments of the media relies on experimental designs, the macro-level work has employed only static designs, making it difficult to determine the dynamics of the relationship between other characteristics of the society and media assessments.

This paper draws on a unique data set that allows for examination of change in two different measures. The first is measurement of confidence in the media. The second is measure of citizen assessment of the level of media freedom in their country. Concerns about citizen assessment of confidence in the media have a long tradition in the field. Measurement of citizen assessment of media freedom, however, is in its infancy.

The data used in this paper come from the Gallup World Poll. Gallup regularly surveys adult residents in more than 160 countries and areas, representing more than 98% of the world’s adult population. Gallup measured confidence in the media as part of a battery of measures of confidence in institutions from 2005 through 2010, allowing for an analysis of shifts in confidence in the media independent of or in tandem with shifts in evaluations of other institutions. In 2010 and 2011, Gallup measured public assessments of media freedom in their country. These data can be used to ascertain the stability of these measures and the correlates of change in them.

Analyses of these data show that confidence in the media is highly correlated year-to-year (+.84 in 2009 and 2010), but the belief that media are free year-to-year is slightly more highly correlated (+.92 in 2010 to 2011). This paper focuses on predictors of change in these measures. ---Becker. L.B., English, C., & Vlad, T., (2011 a, September). Understanding the link between public confidence in the media and media freedom. Paper presented to the World Association for Public Opinion Research, September, Amsterdam, The Netherlands.   Becker. L.B., English, C., & Vlad, T., (2011 b, November). Structural and political correlates of trust and confidence in the media. Paper presented to the Midwest Association for Public Opinion Research, Chicago, IL. .   Gunther, A.C. (1992). Biased press or biased public? Attitudes toward media coverage of social groups. Public Opinion Quarterly, 56, 147-167.   Vallone, R.P., Ross, L., & Lepper, M.R. (1985). The hostile media phenomenon: Biased perception and perceptions of media bias in coverage of the Beirut massacre. Journal of Personality and Social Psychology, 49, 577-585.

Author(s):
Mohammad Memarian
Ebrahim Shamshiri

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

Abstract:
Citizen journalism is experiencing a remarkable growth in the world, providing ordinary people with a vehicle for speaking out their minds. Undoubtedly, World Wide Web has played an important role in this regard. In

Iran, internet provided its users with a vehicle for reaching out each other as well as the outer world. Many Iranian internet users whose often critical voice is hardly heard in official outlets of the state media apparatus began their work by weblogs. Over time, they became more experienced in reporting their daily lives and issues as well as their ideas and analysis, and managed to use new medium to inform others, to be a sender not merely a receiver of news and information. Their fondness for disclosing their often critical view of current affairs turned them into potent citizen journalists. And social media gave them an opportunity to virtually socialize with other people of similar minds, communicate their thoughts to a much wider audience base, and gain momentum for their domestic actions and global presence. This trend culminated in post-election protests of 2009. This study first aims to deepen our understanding of how blogging encouraged and helped Iranian internet users to become more influential actors through citizen journalism and become more experienced citizen journalists. It then tries to draw the big picture within which the current trend is likely to improve south-south conversation, as well as south-north conversation, through giving original, first person narrations of everyday life in Iran. Authors argue that this process is much likely to help build a more accurate image of Iranian society as perceived by both locally diverse audiences as well as interested observers abroad. In this study, authors first surveyed a number of Iranian bloggers whose blogs have been almost active for more than 3 years until January 2012. The survey was then complemented by interviews with a number of participants in the survey. Both survey and interviews were mostly carried out in electronic form. The survey aimed to (1) determine why bloggers blog in the first place; (2) identify if and how blogging helped internet users become more experienced citizen journalists; and (3) if their activities is likely to make a significant impact on the local and foreign audiences’ perceptions of their lives, issues and opinions.

Author(s):
Assya El-Shokairy

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

Abstract:
Nearly all Arab universities and institutions of higher learning, including those in countries that are at odds with the Anglo-American dominance, welcome any possibilities of establishing accreditations and validations agreements, almost without any reservations or second thoughts. This a qualitative study that attempts to assess the experience with all the prospects and concerns of validating university degrees in the Arab regions, especially in Egypt with its wide range of accredited and validated degrees that makes the media education scene in particular a robust setting of push and pull factors. This study coincides with the JRE section fifth theme of generic studies that attempts to evaluation the level of success of the current journalism and mass media programmes.

A starting point here is to mention that almost all management of British higher education outside the UK, is exclusively in private hands as the British Government (apart from for the British armed forces in some places and for officials of the European Union in others) does not run or support any universities anywhere in the world. This means that there is a wide variety of British independent education worldwide, large and small, some primary, some secondary and others all-through. Some have been founded by companies, others by individuals, while others are owned by parents or by teachers. This diversity makes the process of assessing these degrees very difficult and certainly cannot be generalized in best situations.

However, the Council of Validating Universities is the only body in the UK specialising exclusively in good practice and standards for that aspect of higher education which concerns the validation of programmes of study by universities and colleges 'awarding institutions' for delivery by other colleges or organisations 'partner institutions'. The term 'collaborative provision ' is often used to describe this form of partnership.

As stated on the website of one of these Egyptian Universities that brag with its British validation, October University for Modern Sciences and Arts (MSA): "Validation is a process whereby university programmes would be evaluated by a panel, which is constituted to be both informed and impartial in order to assure the Academic Board that the university's commitment to quality and standards are met. The process involves professional dialogue and constructive debate, conducted through a process of peer review, with the aim of maintaining and enhancing quality."

This research will attempt to answer the difficult questions: Validations in Egypt between expectations and realities? The study will back track the level of compliance and map how the validating process took its ups and downs in one of Egypt's leading private universities with its British validation from MiddleSex.

Author(s):
Claire Scott

Title:
White Talk: An analysis of online reader responses to the Mail & Guardian's "Whiteness Debate.

Abstract:
In South Africa, the national conversation regarding whiteness and white identity has clearly moved from the realm of academia into the public sphere, as evidenced by the enormous response generated by Eusebius McKaiser's article "Confronting Whiteness", published in the *Mail & Guardian* newspaper in July 2011. In his piece, McKaiser outlines the argument put forward by philosopher and academic Samantha Vice, who suggests that "whites should feel shame and regret, and make amends for being unjust beneficiaries of whiteness. They should also withdraw from the political space and live in 'humility and silence'". The reaction to this article was so overwhelming that the *Mail & Guardian* initiated a series titled "The Whiteness Debate" in which leading academics, writers and journalists contributed to the discussion of white identity in post-apartheid South Africa.

This paper seeks to explore the online reader responses to this series of articles through a close reading and discourse analysis. It is argued that while 'critical whiteness studies' is now an established field of academic enquiry, the issues and concerns raised within the academy are not always unproblematically reflected in broader public debates. By examining the online reader responses to this series of articles, this paper aims to outline the salient points of concern as experienced and expressed by a particular reading public. It also means to comment on the role that the online forum plays in the construction of notions of national identity. As such, the online readers are understood not as passive consumers of journalistic material, but as actively engaged in the production of new discourses around identity and national belonging.

Author(s):
Elizabeth Correa

Title:
Innovations in contemporary digital journalism: characteristics, practices and typology

Abstract:
This paper proposal focuses on an up-to-date view over the innovation character of digital Journalism and the possibilities on creating an innovation typology.

Since the 1990's, the Information and Communication Technologies (ICT) has been considered one of the disruptive challenges to Journalism and Media businesses. Many and considerable changes occurred on newsrooms, professional training and education, business models and audiences.

The 90's first years focused on digital technologies as the main innovation vector to the industry. The character of these early ICT's brought a technical view to information businesses, leading their attention to software, hardware, digital distribution equipments, and other technical devices.

As the journalistic industry had evolved and as the web innovations had shifted to social media platforms, mobile devices and also cloud computing, we believe that the innovation concept for the journalistic area had embraced a major change: the disruption became huge on social and behavioral areas, changing many aspects of journalistic processes, its social influence and relationship with the audience, and its business models.

We propose to verify which are these "non-tech" innovations and how they are influencing the contemporary digital Journalism.

These are the main hypothesis to develop our purpose:

- many journalism businesses consider the technological innovation process as something parallel or aside the core business;

- as so, the phrase "new technologies, old business" could sound to many digital journalistic operations;

- considering the social media innovations, the concept and the character of innovation on digital journalism operations has achieved a different strategic frame.

The conceptual framework that sustains our proposals based on authors and theories that considers the contemporary innovational process as a holistic and systemic action of the organizations like Roberto Verganti's (2010, 2011) technological epiphany vision; Giessecke & Immonen (2011) and their 2020 media drivers; the actor-network theory based on Bruno Latour's theories; and open-innovation concepts.

This first approach starts from an exploratory study, comparing the main international news websites and the Brazilian ones on their use or comprehension of this new innovation view. The methodological framework that sustains this comparison is:

- Literature review on organizational and media innovation;

- Observation and identification on literature which actions/activities could fit on our proposal;

- A pilot observation of these actions on the main journalistic websites;

- A typology proposal that could be the vector to tech strategies to journalistic businesses.

As a long term focus, we intend to develop a research project based on these first ideas.

Author(s):
João Carlos Ferreira Correia

Title:
Journalism and democracy in communitarian and regional media in different Southern contexts.

Abstract:
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The broad frame of the paper is the relationship between the regional press, citizens and democratic politics, trying to understand the actual character of newspapers in local public spheres and to identify their potential for participatory commitment with democracy, particularly in Southern European countries and Brazil.

In order to do that we first sketch a threefold theoretical approach: first, on the relationship between the news media and the political system; second, on the theory of deliberative democracy; third, on the public journalism movement and its goals. Still in the theoretical framework, we further consider questions connecting political system and democracy to local media, and we sketch a brief picture of the regional press in the Portuguese specific context.

In the second part of the article, we present some results from an ongoing empirical research carried on next to Portuguese regional press and discuss them in an attempt to understand which trends and characteristics of this kind of press has today in terms of its articulation to politics, to citizens and to models of democracy. Through content analysis of sources, topics and framing, we sketch the general picture painted by the regional press. Drawing on inquiries to journalists and directors we also aim to understand which professional routines and new-values are prominent in regional media, paying special attention to questions linking journalism to democratic systems and communitarian development in a time of global crisis.

Finally, we will use the results of other ongoing projects, carried on with Brazilian and Spanish Universities (particularly with Federal University of Bahia, Federal University of Minas Gerais and University of Santiago Compostela)using ongoing scientific echganges in order to discusses some comparative conclusions on differences and similarities of academic and professional contexts, in what concerns to the connections between journalism, citizen's empowerment and democratic citizenship in different local public spheres from different Souths.

Author(s):
Ying Roselyn Du

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

Abstract:
Recent years have witnessed the strikingly increasing need for new media faculty in the journalism field. This study aims at identifying the hiring trends in the context of convergence through a longitudinal study of job advertisements in search of new media journalism faculty in the past 15 years. In the content analysis, attention is paid to credentials and expectations set forth in the faculty opening advertisements. In particular, new-media-specific expertise as required in the positions is extensively analyzed. The study attempts to reflect the rapid development and evolution of new media and technologies in the journalism field and it implications.

a. Research rationale

Today's journalism graduates are walking into a field that is constantly changing because of new media technology and convergence. The skills and concepts media professionals need to survive and succeed have shifted with the evolution of technologies. While the industry undergoes revolutionary changes, are journalism schools following the same direction?

A content analysis of teaching position advertised in a primary advertising vehicle for journalism faculty job announcements may help us answer these questions. This study explores the journalism faculty position advertisements with a new media emphasis for the 1995-2010 recruiting seasons. The project attempts to discover the longitudinal, chronological hiring trends for new media in journalism in the past 15 years (since 1995, the "Year of Internet").

As commonly agreed, hiring trends in higher education reflect undergraduate enrollments and, within professionally oriented programs, the needs and demands of the professions for which they train future employees. Thus, hiring trends in new media journalism faculty is an important window that enables us to view and understand the changing landscapes in the field and definitely is worth further examining in this new media era.

b. Research methodology

b.1. *Data collection*
Data were collected through a content analysis. The unit of analysis is the individual job advertisement. All advertisements for faculty positions appearing in the issues of the U.S.-based bi-monthly *AEJMC News* (July 1995 - May 2010) were examined. *AEJMC News*, the newsletter of the Association for Education in Journalism and Mass Communication, is the primary advertising vehicle for journalism faculty job announcements.

Job announcements irrelevant to journlism were first be sorted out. Remaining announcements resulted from this screening process were coded and analyzed.

b.2. *Data processing and analysis*
The data collected from this content analysis were entered into SPSS for statistical analyses. The exploratory nature of this proposed study determines that there are no hypothesis testing. Therefore, only descriptive statistics were analyzed and discussed.

Findings suggest that since 1995, the "Year of Internet," the demand of new media journalism instructors has been dramatically increasing. Certain new media concepts and skills have become an important part of a journalism professor's qualification. This is a reflection of the course enrollment and furthermore, the reality in the media industry.

Findings from the data analyses will be transformed into appropriate charts, tables, and figures, which will be presented and discussed in the completed paper that is currently being constructed.

Author(s):
Paul Bjerke

Title:
Quality in journalism

Abstract:
Paper proposal for the IAMCR Conference, July 2012.
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Today, journalism and the journalism profession are challenged by sharp dropping revenues for the traditional media industry and rapid growth of social media and amateur journalism as news sources.
One of the main answers from the profession and the industry has been a stronger focus on "quality" in journalism.

However, "quality" has always been a blurred concept. Within the news institution there is a number of conflicting quality hierarchies. Owners and companies are concerned with bottom lines, market position and production efficiency. Journalists seem more interested in factors like exclusivity, citations in other media, journalistic prices, language quality and source diversity. Finally, audiences have diverting quality criteria.
In this paper, I will first discuss different approaches to "quality" in academic research theory and professional practices of journalism. The theoretical approach is based on institutional theory and theories of professionalization.

The paper will then present the findings from an empirical study of how "journalism quality" is understood in five Norwegian newsrooms today. Among the most central research questions are these:

How is "quality" understood in newsrooms today? Are there differences between quality criteria in newsrooms working on different platforms? Are there differences between the most commercially exposed media and less commercialized outlets (like the public service television channel)? Is there in general a struggle between the profession's traditional criteria of quality and the industry's commercial ends? Or is marketization an integrated part of professional journalism's conceptualization of "quality"?

The main aim of the paper is empirical, to scrutinize how Norwegian journalists and editors themselves understand "journalism quality" in their practice today. Norway's media structure may be placed as a part of the Northern European "democratic-corporative media system" (Hallin and Mancini 2004). One of the characteristics of this system is the strong position of the journalistic profession, and Norway is probably the extreme case. The paper may therefore be of international interest as what Patton (2002) names a "critical case".

My research objects are five national Norwegian newsrooms, the two main tv channels (NRK and TV2), one national "broadsheet" paper (Aftenposten), one national popular tabloid (Dagbladet) and an online news service (Nettavisen)). The methods are weeklong observations in the newsrooms and a series of qualitative interviews with journalist and editors.

Author(s):
Stephen Rendahl

Title:
Nobel Laureates: Nelson Mandela and Frederik Willem de Klerk

Abstract:
On December 10 each year the Nobel Committee awards the Nobel Peace Prize which contributes to the world-wide discussion of peace. The 1993 Nobel Laureates, Nelson Mandela and Frederik Willem de Klerk, received the Peace Prize for their parts in removing apartheid in South Africa.

This paper will analyze the public discussion concerning Mandela's and deKlerk's activities, the reasons for awarding them the Nobel Peace Prize and their Nobel Lectures delivered at the award ceremony.

The paper will use the peace journalism approach developed by Johan Galtung and further developed by Jake Lynch to analyze the public discussion of peace in a global context.

The research will analyze the public discussion of Nobel Laureates, Nelson Mandela and Frederik Willem de Klerk as expressed in the New York Times and the London Times during the period of November 3 (one week before the Nobel announcement) and December 17, 1993 (one week after the awards ceremony.

The study will contribute to the understanding of peacemaking in South Africa, peace journalism and the Nobel Peace Prize, The paper will also discuss the turbulence that even accompanies the public discussion of peace and will compare and contrast the coverage of the 1993 Nobel Laureates with the 2011 coverage of Chinese dissident, Nobel Laureate Liu Xiaobo and the 2010 coverage of Nobel Laureate Barack Obama, U.S. President.

Author(s):
Azmat Rasul
Arthur Raney

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

Abstract:
This article examines the prevalence of various types of frames in the elite news media when an international issue is involved. The frames identified by Iyengar (1991) and, Semetko and Valkenburg (2000) have been analyzed to investigate the use of frames by the elite press of the United States and Pakistan. The frames to be studied include conflict, human interest, economic consequences, morality, attribution of responsibility and solution, thematic or episodic, tone, use of sources, and images versus issue frames. We have adopted a deductive approach by predefining these frames in order to use them as content analysis variables, which will help us determine their occurrence in press systems of two different countries. Semetko and Valkenburg (2000) argue that a deductive identification of frames facilitates replication of studies that involve large samples and helps detect differences. In the burgeoning literature on framing effects, the concept of framing has been used vaguely and defined loosely by scholars in mass communication, which has led to the translation of conceptual problems into operational difficulties. Theory of framing helps us understand how journalists through recurrence and placement make some aspects of political messages readily noticeable and more prominent. The notion of media frames has helped in understanding how issues are packaged by professional communicators by using keywords, images and symbols to emphasize on certain aspects of an issue. In modern times, policy-makers and politicians use media frames to influence public opinion in a direction deemed desirable by the communicators. Conversely, the receivers could also employ their individual frames and cognitively process information to make sense of the media messages. For this study we have selected the elite English newspapers of the United States and Pakistan (The New York Times, The Washington Post, Dawn, and The News International). The period of news coverage to be content analyzed in this study is between November 26, 2011 to February 26, 2012. This period is important because NATO-led forces allegedly attacked a Pakistani border check post and killed 26 army officials. NATO claimed that it was an accident, while Pakistani authorities termed it as an unprovoked and deliberate attempt to violate Pakistan’s territorial integrity. Consequently, Pakistan suspended military and food supplies to the NATO forces in Afghanistan, and the relations between the United States and Pakistan were also adversely affected. Because the elite press possesses the potential to influence external policy-making circles through framing of events, this article scrutinizes how frames mentioned in the preceding lines were applied in the selected newspapers. We hypothesize that the elite newspapers in the United States and Pakistan will frame the incident differently, and it will be in consonance with the foreign policies of the two countries.References Iyengar, S. (1991). Is anyone responsible: How television frames political issues. Chicago: University of Chicago Press. Semetko, H. A., & Valkenburg, P. M. (2000). Framing European politics: a content analysis of press and television news. Journal of Communication, 50(2), 93-109.

Author(s):
Vaia Doudaki
Lia-Paschalia Spyridou

Title:
Convergence calls: Adaptation and inconsistencies in print and online newsrooms

Abstract:
Newspapers around the globe are in a state of flux, reflecting the influence of a number of technological, organizational, cultural, economic and political changes. The advent of web 2.0 –put roughly in 2005- marked a brand new era for newspapers, as prior negative economic conditions exacerbated and the need for news organizations and professionals to respond to new modes of collecting, presenting and disseminating news, increased. Circulation and advertising revenues kept shrinking, whereas competition in the online arena intensified. The audience has steadily been moving online abandoning at the same time traditional outlets. According to a report by the paidContent.org (2007), the online newspaper audience is rising twice as fast as the general internet population. People's relationship to news is becoming portable, personalized, and participatory (Pew Internet, 2010), forcing news organizations to adapt their products respectively, while rising disruptive technologies (such as blogs, social networks and news aggregators) are winning a major share of users' attention as well as significant part of the advertising revenue.

Whereas pessimists argue for the demise of print newspapers (Meyer, 2009; Picard, 2010), more optimistic pundits claim an editorial Darwinism, according to which newspapers are adapting both their contents and formats in response to developments in media technology, pressures of market forces and readers' changing needs and uses (Franklin, 2008). Predictions and forecasts have not proved safe (Curran, 2010) and the emerging consensus is to reject deterministic explanations and instead propose that technological innovations are mediated and shaped by initial conditions and contextual characteristics (Boczkowski, 2004).

Scholars have devoted considerable effort to understand the relationship between print and online newspapers (Boczkowski & De Santos, 2007). The discussion on complimentary or displacing effects of print and online editions is a rather complicated issue which can be analysed according to the levels of economic, organizational, editorial, and professional adaptation to the demands of an emergent convergent reality (Quandt & Singer, 2009).

Structures of convergent multimedia news organisations have been emerging since the mid-1990s, with many companies all over the world attempting some form of cross-media cooperation or synergy between formerly separated staffers, newsrooms, and departments (Deuze, 2007). Changing professional practices related to convergence developments raise a number of important questions about the relationship between organizational strategies, new technologies, and the journalistic product (Preston, 2009; Erdal, 2011).

The present study attempts to shed light on the relationship between print and online editions in Greece focusing on potential displacing, complementing or other effects. The research, investigating the modes of adaptation and integration of the two platforms, focuses on organizational, editorial and professional aspects of their relationship. The study is based on longitudinal content analysis (2009, 2011) of the top-four circulation newspapers and their websites in order to address editorial issues (content), and semi-structured interviews with journalists and executives in order to provide answers concerning professional and organizational factors influencing journalism practice in the networked era.

Author(s):
Yao Sun
Fan Yang

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

Abstract:
The Greater China area provides a unique context for studying news framing. Although geographically close and cultural proximate, Mainland China, Hong Kong and Taiwan are actually in stark contrast in terms of ideology controls. Representing not free, partly free and free media system respectively, these three regions' news frames are worth researching to observe the developments of professional journalism in different social conditions, such as social systems and degree of political sensitivity. Under this circumstance, media produce different news stories about the same event, especially when the event is political sensitive. This study compared newspaper coverage of the three regions on China's Vice President Xi Jinping's diplomatic visits from February 13rd to February 23rd. The in-waiting new leader of China and his ten days' visits to the US, Turkey and Ireland have been differently criticized and interpreted by global media, such as pre-succession diplomatic preview or presenting new generation leadership of PRC to the world, and both the leadership changes in the Chinese Central Government and Sino-US relationship development are in the

concern of the whole world. Considering "One Country, two systems" is operated in Hong Kong's post-colonial era and is regarded by Chinese Communist Party as a way to deal with the future relationship between Taiwan and Mainland China, how media in Hong Kong, Taiwan and Mainland China frame Xi's visits is worth studying. Framing analysis would be conducted in terms of news selection, favorability toward the in-waiting China's new leader, sourcing pattern, and overall news perspective. Objective of the research would be to test the hypothesis of different news frames exerted by news media in the three regions, and answering the research question of how Xi Jinping's visit were framed in each of these regions. Different news frames in the coverage would be explored and interpreted in the context of ideology, news freedom variation and professional journalism. Content analysis would be applied in this study to analyze a total of 82 newspapers, 279 news articles. Those samples were obtained from WiseNews database, which is commonly agreed as a best dataset among researchers of China media. News were searched and selected by the criterion of "keyword ("Xi Jinping & the US" "Xi Jinping & Turkey" "Xi Jinping & Ireland") 'in headline'". Theoretical implications for future research would be discussed.

Author(s):
Katrin Voltmer

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

Abstract:
In most new democracies of the so-called 'third wave' of democratisation the transformation of the institutions of public communication is one of the most disputed areas of the transition process. This paper argues that while press freedom is a universally recognised norm, its meaning is ambiguous and varies across time and space. Democratic transitions therefore involve complex negotiations between journalists and their stakeholders - media owners, politicians and audiences - about the new role of the media in society, their rights and their responsibilities. Thus, press freedom can be understood as a social construct that emerges from the specific cultural norms and expectations of the society in which the media operate and the conflicting interests of those who depend on public communication as a resource for achieving their goals.So far, press freedom has mainly been studied from a policy perspective with a focus on the regulatory framework of the media. This paper takes a new look by exploring how journalists understand press freedom both as an ideal and as professional practice, what arguments and narratives they use to justify their views and what they regard as the main obstacles in implementing an independent press in their country. The study contributes to the wider debate on democratic norms and journalistic ethics and the extent to which these norms have to be adapted to local values and customs to provide a viable guidance for everyday professional practice.The suggested paper is based on a comparative research project on the media and democratisation. Material from 76 semi-structured interviews with journalists from Eastern Europe (Bulgaria, Poland), Southern Africa (Namibia, South Africa), Latin America (Brazil, Chile) and East Asia (South Korea, Taiwan) is used to understand how journalists interpret their freedoms and responsibilities within the newly established democratic order. The interviews were conducted in 2009. The selection of countries allows us to identify different sources that shape the scope and the practice of press freedom across different cultures:- The degree to which a liberal western model of press freedom is adopted (exogenous). This is assumed to be less accepted in African and Asian countries who seek their own way to democracy, often by distancing themselves from the western model.- The degree of (re-)interpretation within the cultural context (endogenous). This process involves references to historical experiences, including the previous regime, collective narratives and indigenous cultural values.- The degree of adaptation to the constraints of the transition itself that might impose particular responsibilities or restrictions on journalistic practices (situational).The results reveal unexpected patterns of similarities and differences within and across continents, thus encouraging us to revisit our normatice and empirical conception of the relationship between journalism and democracy.

Author(s):
Verica Rupar

Title:
Journalism culture and reporting on ethnicity and religion

Abstract:
The interest in the way European media report on ethnic and religious issues has increased in the last decade. The examples of unethical reporting on immigration and multiculturalism have raised the question of

whether journalists have done more harm than good when covering events and issues that touch upon ethnicity and religion. The ground rules of actual, fair and balanced reporting have been evoked to highlight the growing concern over the media's role in reproducing prejudices, stereotypes and hate speech. Ethnic and religious diversity has become one of the major challenges to the media in an increasingly diverse Europe.

This paper explores the relationship between journalism culture (Allan 2004, Mancini 2005, Hanitzsch 2007) and professional ideology as a part of the culture, and reporting on ethnicity and religion. Based on extensive interviews with 117 journalists and editors in nine EU countries and critical discourse analysis of selected number of news stories, the study finds that newsmakers approach ethnic, religious and cultural diversity either as a social reality, a policy tool or a subject of law. They acknowledge that respect of differences is crucial for the wellbeing of their society. Journalists interviewed in the study declare their dedication to the values of objectivity, unbiased reporting, promotion of plurality, democracy and civic society when reporting about ethnicity and religion, while at the same time they all admit that the media create negative stereotypes about minorities.

The paper deals with this ethical discrepancy – journalists are objective, but media are not - by looking at case studies that might help journalists and editors to reflect on their work and thus foster ongoing dialogue about journalism as a tool for conversation about inclusive society. The nine countries covered by this study represent distinctive features of three journalism cultures: the Northwest European (Denmark, Germany, the United Kingdom), the New EU member states (Hungary, Lithuania and Slovakia) and the Mediterranean, or Southern European (France, Greece and Italy).

Author(s):
Nookaraju Bendukurthi

Title:
Your Morning Cuppa and the Language of Disability: A Study of Usage, Metaphors and Attitudes in Telugu News Reporting

Abstract:
Early insights from a textual analysis of Telugu regional print media have prompted closer attention to the language of disability that is instrumental in the construction of disability and to understand the journalistic behavior in textual practice. Language is an important arbiter of meaning: it builds our understanding of the world and shapes our beliefs. What we know and what we believe about a particular phenomenon has a lot to do with the specific words used to describe and discuss it. Framing disability language in the vernacular media is a matter of contentious debate. Much abuse and harassment of disabled persons occurs as a matter of "hate reporting" in journalism, which is as offensive as an abusive act or expression. The "objective reporting" of journalism has been redirected and hijacked by the "dominant meaning" of elite media in congruence with their ideology. The impact of sloppy journalism on framing language related to disability in the news media often negatively impacts the lives of people with disabilities. Ableist language frames are also responsible for creating, modifying and even changing societal and individual attitudes. The most commonly found ableist vocabulary, often used metaphorically, such as 'going blind', 'turning a deaf ear', and so on in print media, lends meanings of deficit and worthlessness to disability. Such usage gives us ample evidence of conceptualizations and beliefs that inform the contemporary understanding of disability. My paper investigates the dynamics of disability terminology in Telugu newspapers. I am interested in the inadvertent and habitual usage of stigmatizing terminology in media, which allows us to identify the realities of a life of difference - physical, cognitive or cultural. I believe that mediated linguistic stigma needs to be debated, contested, resisted and combated on the civil rights platform in the Indian context, particularly in the Telugu speaking regions.

Keywords: Objective reporting, Dominant meaning, Journalistic behavior, Ableist language, Textual analysis, stigmatizing terminology.

Author(s):
Gideon Tebid

Title:
Cultivating a wrong agenda: Tshwane NOWETO community Newspapers and crime reporting.

Abstract:
Cultivating a wrong agenda: Tshwane NOWETO community Newspapers and crime reporting.

This paper attempts to explore the North South dialogue from a national perspective, and delves into the relationship between community media producers in Tshwane, and the communities they write for. Though from a local setting-perspective, the paper highlights some very salient North-South communication challenges, with the one (usually communicators from generally affluent suburbs, influenced largely by neo-liberal individualistic philosophies), making assumptions that they understand the needs of the recipients (audiences from generally less affluent collectivist township communities). It explores the assumed reciprocity (or lack thereof), in the exchanges between newspaper writers and editors from affluent (North) communities, and their readers, from less affluent (South) communities. The possibility that the business model adopted by the owners and writers of these community newspapers might not be the right one for the community they write for was also scratched on.

The study uses both a quantitative and a qualitative approach to explore how weekly community Newspapers in the North Western Townships of Pretoria engage their readers by constantly publishing front page crime stories, while ignoring other salient development-related stories that the community would like to read about. The researcher collected newspaper editions and articles from Rekord Noweto and Soshanguve Times (the main community Newspapers around the case study area), over a period of 6 months; which were then content-analyzed to establish whether crime stories dominate the newspaper's coverage compared to other news events. Equally, five hundred questionnaires were also distributed amongst readers of these papers around the community, to find out what other stories interest them, and if they would prefer to see these other stories in their paper. Lastly, the editors, news editors and some reporters working for these publications were also interviewed to establish what underpins their decision to always go for crime stories (if that was the case), while ignoring other important news events identified by community respondents.

The results from the three quarters (content analysis, questionnaires, and interviews), were then triangulated to find a link with the initial "cultivating the wrong agenda" central theoretical statement.

The conclusion indicates that the editorial team at Rekord, and in the other community Newspapers around Tshwane, does indeed focus too much on crime stories, whilst neglecting other equally relevant stories (such as community development –related stories, sports and entertainment). A huge majority of the respondents also stated that they would prefer their newspaper to focus on issues such as unemployment, drug and alcohol abuse, and teenage pregnancy; real problems that are actually plaguing their communities. Amongst many others, the main recommendation of the study was that the editorial team of Rekord NOWETO and the many other community newspapers around the region, conduct regular surveys to establish the community's sentiments about the kind of stories they cover, instead of assuming that crime stories are the most important stories, and should make front page all the times.

Author(s):
Fernando Zamith

Title:
Online news: Where is the promised context?

Abstract:
The online journalism industry is undergoing the challenge of not finding a solid business model and, simultaneously, of seeing part of its territory invaded by new actors, many of whom are unaware and / or contemptuous of the social and ethical rules of the profession. The elements of journalism, as Kovach and Rosenstiel (2001, 2007) rescued, are threatened. And one of those elements threatened is the duty to put the facts in context, a task facilitated by the Internet, as Pavlik (2001) stressed when he coined the concept of "contextualized journalism", but not always achieved.

The purpose of this paper is to measure the contextualization levels present in online journalism and understand what determines contextualization processes in online journalism.

The methodology we have used was the direct observation of a sample of news websites, based on a grid of analysis of the different kinds of journalistic contextualization (the synchronic and diachronic contexts of the

news reported, the producer's context and the consumer's context), complemented by an online survey and interviews.

Based on a series of findings from an analysis of 10 international news websites (five online-only and five from traditional media – newspapers, radio and tv), and surveys and interviews conducted with 60 online journalists and 20 researchers and authors (Pavlik included), we conclude that online journalism is still far from contributing to the contextualization of the news, despite the expectation that it has created with the digital tools available that could facilitate it. We have also found that news are more and better contextualized in news websites of professional journalism coming from traditional media (like Guardian, El País, The New York Times, CNN and BBC) than in the ones born in the Internet of citizen journalism (Wikinews), social share (Digg), aggregation (Google News) and combining professional and non professional journalism (The Huffington Post and Newsvine). Additionally, we conclude that the most crucial factor hindering context in digital news is the lack of staff in online newsrooms.

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Author(s):
Chujie Chen

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

Abstract:
Though substantial studies have explored the motives, activities and constraints of citizen journalism in the past decade, less attention has been given to citizen journalism's ritual aspects, such as those related to common faith, collective learning, and mutual sharing among members of a community. Based on field notes in Taiwan, this paper should focus on the ritual and interaction among three critical agents of citizen journalism practice: individual citizen reporters, citizen media organization, and non-government organizations (NGOs).

Drawing from previous theory of practice (e.g. Bourdieu, 1977, 1984; Warde, 2005; Reckwitz, 2002; Couldry, 2004) and James Carey's (1989) "ritual view of communication", this paper aims to address the following questions: As a global movement, how is citizen journalism locally practiced in Taiwan? How is the ritual of citizen journalism production employed in the passage of becoming a citizen reporter and in the interaction among the three agents? How does the bilateral interaction affect citizen reporters' agency? How are the significant symbolic forms of citizen journalism apprehended, appropriated and sustained?

Looking at citizen journalism from the perspective of practice is to acknowledge the social construction of citizen journalism practices, "the role of collective learning in the construal of competence, and the importance of the exercise of power in the shaping of definitions of justifiable conduct" (Warde, 2005). As an alternative mode of news production, citizen journalism is perceived as a corrective to mainstream news media for their un-representation of the powerless. Citizen journalism nevertheless would have its basic rules or conventions of news making, especially when it is gradually accepted as social practice in certain society. Thus, the construction of citizen journalism should have mechanisms of localization. How social agents define citizen journalism and use what strategies to promote citizen journalism is a question of local practice situated in the broader contexts of media structure and symbolic power. As a form of participatory communication, citizen journalism is citizen's social practices for empowerment, for community bond and social capital.

Where there is social practice, there are carriers or agents of that practice. In the localized process of citizen journalism, the interaction among social agents, when facing with the predominant position of mainstream media, should play a critical part. A ritual view of communication, then, is quite useful to examine the actual social process wherein significant symbolic forms of citizen journalism are created, apprehended, and used. The interaction ritual should help connect mental activities of the citizen reporters to mutual sharing and to building an emotional responsive community on which the sustainability in citizen journalism is based.

The case used for analysis is a Taiwan-based, non-profit citizen journalism website, *www.peopo.org*. Established in 2007, PeoPo provides a nationwide platform for participants to contribute reports about local events. It has specific projects of training basic reporting skills for the participants, and of teaching journalism ethics as well as media literature to encourage the participants' critical reading of mass media texts. Besides, it regularly holds citizen reporter meetings around Taiwan, providing opportunity for citizen reporters and local NGOs to collaborate with each other. Moreover, PeoPo has set up Citizen Journalism Award for distinct citizen reports since 2008, motivating many citizen reporters to compete for excellence in citizen journalism. About 6,000 citizen reporters have become citizen reporters of PeoPo and have produced more than 70,000 reports.

Data for analysis were collected through in-depth interviews (22 informants), participatory observation and online text reading between 2009 and 2011.

Author(s):
Meghdad Mehrabi
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Title:
Convergence in Online News Media: An Exploration of Organizational Convergence and Cross-media Production in Iranian News Websites

Abstract:
With the advancement of new media technologies in the past decades, we are witnessing fundamental changes in news media such as the dramatic increase of varieties in news delivery platforms, conglomeration in media companies, and changes in people's news seeking behavior. The concept of convergence has been widely applied to investigate such changes in the structure of news media organizations and in the behavior of news media users (Avilés & Carvajal, 2008; Boczkowski, Mitchelstein& Walter, 2011; Erdal, 2009; Erdal, 2011; Jeongsub, 2011). This research is an attempt to investigate two types of convergence, organizational convergence and cross-media production, in Iranian news websites.

Organizational convergence refers to media alliance in which a company that owns one type of media such as newspaper forms the alliance through purchasing a company of a difference type of media such as television. Previous research found that organizational convergence influences different aspects of news such as the content (duPlessis & Li, 2004). The driving forces behind this type of convergence are identified as market fragmentation, the requirements to access more audiences and the economic pressure to reduce news production costs (Quinn, 2005). To explore the state of organizational convergence in Iranian news websites and driving forces behind it, this research analyzes two major media complex in Iran: Hamshahri and Jame-e-Jam.

Cross-media production refers to production of content for more than one media platform by the same producer or organization (Erdal, 2007). In this paper, we analyze the production of content in several online newspapers and their print counterparts to identify whether convergence in Iranian newspapers is merely a transfer from paper to World Wide Web or employing specific online production features such as hypertextuality, multimodality, and interactivity (Deuze, 2003; Thornton & Keith, 2009).

Investigating convergence in major Iranian news websites allows us to understand driving forces behind convergence in Iranian media, as it relates to free market media economy. Specifically, it expands existing knowledge in media convergence in Iranian context. Our research findings can also provide practical implications to online news media owners to look into strategies of organizational convergence and cross-media production.

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Author(s):
Marcus Lima
Alana Souza

Title:
Broadcast Discourse and Construction of Meaning: The Voice for Political News

Abstract:
The article seeks to analyze, with the contribution of semiolinguistics, as postulated by Patrick Charaudeau, the relationship between speech radio news and politics, using an AM radio emissions Itabuna city, Bahia. We will seek to highlight the importance of language elements to form radio news presentation and verbal artifices used by the speaker to show, directly or indirectly, its intentionality. For this purpose, we introduce notions of radio language, criteria of newsworthiness and uses of spoken language understanding radio discourse as a phenomenon of oral language produced for a means of mass communication. It is believed that the discourse is at the same time the mechanism by which man realizes the world and the way through it allows to be known. Thus the subject of discourse analysis is seen here as a social being able to transform, through his discourse, a fact in the news. The article deals with, among other things, the phenomena of discourse, language and seeks to understand the process of transmission of political news as a social practice. While we understand that the issue does not determine the whole process of radio communication privilege is part of the process, because we believe that is where they are raised social problems that affect ordinary people, where there is a charge for the actions of rulers and where a position is assumed potential solver, requiring certain characteristics of the speakers voice and role in presenting their programs, which ensures a more intimate language and greater access to the listener that the speaker identifies a source of information and the ability to obtain warranty service. Here the importance of the speaker for AM stations, since they not only provide information to the community, but seem to suggest the establishment of relations of friendship and commitment needs to expose, publicize problems and propose solutions.

Author(s):
Jaana Hujanen
Title:
Reinventing Citizen Engagement within professional news media

Abstract:
The article examines how the idea and challenge of participation are becoming a part of professional journalism culture. The focus is on how the potential of participation is negotiated and made sense of within a newsroom whose news policy relies on articulating the plurality of its ethnically diverse and global audiences. The study moreover attempts to understand the dynamics of the organisational and professional discourses and practices which affect the way the culture of journalism evolves. From the frame of reference of cultural historical activity theory, the study assumes that the reinvention of journalism culture entails examining the interwoven culture of structures, resources, histories, routines, and discourses as well as the

practices that journalism practitioners exert on it and one another. The article also relies on conceptualizations from the field of critical discourse analysis.

The data analysed consists of qualitative in-depth interviews with journalists from the Australian public broadcaster, the Special Broadcasting Service (SBS). Making cultural diversity a matter of public presentation and global conversation is fundamental to SBS. SBS thus provides a unique case to study the evolution of distinct newsroom culture.

In the data gathered, I found two larger discursive entities (perspectives) apparently relevant to the reinvention of participatory newsmaking: discourses of participation and objectivity. The analysis of these two discourses shows that participation and objectivity with their distinctive world perceptions differ fundamentally, indicating that the object of work was evolving and internally heterogeneous and contradictory. The study also reveals a pattern of integration in the complex relationship of objectivity and participation in journalism. The objective news discourse and ideal affects how the participatory roles of the journalists and the publics are imagined and *vice versa*: emerging participatory media culture affects how the ideal of objectivity is renegotiated within contemporary journalism. The study therefore proposes a conceptualization of objectivity and its further exploration as an historical and contextual construct.

The study concludes that the reinvention of journalistic practice is not about journalists deciding to change their perception of the audience or their own roles. Rather, the study explains through the power struggle and merging of the discourses and the emergence of hybrid news practices how the process of change is inherently complex, contradictory and multi-layered. An important indication of the contradictory nature of the object of journalistic work within SBS is that while journalists welcomed global amateur journalism, professional journalists' own gatekeeping position vis-à-vis citizen journalists was being reinforced. Compared to public journalism (Rosen 2008) and its conceptualizations of ideal journalistic practice, in the merging of participatory and objective news discourses SBS journalists encourage citizens to contribute to newsmaking without questioning objectivity and detachment as key ideals of journalistic work. The discursively constructed need for moderation and gatekeeping can be interpreted as a means for media professionals to maintain their exclusive power of control.

Author(s):
Belén Monclús
Miguel Vicente-Mariño

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

Abstract:
Contemporary TV newsrooms are facing the transition from the traditional process of news production to the new digital landscapes with different strategies and business models. Journalists struggle to combine conventional sources of information coming from news agencies or press cabinets with the urgent need to open their doors to the audience's participation. The online worlds are new windows where professionals can find alternative insights to the conventional news-making process. All this process leads to fruitful potentialities in terms of increasing the public's participation, changing their status from viewers to users. However, it is also bringing new challenges to the journalistic field of play, as the requirements to provide the audience with an active role is demanding new professional positions, skills and attitudes, not always well received by the professionals working at the newsrooms. Social network sites are only the first stage of a process where the weight attributed to the ones sitting in front of the screens will be progressively incremented. But one can wonder if the mass media are ready to face the consequences of their constant call for participation. Are TV stations really prepared to give a positive and productive feedback to a growing presence of the audience of their news production processes?

This paper explores how the six main Spanish TV broadcasters are using their online resources nowadays. Hence, our objects of study are the newscasts' websites and also their social network sites' profiles. Webpages, Facebook and Twitter were identified as the three main areas where TV newsrooms are devoting part of their money, work and time resources. So a quantitative and qualitative content analysis on their online production during a whole week was completed in order to get information about diverse topics. First, we wanted to know to which extent they are 'feeding' their online resources, quantifying their presence in the three identified fields and the degree of content-diversity displayed. Second, we analyzed the space devoted to the participation of the audience and also the level of attention paid by the broadcasters to the messages sent by the spectators in terms of a qualitatively and timely appropriated response. And third, we

tried to compare the efforts displayed in each of the three fields, trying to detect to which extent one can talk about different strategies regarding different online resources and spaces or one can find a 'recycling' strategy where most of the content is re-used and reproduced in the three arenas for debate.

Author(s):
Iliana Ferrer
Luisa Martínez
Vinicio Sinta

Title:
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.

Abstract:
En 2006 se destapó el mayor fraude urbanístico ejecutado por el ayuntamiento de Marbella en España; un caso de corrupción económica y política en el que se encontraban involucrados tanto cargos públicos como personajes reconocidos del "mundo del corazón". Este acontecimiento noticioso, conocido como el "Caso Malaya", fue el escenario en el que coincidieron el periodismo informativo y la "prensa rosa", y en él se evidenció una clara tendencia hacia el infoentretenimiento.

Los protagonistas de la trama de corrupción, personajes propios del entretenimiento han trascendido a los informativos televisivos, mientras que los programas del corazón –de entretenimiento- han llevado a cabo "juicios paralelos" basados en investigaciones propias y en las declaraciones de los personajes acusados. Además, dichos programas se han hecho eco de informaciones de los telenoticias para sus debates habituales y han dado voz a personas comunes para que establezcan juicios valorativos sobre la trama y sus protagonistas. Esto demuestra, una vez más, la hibridación de los géneros televisivos, en esta ocasión, de la información y el entretenimiento.

Nuestra investigación pretende indagar en cómo el tratamiento periodístico de este hecho noticioso, en algunos medios, tiende a convertirse en espectáculo informativo. Nuestro análisis se ha centrado específicamente en las piezas informativas sobre el "Caso Malaya", y en particular esta comunicación busca profundizar en dos de las variables más evidentes, en este caso, de la espectacularización de la información: la personalización y la contextualización. Lozano Rendón (2004) identifica esta tendencia a personalizar la información, en las piezas noticiosas donde recae el acento en los individuos, la lucha entre los personajes públicos, el énfasis en celebridades y características individuales, lo cual ocasiona una descontextualización de los problemas y ocultamiento de fenómenos estructurales. En este caso concreto, nuestro planteamiento es observar cómo las noticias dentro del informativo televisivo contienen un marcado acento en personajes públicos del entretenimiento, presentándolos como agresor, víctima o como testimonios de la información.

La metodología de nuestra investigación es cuantitativa y el análisis de contenido es la herramienta que utilizamos para estudiar las piezas informativas audiovisuales de los telediarios españoles de *prime time* de las cadenas TVE1, Antena 3, Cuatro y La Sexta emitidos del 27 de septiembre al 3 de octubre de 2010 y que trataban el "Caso Malaya". El análisis de contenido se fundamenta en dos grandes ejes: la presentación (el lenguaje audiovisual -cámaras subjetivas, música, tomas cortas/rápidas, cámara lenta/rápida, efectos de sonido, recursos de diseño y edición, entre otros-) y el contenido (la identificación de mecanismos de personalización, dramatización, fragmentación de la información, normalización de los hechos, editorialización y contextualización) de las noticias.

La construcción de las noticias relacionadas con el "Caso Malaya" en los telediarios *prime-time* españoles se presenta con formas propias del espectáculo con características del entretenimiento. A través del análisis de contenido advertimos el uso de estrategias propias del *infoshow* en el género informativo y la prevalencia de la editorialización a través de la personalización de los hechos y el uso de adjetivos calificativos. Los resultados de esta investigación nos permiten identificar cómo en la actualidad, las piezas informativas tienden a priorizar a los personajes por encima de la explicación de los acontecimientos, lo que muchas veces lleva más que informar, a desinformar a la audiencia.

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Author(s):
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Title:
New Media Technologies and Journalism Training: A case study of the Durban University of Technology

Abstract:
The Paper seeks to unpack the role of new media in Journalism training in South Africa, focusing on an urban site where students are largely from poorer, working class backgrounds with limited to no access to ICTs at home, but where access occurs via university premises and in some instances, smartphone technologies. It provides a contextual framework, seeking to illuminate the digital divide and limited e-literacies in South Africa in relation to the e-learning and mobi-education focus to facilitating higher education broadly and journalism training specifically. This discussion will be located alongside an analysis of recent macro policy proposals and directives and journalism skills audits. The paper will then focus on application at a local level presenting a case study of the usage and engagement with various new media technologies in the Journalism Programme at the Durban University of Technology (DUT). In particular the paper seeks to analyse the use of blackboard, moodle and blogging as well as social networking platforms as tools for Journalism education and training purposes. It will present a review of my own application of such platforms for teaching purposes, within the Journalism Programme at DUT, providing a case study of innovation in journalism training at a local level.

Author(s):
Gideon Tebid

Title:
Cultivating a wrong agenda: Tshwane NOWETO community Newspapers and crime reporting.

Abstract:
This paper attempts to explore the North South dialogue from a national perspective, and delves into the relationship between community media producers in Tshwane, and the communities they write for. Though from a local setting-perspective, the paper highlights some very salient North-South communication challenges, with the one (usually communicators from generally affluent suburbs, influenced largely by neo-liberal individualistic philosophies), making assumptions that they understand the needs of the recipients (audiences from generally less affluent collectivist township communities). It explores the assumed reciprocity (or lack thereof), in the exchanges between newspaper writers and editors from affluent (North) communities, and their readers, from less affluent (South) communities. The possibility that the business model adopted by the owners and writers of these community newspapers might not be the right one for the community they write for was also scratched on.

The study uses both a quantitative and a qualitative approach to explore how weekly community Newspapers in the North Western Townships of Pretoria engage their readers by constantly publishing front page crime stories, while ignoring other salient development-related stories that the community would like to read about. The researcher collected newspaper editions and articles from Rekord Noweto and Soshanguve Times (the main community Newspapers around the case study area), over a period of 6 months; which were then content-analyzed to establish whether crime stories dominate the newspaper's coverage compared to other news events. Equally, five hundred questionnaires were also distributed amongst readers of these papers around the community, to find out what other stories interest them, and if they would prefer to see these other stories in their paper. Lastly, the editors, news editors and some reporters working for these publications were also interviewed to establish what underpins their decision to always go for crime stories (if that was the case), while ignoring other important news events identified by community respondents.

The results from the three quarters (content analysis, questionnaires, and interviews), were then triangulated to find a link with the initial "cultivating the wrong agenda" central theoretical statement.

The conclusion indicates that the editorial team at Rekord, and in the other community Newspapers around Tshwane, does indeed focus too much on crime stories, whilst neglecting other equally relevant stories (such as community development –related stories, sports and entertainment). A huge majority of the respondents also stated that they would prefer their newspaper to focus on issues such as unemployment, drug and alcohol abuse, and teenage pregnancy; real problems that are actually plaguing their communities.

Amongst many others, the main recommendation of the study was that the editorial team of Rekord NOWETO and the many other community newspapers around the region, conduct regular surveys to establish the community's sentiments about the kind of stories they cover, instead of assuming that crime stories are the most important stories, and should make front page all the times.

Author(s):
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Title:
Free Market and Oppositional, Disadvantaged Social Groups: A Case Study of Mainstream Newspapers in the Indian State of West Bengal

Abstract:
Traditional liberal theory upholds free market model of media, including newspapers, as being best suited to serve media's principal democratic function, which, in liberal views, means checking the excesses of government's power (Curran, 2002). The market model, primarily an economic perspective, does not treat mass media differently from any other commercial products and argues that in competing conditions, businesses pursuing profits can best address people's needs; this is the rationale behind the notion of "free markets", dominant in liberal democracies like the United States (Croteau & Hoynes, 2001, p. 14). There are several key critiques of the free market model – this model does not allow the media (journalists) to act as watchdog of corporate power (in case of conflict of interests with corporate parents of newspaper/ media companies) and fails to address unholy state-corporate alliances (when media owners become key stakeholders of power) (Curran, 2002). The fundamental inadequacy of the free market model can be summed up by this: Because of its unique "dual-product" status, media markets cannot be responsive to all sections of the audience (advertisers would be interested only in a particular segment of the public because of reasons of profit) (Croteau & Hoynes, 2001). Thus we would expect that the market-driven media would under-serve social groups and movements that oppose capitalist development.

Yet, corporate media sometimes give voice to such disadvantaged social groups. This paper exemplifies this phenomenon through a case study of the newspaper coverage of a peasants' movement against state-sponsored land grab for corporate industrialisation in the Indian state of West Bengal. The mainstream dailies (both vernacular and English) went on to support the cause of protesting peasants through the course of the movement against forced land acquisition by the then-Communist state government, following overwhelming public outrage that eventually led to the ruling party's ouster from power after 34 years of continuous rule in the state by democratic means. The following research questions are posed to understand whether democratic functioning of the press can be ensured from within the precinct of free market: To what extent does the press give platform to multiple stakeholders and their corresponding social views in case of coverage of disenfranchised oppositional groups? To what extent can such coverage challenge elitist orientation of the press?

The paper compares the coverage of the leading vernacular daily Anandabazar Patrika (owned by regional media conglomerate with newspaper as the key product), English daily The Times of India (owned by national corporate media conglomerate that brings out multi-city editions across India) and Bengali daily Dainik Statesman (trustee-run regional newspaper chain). The latter in particular became a mouthpiece of the agitation from the beginning of the movement. This paper offers a political-economic critique of the liberal democratic functioning of the press and draws from the expansive literature that explores the relationship between social movements and mass media.

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Author(s):
Julie Posetti

Title:
The Twitterisation of Journalism: Charting a Research Agenda for 'Social Journalism'

Abstract:
Social media is transforming professional journalism. And the speed of the real-time revolution raises significant challenges and opportunities for journalists their publishers and journalism educators. But it also necessitates a rigorous academic research agenda. The issues confronting journalism in the social media space include fundamental shifts in the practice of verification, the merger of private lives and professional practice, and the new journalistic role of community engagement. BBC Head of Global News Peter Horrocks said in February 2010 that social media practice for journalists was no longer discretionary. But this means that the professional training of journalists in social media theory and practice is also essential. And fundamental to teaching and training journalists in this new form of 'social journalism' should be cutting-edge academic research; relevant to industry; in the field of journalism studies. Journalism research should be informed by journalistic practice and have a professionally relevant purpose.This paper maps the research agenda of the author's PhD dissertation on the tranformative impact of social media on journalism, titled The Twitterisation of Journalism.It will document the research questions underpinning this dissertation which can be adapted to any social journalism research project.The research questions to be mapped via this paper include:1) Changing practices of verification under the influence of social media and their professional implications2) The impact of the convergence of private and professional journalistic lives in the social media space3) The emerging role of audience engagement and its impact on news and current affairs journalsits and journalism4) Conflict and complaints: The impact on journalists and their employers of being openly and instantly confronted with audience complaints.5) What are the impacts on journalists' workload, productivity and wellbeing of 24/7 real-time social media practice and engagement?This paper will seek to present an adaptable map of research questions designed to frame academic inquiry in a field that requires synchronising with the rapidly changing social media landscape as it impacts dramatically on professional journalism practice, ethics and education.

Author(s):
Halliki Harro-Loit

Title:
The complexity of media policy instruments governing journalistic profession. A case study of Estonia

Abstract:
The aim of the present study is to analyse the complexity of media policy instruments that govern the professional journalism. As a part of MediaDem project (MEDIADEM is a European research project which seeks to understand and explain the factors that promote or conversely prevent the development of policies supporting free and independent media.)   the present research provides a brief overview on different media policy instruments that influence the autonomy and sustainability of professional journalism in 14 European countries. Media policy instruments are analysed from the point of view of different *actors*: e.g. individual journalists as employees, freelancers or entrepreneurs (Baines, Kennedy ; trade unions, owners, courts, different interest groups (Kovach, B. & Rosenstiel, T. 2001). etc..

In different countries various actors are not equally active and powerful. The size and the structure of the job market, access and barriers to the job market; journalists' perception of the functions and quality of professional journalism (e.g. Fengler, S. 2003; Hayes, A. S., Singer, J. B. & Ceppos, J. 2007); journalistic culture and education etc. – variety of factors create different configurations for policy implemention. Hence, for example the policy tools that would support diversity (Karppinen, K. 2007) would function differently in a medium and small media market; the liberal approach that evaluates editorial freedom might not support individual autonomy of journalism (e.g Merrill 1989; Plaisance, P.L. & Deppa, J. A. 2009).
Empirically the study presents the complexity of media policy implemetation as a result of the activity of different actors in Estonia (a case of small market).

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Author(s):
Maria Madalena Oliveira

Title:
Radio on the web frequency: from a sound medium to new multimedia formats

Abstract:
Not being exclusively 'on air', but also 'on internet', radio is becoming a kind of hybrid medium that, according to communication actors' point of view, needs to be organised in terms of different modalities of sense. If what is happening to radio can be taken as a sign of how multimodal media are changing our relation with traditional models of sound communication, it should be taken seriously that the point is not only a question of new devices. Mario Borreguero believes that thinking of radio in a web context demands a new perspective on radio language and formats, which means we need to consider the possibility of profound changes in the nature of radio itself and concomitantly of our relationship to audio productions in general. According to the Spanish researcher Cebrián Herreros radio on the Internet is in reality something different from the conventional medium and a new designation should, in his opinion, be found to refer to it, admitting so that a new label for audio messages should enclose new paradigms of sound communication. This is probably the greatest challenge concerning either the future of radio current studies are supposed to explore or the larger debate on the role of audio in the promising cyberspace.

Taking these assumptions into consideration, the authors intend to examine how radio is migrating to Internet and what kind of new products can be offered in radio websites. As part of a wider project on the reconfiguration of radio for web environment (funded by FCT, the Portuguese Agency for Science and Technology), the study proposed for this paper aims at analyzing the websites of the main Portuguese radios (RDP – public service; TSF and Rádio Renascença group). The procedure to be implemented implies a deep inspection of what is available in the websites of these radio broadcasters, especially regarding contents, formats and programming strategies. The main goal is to verify in what extent radio websites are different from those edited by other media. What kind of contents is published by radio broadcasters in their websites? Are these contents exclusive of radio producers?

Focusing on the production of this specific medium, traditionally named a blind medium, this paper will discuss how radio is taking advantage (or not) of a new space and new broadcast and reception device, which is to say how radio is facing the Internet challenge. Although in a certain sense a division of media by conventional supports is still organizing research on media production, this proposal will try to debate how Internet and cyberspace are disguising the idiosyncrasy of traditional mass media.

Author(s):
Abiodun Salawu

Title:
The political role and efficacy of indigenous language media during the colonial South Africa

Abstract:
Gilbert Motsaathebe
Cape Peninsula University of Technology

Indigenous language media in South Africa can be traced back to the late 1800s when people such as Tengo Jabavu, Sol Plaatje, Allen Soga and Walter Rabusana began publishing newspapers in local languages. Plaatje published newspapers such as *Koranta ea Becoana* (Batswana Gazette*)*, *Tsala ea Becoana* (The Friend of the Batswana), and *Tsala ea Batho* (The Friend of the People), Jabavu started *Imvo Zabantsundu* (African opinion) while Soga and Rubusana started *Izwi Labantu* (Voice of the people) which they effectively used as viable platforms for the subaltern communities of these languages, who had for all intents and purposes been pushed beyond the margins of citizenship. For this reason, it should be

elementary to say that indigenous language media played a critical role in the broader struggle for liberation in South Africa. As we shall see, indigenous language media were especially important in terms of political mobilization and its contribution to 'media diversity' resulting from the range of voices and languages that these publications orchestrated to permeate the country's media landscape and public sphere. In this discussion, I examine the role and efficacy of indigenous language media in the South African context during colonialism. I seek to make sense of how these media permeated language and political discourse to emerge as a strong voice for the Black subultenity and reinforcing what Herman and Chomsky (1988) refers to as "class consciousness". Thus, I explore, in the broadest sense, ways in which indigenous language media became crucial in subverting and challenging both the colonial and apartheid rules. Key questions that I will address myself to in this discussion include the followings:

- What kinds of platform did the indigenous media provide in order to enable the Black subultenity to exercise their freedom of expression in spite of the repressive political atmosphere of that time? That is, how did these publications facilitate participation of these communities in the political discourse and processes?

- What resources did these communities have at their disposal to infiltrate political discourse that would have otherwise remained an exclusive terrain for the educated few who could speak English?

- What are the factors that led to the decline or that inhibit the growth of these publications, given their formidable impact in the history of the freedom struggle in SA?

- What are the ways by which this decline can be addressed?

Ultimately, I hope to use the preceding questions as a conduit to navigate the veracity and viability of indigenous language media in Africa.

Author(s):
Jaquelyne Kwenda

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

Abstract:
This paper investigates the role of political economy in the communication of climate change by comparing the communication practices, strategies and tactics of South African environmental non-governmental organisations (NGOs). The NGOs represent various degrees of economic resources and political influence. The methodological framework of this study employs both quantitative and qualitative research methods. On the one hand by interviewing communicators the study will determine the communication strategies of NGOs and the expectations attached to these endeavours. On the other hand a content analysis of NGO communication through a diversity of media texts offers a comparative analysis between expected outcomes and the actual result of strategy implementation. Embedded within this analysis is the examination of the political economy of the NGOs and the ways which it shapes or influences communication strategies. The purpose of this study is to investigate the extent to which an NGO's political economy improves or hinders its odds of media traction. Furthermore, once traction is achieved, to what extent is the initial intention of the communication accurately reflected in the end result. The significance of this research lies in the benefits the results can offer to improve communication between environmental advocacy groups and the media. In terms of practice it will inform advocacy groups on efficient strategies for raising climate change awareness consequently enhancing the quality of messages broadcasted to the public.

Author(s):
Irene Neverla
Stefanie Truemper

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

Abstract:

Journalism is a social system dealing with news of today, reporting on events that seem to be new, socially relevant and fact based. Journalism studies and memory studies have shown that journalism also systematically refers to past and historic events. In our paper we will analyze these temporal relations of journalism in terms of past, present and future – with our special focus on the temporal relation to future.

We will start with general remarks on the concept of present, past and future and the interplay of these temporal dimensions in today's societies. Time sociology and sociology of knowledge claim that future has become part of the present: This can be seen a) in the scientific field where future scenarios are state of the art; b) also in politics where decision are increasingly based on future scenarios and prognoses; c) and in the business field where investigations, investments and speculations on future markets belong to the day order. It would not be surprising if journalism follows and maybe even accelerates the trend of these major social fields with its own tools, i.e. journalistic narratives.

These theoretical assumptions on journalism in modern society are to be proofed and discussed in empirical case-studies. We take examples from journalistic reporting on past natural disasters and on future-oriented risk-issues like climate change.

In line with other approaches in social sciences we consider disasters not as single events but as *repetitive processes of intense social change*. Because of their long lasting sustainable impacts they pose a permanent and latent risk to societies but also enable us to anticipate possible future disasters and thus to possibly provide protections. Thus, we regard *the figurations of future* not as a scenario on its own, but as an epistemological perspective on the present and on the past. We presume that journalism re-frames memory of disasters not *only* in the light of present circumstances but *also* by integrating future projections and thus contributes to the communication of risk. Our comparative case study investigates the journalistic memory of two past storm surge disasters: One that happened in the Netherlands in 1953 and the other in Germany in 1962. The empirical design is a long-term quantitative content analysis of nine national and regional newspapers from January 2000 to March 2012, based on more than 3000 articles.

We will present selected findings from this content analysis, especially from the first sub-study that investigates the temporal references (past, present and future) of disaster related issues. Our second sub-study is dealing with journalistic reporting on climate change. Here, we will take selected findings from various content-analyses, again on temporal references (past, present and future) and compare them with time-horizons of climate change research and climate policy.

In conclusion we want to proof and debate our hypothesis that dealing with future is quite an important component in journalistic reporting and reflects a general societal development, even though these temporal references in journalism do not completely converge with temporal dimensions in other social fields.

Author(s):
Joy Marjawar

Title:
'Changing Perceptions' - Government PR in a Developing Country: A Case of Kenya's First Office of Public Communications

Abstract:

We live during a time when democracy is transforming and sweeping across the world causing remarkable changes in governmental systems. Due to these global and national changes there is a rising need for better Public Relations and communications in the government sector which, in the past, has been a practically impenetrable area for public relations and journalism. This has given more meaning, sophistication and demand to a profession that is gaining acceptance in all aspects and spheres of life.

Without a doubt, the ability of public relations to evolve over time, in order to suit the needs of a dynamic and growing world, stamps its essence on modern day interactions. Together, the chapters in this paper will demonstrate the crucial importance of the government public relations' need to gain acceptance in a developing country and how it is currently being done in Kenya. This is reflected in the changing perceptions that have come up with the development of the first‐ever Office of the Government Spokesperson of the Republic of Kenya, otherwise called Office of Public Communications (OPC)

OPC thus lends itself to examination and study because:

- The OPC is relatively a new office and concept in Kenya.

- Despite the fact that it is a government office dealing directly with public communication and the media, it is hypothesized that the OPC is not an entirely credible source of government information among journalists and other people seeking unbiased information. There is an unmistakable lack of confidence in the office among media corps and a section of the general public.

- The office is a propaganda machine as viewed by the internal public as well as the external publics.

- The OPC has faced widespread skepticism since it was set up. On the other hand, in some quarters it has gained acceptance over time, within both the local and international public.

It is said that the stability of any government depends on the opinion the people have of it. It is also said that what determines the success or failure of an organization is the way the publics behave towards it, and this behaviour is determined or influenced by attitude and perception. By exploring the opinion and perception of the international journalists, local journalists and the official opposition in Kenya, the change in perceptions towards the office of the Government Spokesperson are revealed by assessing the credibility and the public perception of key players involved since its setting. In order to delve deeper into the changing perceptions and gain some insight into the hypothesis, content analysis was further used alongside Case studies.

The findings demonstrate that while the office of the Government Spokesperson is gaining acceptance in the society, it is also significant in depicting a rapid rise in spin doctors and public relations in a developing country, an appreciation of the office of the Government Spokesperson by the international community and a need for a shift in the propaganda and marketing strategies used by the same office.

Author(s):
Luis Santos

Title:
Seeking distinction – online newsroom strategies to counter the replication trap

Abstract:
Online journalism is increasingly under scrutiny for being both perceived as an experimentation area and as a 'less than adequate' performer in business terms.
Reflections emerging out of an ethnographic based study of a Portuguese online newsroom suggest that journalists experienced a change in the perception of the worth of distinct (namely multimedia) production, whilst also developing a particularly selective (hierarchical even) vision of user interactions with content. In tandem, they have heightened their awareness to webmetrics and peer production.
Caught between conflicting pressures online newsrooms thus appear to rely substantially on the management of breaking news stories in line with an enhanced (instantaneous) awareness of audiences' preferences. This in turn promotes what Boczkowski so aptly names 'a spiral of sameness' – the replication (through peer monitoring and imitation) of a shared/common pool of news stories.
Departing from this, we attempted to map out what strategies are being adopted by the online operations of three major Portuguese media outlets in order to pursue distinction in an increasingly homogenized universe.
Based on a combination of methodologies – observation of production output during complete news cycles, newsroom observation and interviews – this paper ventures that approaches are as much the outcome of editorial initiative as the combined result of a series of non-editorial organizational decisions.

Author(s):
Matthew Hibberd

Title:
Audiences, Impartiality and the Climate Change Debate

Abstract:
Many PSMs, including the BBC, play great stress on the role of impartiality. Impartiality is seen as an important Reithian concept which has helped safeguard the corporation's independence from the twin threats of political interference and commercial exploitation. The importance given to impartiality has, if anything increased in recent years with successive reports highlighting the merits of impartial journalism. And yet the BBC has always received brickbats form the left and right of political spectrum regularly

accusing it of bias rather than being impartial. Historically, it has either been seen as an instrument of political elites or capitalism, or else a left-leaning Marxist cultural institute.

Debates about impartiality have frequently be seen in recent years in science reporting, as topics such as climate change take on increased political importance. The BBC commissioned its 'From Seesaw to Wagon Wheel' report in 2007, which argued for a move away from covering contentious issues and debates in a 'seesaw' fashion, ie with two contrasting points of view, to one where the BBC could be seen as the dispassionate presenter of multiple viewpoints, ie as the centre of the wagon wheel. Yet the wagon wheel concept has been difficult to implement fully. The media, especially broadcasters, thrive on the cut and thrust of political debate and deliberately frame programmes to provide lively and contrasting views. It is surely not chance that the only live weekly parliamentary coverage on the main BBC channels (ie BBC1 or BBC2) is Prime Minister's Question Time?

The BBC's sense of impartiality was further criticised in July 2011, when a new report into science reporting (the Jones Report) criticised the corporation for bending over backwards to cater to climate sceptic views. This, the author implies, has led to a divorce between science fact (that anthropogenic climate change is taking place) and audience fictions. But is audience scepticism towards climate change really due to the failure of PSMs, the BBC in this case, to balance views of different credibility? The simple answer is probably No. The story is, arguably, far more complex and relates more to deep-seated social barriers preventing audience engagement in climate change.

Author(s):
Alvaro Enrique Duque
Danghelly Zuñiga

Title:
Transformations in Colombian newsrooms

Abstract:
The introduction of information technology and communication in the newsrooms in Colombia, has meant a change in the use of tools for working in the media in the form of organizing production and distribution of news and ultimately, in the profession of journalism. This change has been made clear in the requirements, qualities and skills called for in the current context of journalists working in newsrooms. Also in the way as decisions are made on the information published in the media (for example, shorter times, constantly updated and new items on the agenda, which are published as a result of which have appeared in social networks). From a survey of journalists and editors of the web sites of major media in the country, as well as a work of participant observation, this research identifies some of these major changes in editorial and media journalists Colombians in the period between 2000 and 2010. Research shows that journalists began asking them the mastery of techniques for collecting and presenting news in various formats and platforms. Also have been asked to consider the interactivity that is the digital network, which is taking place regarding reconfiguration of producer / consumer news and are reassessing traditional notions of gatekeeping and agenda setting. Research reviewed recent literature in America, Latin America, and continental Europe on the transformation of journalism as a result of digital convergence in the newsroom.

Author(s):
Ernane Rabelo

Title:
La formation professionnelle pour un "nouveau journaliste''

Abstract:
Dans un contexte de intenses discutions juridiques et éthiques sur la réglementation professionnelle de l`activité journalistique, nous considérons pertinentes des études et des réflexions sur la proposition pédagogique pour son enseignement à l`université. D'un passé lointain dans lequel les expériences em laboratoire étaient sévèrement limitées par le coût élevé de l´equipement, nous avons actuellement la possibilite de véhiculer le matériel produit em classe par les étudiants. Cela dans un contexte plus rapide et avec des coûts encore plus bas. Cette realité est due au développement de la technologie, notamment de l`Internet, des ordinateurs et des nouveaux programmes d`édition.

Une recherche basée sur l'environnement des informations et de evocation de nouvelles, qui a été faite avec des étudiants en journalisme à l`Université Fédérale de Viçosa (Bresil), a constaté que la plupart des élèves ont un très bas niveau d'engagement social et accèdent à un volume réduit de nouvelles, traditionnellement pré-requis pour une bonne formation. L'étude a éprouvé que l'Internet est le principal et, souvent, le seul moyen d'information journalistique. L'enquête a demontré la qualité et la quantité de produits journalistiques accédés: 80% des étudiants en journalisme regardent tous les jours les jounaux télévisés, 11% écoutent les jornaux par la radio, 93% accèdent des produits "webnouvelles" alors que seulement: 4% lisent les journaux. L`échange de données a confirmé être meilleure la qualité de l´évocation de l'étudiant avec une plus grande charge de lecture, qui a plus de sources et les plus variées,avec um plus grand décodage critique et engagement social.

À partir de ces résultats, le site jornaldevicosa.ufv.com.br a été crée pour véhiculer les nouvelles produites par les étudiants. Ce texte a l`objetif de raconter cette expérience et dire que, à notre avis, la perspective de toutes les conclusions des jeunes journalistes être publiée modifie sensiblement les étapes de l'activité dans l'enseignement du journalisme, par rapport aux sources et les lecteurs, à l´engagement avec la communauté et les institutions sociales, à l`accès aux nouvelles et à la connaissance de leur avenir profissionnel.

I wish to be considered for a poster session

Author(s):
Shenid Bhayroo

Title:
Study Away: Creating Critical Consciousness in the Global South

Abstract:
In the 2009-10 U.S. academic year 270,604 American students enrolled in educational institutions outside the U.S., a number that has tripled in the last decade (IIE, 2011). Just over half (53.5%) of these students studied in European countries. The rest, almost 126 thousand, were distributed across Latin America, Asian, Africa, Oceania, and the Middle East. Students at major American universities are increasingly interested in educational and cultural opportunities in the global south. Time spent in these programs in foreign lands has shown to have significant long-term effects on participants' intellectual and personal lives (Chieffo & Griffiths, 2004). Students acquire a global perspective about the human condition in the world (Matz, 1997); they have an expanded vision of the world; they gain more tolerance for cultural difference (Carlson & Burn, 1989; Carlson & Widaman, 1988; Deutsch, 1970; Lambert, 1989; Leonard, 1959; Sell & Craig, 1983); and they exhibit reduced ethnocentrism and nationalism (Carlson & Widaman, 1988; Leonard, 1959). Programs vary, from intensive long programs to carefully structured and sheltered short term programs akin to academic or educational tourism (Douglass, 2007; Wilkinson, 1998). This research project focuses on a newly launched journalism and research study away program in the Department of Journalism at Temple University. The inaugural program, based in Johannesburg, consisted of 11 participants who conducted research, and worked as news reporters covering daily and weekly news stories. Participants visited schools, media institutions, universities, museums, and communities, and attended presentations by journalists, researchers, and civil society activists. Field trips were designed to provide students with sustained exposure to representations of the country's apartheid past. Follow up small-group discussions and journal entries allowed students to reflect on their experiences. Research and news stories highlighted prevailing structural and economic inequities. Participants produced video documentaries, conference papers, news stories, and have created a peer-to-peer high school project between students in Philadelphia and Soweto.

The objectives of this research project were to determine the qualitative impacts and outcomes of this study away program. The research uses Paulo Freire's critical pedagogy as a theoretical framework. Freire's critical consciousness concept is used as a lens to view how teaching and learning in a group context influenced the worldviews of students, and to what extent critical awareness of lived experiences encouraged the processes of learning and discovery. The research also draws on John Dewey's principle of transformative learning as an outcome of disequilibrium created by experiences in newly discovered social and cultural environments.

A qualitative methodology and interpretive framework were used to collect and analyze the data. Data consist of: pre-program questionnaires, weekly personal reflection papers, journal narratives detailing students' significant experiences, and two post-program questionnaires, administered at one week and six months after the program.

Preliminary results show participants developed a concept of critical citizenship, an awareness of their relative privilege as inhabitants of the global north, a sense of purposes as a global citizen, and an appreciation of power inequities – within the communities they visited and between the country they visited and the they call home.

Author(s):
Kerry Green
Jolyon Sykes

Title:
Perception versus Reality: How the vulnerable see themselves portrayed in the media

Abstract:
The news media are frequently accused of being insensitive or of trampling on the rights of individuals when reporting on powerless or vulnerable individuals or groups – but are the accusations deserved? A national study of Australian news reports about vulnerable people shows a vast gulf between the content of reports and the perceptions of those represented. The study, conducted by five universities funded by the Australian Research Council, examined the way "moments of vulnerability" were portrayed when reported in the news media and sought reactions from members of "vulnerable" groups in society. These groups in Australia include people with physical disability, mental health problems including risk of suicide, people with religious, ethnicity and cultural issues, as well as people who are Indigenous, aged or who have experienced psychological trauma. The research involved content analyses of 12 months content of four metropolitan newspapers and a major chain of weekly suburban newspapers. The content analysis was supported by data from six focus groups, conducted in four state capitals, and by an analysis of government literature on public dealings with the news media. The results were surprising in that they show a distinct disparity between what the news media published and what focus group members think was published. Using a constructed fortnight, the research identified a total of 297 "moments of vulnerability" published. But, employing a number of criteria, researchers identified only 35 (or 12 per cent) as negative in tone. More than half were positive in tone and almost a third were neutral. However, focus group members overwhelmingly condemned the news media for portraying them, and others they identified with, for the negativity of their reporting. The differences between the reality of the content analyses and the perceptions of the focus group members illustrate the continuing need for the news industry to better understand its audiences, to modify its practices, and to be accountable for its dealings with people who are vulnerable. In particular, practices around the reporting of stories involving mental illness or violence deserve closer inspection by the industry, as these were the categories which most often resulted in a negative tone. The research especially shows the news media generally strive to be fair in reports involving people who might be deemed vulnerable, but journalists nevertheless fail to understand how to deal with them as sources and specific education is required in this area.

Author(s):
Jin Young Chung
Sun-Hee Lee

Title:
The Study on Media Coverage for Foreign Worker's Crime Since the Introduction of the Foreigner Employment Permit System

Abstract:
The South Korean assembly passed a foreigner employment permit system on August 17, 2004, and Korean companies finally were able to hire foreign workers legitimately. Foreign workers who were hired in Korean firms accounted for 1.5% of the population of South Korea in June 2010. Foreign workers provide necessary industrial labor, and their economic contribution is significant. Now, foreign workers are an important human resource in South Korea, and they have become members of Korean society. To further integrate foreign workers into South Korean life, social policies need to be made. However, social policies alone are is not enough. Every citizen has to contribute to a more harmonious society.

Foreign workers mainly live in specific area where big business parks are located, so many Korean people have little chance to interact with them. Access to information on foreign workers is mainly through the news media. Therefore, the role of media as a 'communication bridge' which connects Koreans with foreign

workers is important. News articles cover many cases of foreign workers directly, and as such readers easily construe news contents as factual. The press, therefore, should be careful in how they report.

This study focused on crime reports, because stories about violent acts attract the public attention (Hall et al., 1978), and have unusual characteristics. This research aims to examine whether reports' tendencies have changed since the passage of the foreigner employment permit system. In this study, the "attribution frame" and the "value frame" will be used. Attribution is to deduce from cause and effect; what attribution framing is used to report could affect people to judge who is responsible for certain cases which was reported(Huh & Min, 2005). "Value frame" is one of "emphasis frame". This study will use the value frame because it can affect people when they make opinions and attitudes about certain issue. Articles from the five major newspaper companies of South Korea, which reported from August 17, 2004 to May 31, 2012, will be analyzed.

Author(s):
Lynette Naidoo
Blessing Mbatha

Title:
The use of technology towards effective tuition in open distance learning

Abstract:
Technology is transforming the way teaching and learning is done and this is evident in an Open Distance Learning landscape. This study was conducted with the aim of assessing the role of technology in the learning process with an emphasis on satellite broadcasting and video conferencing. Distance education has adopted the use of technology to reach its students in order to exchange meaningful messages. Therefore this article uses disruptive innovation as its theoretical framework because of its relevance to the use of technology as the new mode of reaching students especially in a distance setting. Disruptive innovation explains the introduction of something new but alters the status quo, and technology may be viewed as a disruptive innovation in education. The study used a mixed methods approach by conducting focus group interviews and administering questionnaires in order to encapsulate the different viewpoints of its target population. The target population comprised undergraduate Communication Science students at Unisa. The quantitative data was analysed using Statistical Package for the Social Sciences and the findings from the focus group interviews were analysed using open coding and thematic categorisation. The study found that satellite broadcasting and video conferencing are useful methods of teaching at Unisa due to their abilities to open avenues for effective teaching and learning. Furthermore, the study established that satellite broadcasting and video conferencing are bridging the transactional distance between key stakeholders at the institution. Although students indicated that they benefited from the use of technology in their studies, they also expressed the challenges that they were faced with. Given the findings of the study, this paper provides solutions and recommendations to be adopted to improve pedagogy in an Open Distance Learning context

Keywords: technology, pedagogy, Open Distance Learning, video conferencing, satellite broadcasting

Law Section

Author(s):
Marta Llaguno

Title:
The New Code of Advertising Children's Toys in Spain (COPIJ): Construction process and first results

Abstract:
Since 1993 when the Spanish Association of Toy Manufacturers (AEFJ) and the Consumers Union of Spain (UCE) developed a Code of Ethics for Children Advertising, a) technologycal, b) sociocultural and c) legislative changes have taken place. So, an update of the regulatory document and process was required. In 2009, the process of change started in 2009 culminating in 2011 with the entry into force of the new Code of Advertising Children's Toys, (COPIJ). COPIJ is the product of a project, with a three phases methodology: literature review, proposal development, and discussion with experts. This communication presents this

process and summarizes the most significant changes and fist results in advertising directed to children resulting from this new document. one year after its launch.

Author(s):
Mncedisi Mashigoane

Title:
Balancing the public need to prosecute crimes against the protection of journalists' sources in a democratic S. A.

Abstract:
Modern societies have to balance the public interest need to prosecute crimes and the ethical journalistic principle to not reveal sources or informants who have been promised confidentiality in exchange for divulging sensitive information. In South Africa the right of the state to prosecute journalists who refuse to reveal their confidential sources in order for the courts to mete out justice is encapsulated in section 205 of the Criminal Procedure Act, 1977 as amended by s11 of Act 204 of 1993. This paper will discuss the provisions of section 205 in the context of the constitutional provisions for media freedom in the Bill of Rights as well as the ethical obligation of journalists to the confidentiality of their informants. The main questions to be explored are: What is section 205, how does it impact on the media freedom as the pillar of democracy? How does the South African society deal with the need to balance the right of the state to prosecute with the right of journalists to keep their confidential sources confidential without the threat of being prosecuted?

Author(s):
Jens Cavallin

Title:
Scholarly Conversation Structures Peer-to-peer: A Double Bind?

Abstract:
Scholarly communication viewed in a North – South perspective might both look like a soap-operatic power-play, and a process of growing empowerment of independent research, free flow of cultural capital, and conversation among peers.

This mirrors a general structure in the domain of scholarly mediated communication, its transfer, concentration and conservation of cultural and economic capital.

Communication structures in scholarly communities suffers from: bibliometry, Anglo-Saxonism, North-Americanism, Natural-Scientism, venture-capitalism, intertwined with peer-to-peerism.

The options of a researcher, notably in politically sensitive areas of the social sciences, might be narrow: Keeping silent for the benefit of careers – or sometimes for the possibility to emigrate.

Is the publication structure of scholarly production not often – by way of its integration into finance capitalism - a kind of gated community rather than a forum for independent minds?

The case of scholarly communication demonstrates aspects of a very specific, multi-layered dilemma between public interference and scholarly independence. It raises in a particular way aspects of the general problem of media concentration and freedom of expression. Its connection with "financialisation" trends of cultural production, including research and higher education, weakens or eliminates collegiate governance traditions. "Innovative" creative industry management models couched in terms of utility, competitiveness and "excellence" – is the Newspeak of political intervention of Neo-liberalism - radically opposed to Liberalism In the Real World

Cultural production in the scholarly community therefore merits to be analysed in the perspective of concentration of power in the communication sector, including its social, legal and philosophical consequences.

Scholarly production embodies both a culture of honour, involving both symbolic capital accumulation and a "gift economy". Subtle structures centred around scholarly publications benefit disciples of the honoured few in the systems of research funding and academic positions. This culture might both be seen as a necessary

condition for freedom of creative thought – and disciplining the obedient into the learned community. The financial and symbolic capital structure of scholarly communication is not unrelated to totalitarian governance of structures for cultural/symbolic production, that is, art, philosophy, language, religion, education, media, legal norm-production and practice, investigated by thinkers like Pierre Bourdieu, Ernst Cassirer and Michel Foucault,.

An apparently esoteric "North" problem deserves to be analysed as a major underlying obstacle to a free flow of scholarly knowledge in a New (and Equitable) Global Information and Communication Order.

Globalisation translates traditional problems of cultural imperialism, and freedom of scholarly information, into a specific case of dilemma of hegemonic discourse formation.

Should we all happily profit from the mildly repressive tolerant capital of the North?

Pourquoi ne parle-t-on pas français? Почему не говорим по русский?
Что надо делать?

Author(s):
Sandra Braman

Title:
Information policy at the edges of time: Memory doctrine, practice, and fatigue

Abstract:
According to Jung, what we remember is where life begins. In any event, memory is where the narrative begins – our story, where we are, what we might do, what it is even possible to do. This is true not only for each of us, but for the state, and for each community, as well; whether memory is relied upon or explicitly rejected, political decision-making takes place in relation to what is recalled. Today political memory is under attack, undermining the potential for political efficacy whether from above or below. This paper will look across the domain of information policy -- the laws, regulations, and doctrinal principles that apply to any type of information creation, processing, flows, access, and use or, more colloquially, law and policy for information, communication, and culture – for trends in the affordances for and constraints upon memory. Inevitably, those trends intertwine with technological developments and with practices as diverse as those of journalists, librarians, film-makers, scientists, and citizens.

Author(s):
Yoonmo Sang

Title:
A Study on the Copyrightability of Television Formats

Abstract:
In the highly competitive global television market, buying and selling program formats is growing in popularity, largely due to popular television formats' efficiency and safety in making profits. The advent of streaming and other digital distribution methods also have accelerated the transnational flow of television content. One of the most popular game show formats, "Who Wants To Be A Millionaire," for instance, was sold to more than 100 countries. However, it is also true that television format rights are not respected in many cases. Unlike television content that can be protected by copyright and related rights, television formats are not subject to copyright protection in most countries of the world. Given that copyright laws protect only fixed expression, television formats have difficulty in meeting the criterion because they exist somewhere between idea and fixed expression. In the absence of clear legal guidelines, television formats have been plagiarized or copied in the television markets. This paper highlights the surprising gap between the ever-growing trade of program formats and the murky legal environment surrounding them. By analyzing copyright laws and industry practices that pertain to television content in the US and UK, this study shall seek to determine whether, and if so to what extent, television formats should have legal protection. This study also explores possible strategies to prevent format imitation and investigates systematic alternatives managing the current vulnerable status of program formats.

Author(s):
Anne Peacock

Title:
Incorporating Freedom of Expression principles into ICT4D projects: A Case Study of a Digital Inclusion Initiative in Jalisco, Mexico

Abstract:
With the undisputed impact of information communication technology (ICT) on society, democratic governments are implementing ICT reforms, which attempt to increase democratic participation and improve the overall lives of the most marginalized communities within society. At the 2003 World Summit on an Information Society (WSIS), the Declaration of Principles states, "everyone can benefit from the opportunities that ICTs can offer…all stakeholders should work together to improve access to ICT infrastructure, as well as to information and knowledge." In 2005, the Tunis Agenda reaffirmed these principles and put forth Action Lines to ensure a roadmap for how these principles will be implemented at state and local levels. In 2011, the UN Special Rapporteur for Freedom of Expression presented his report to the UN General Assembly, which states, "…facilitating access to the Internet for all individuals, with as little restriction to online content as possible, should be a priority for all states." However, a research gap exists between acknowledgement of the benefits of improved access to the Internet, and the actual empirical measurement and evaluation of the specific results these digital inclusion projects have in practical implementation.

This paper is a chapter of my in-progress doctoral thesis, "Freedom of Expression's Role in Creating Universal Access to the Global Information Society." Six years after the WSIS Plan of Action, the project analyses the successes and challenges of the efficacy of digital inclusion initiatives at a local level, especially in achieving access to relevant information in the most marginalized populations in the state of Jalisco, Mexico. The paper will present the results of my field research, which focused on four primary questions regarding the Digital Agenda Jalisco (JDA) project: 1) What information is being accessed by users of local digital community centres? 2) Why is this information being accessed? 3) How has information been used in the daily activities of the users? and 4) What information is not currently being accessed that will be available in the future?

Three groups of hypotheses were developed to evaluate the effectiveness of the centres in providing community access to relevant information: effectiveness in addressing community needs; funding, training and capacity building; and involvement of stakeholders. The paper will discuss the results of the research, first by describing and comparing Mexico's national digital inclusion initiatives with the JDA and its implementing partners at the macro level, and then presenting results of the field research at the meso and micro levels, providing detailed background profiles of digital centres visited, their users and administrators. I argue that implementation of digital inclusion programs must emphasize training and capacity building of administrators in the management of diverse informational needs, combining offline activities with digital literacy programs, as well as embedding digital centers within locally accepted institutions, like libraries. More broadly, the case study provides a vital link between the legally binding state commitments to access to information (notably the internet) and their implementation on the ground—providing empirical evidence of the extent of implementation of the fundamental right to access.

Author(s):
Dan Arav
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Title:
Judicial Procedure in "State of Exception" TV

Abstract:
Judicial procedure today extends beyond the realm of jurisprudence. It is also reflected in the political and aesthetic discourse outside the formal justice system, where it is often presented as a signifier of fairness, integrity, and objectivity. When judicial discourse enters the arena of popular culture, it is seen as a sign of finality and certitude. These features can all be found on TV, particularly in reality programs, quiz shows, and so on.

Our paper will examine the link between the judicial system and the entertainment world, describing both as systems that operate in the context of "states of exception," which exist in totalitarian and democratic

regimes alike. Our primary contention is that the legitimation of states of exception, in which the justice system shares, makes its way onto the television screen, creating fictional "states of exception" in the medium's most popular genres.

Judgment in TV entertainment shows takes the form of a "dominant fiction," that is, it obscures its underlying ideological meanings. Specifically, it conceals the state of exception from consciousness by presenting it merely as a "game." Framing the state of exception as entertainment, in programs such as "Big Brother," produces what Latour refers to as a "purifying discourse" (1993), which is carried over into the political sphere in the real "off-screen" world. The result is renewed legitimation of states of exception in which human freedoms are restricted voluntarily.

We will demonstrate how major parameters of the state of exception, as evidenced in the modern world, are projected onto TV entertainment. Drawing on the early work of Carl Schmitt (1922) and the radical political thinking of Giorgio Agamben (1998, 2005), we will show how key notions in the definition of the state of exception are translated into a purifying genre involving judicial procedure. Concepts such as the sovereign controlling the biopolitics of his subjects, the "camp" as a site in which the power of the sovereign is experienced, the bare life of the subjects (homo sacer), and the exceptional, yet sanctioned, application of the law are all converted into a seemingly innocent television fiction defined as a "game." Here, Big Brother controls the state of exception for the bare subjects under his authority; in the reality show camp the participants' basic rights are suspended in the name of liberal values such as embracing the other and multicultural discourse.

In addition to the televised camp (the "Big Brother" house or the "Survivor" island), there is another camp consisting of the viewers who function as the judges sitting at home and deciding the fate of the participants. They, too, can be seen as subjects of Big Brother in the real world: the socioeconomic capitalist system that controls the fate of the citizens (capitalist Darwinism, the survival of the fittest) and operates in parallel to the cultural assimilation of a public state of exception (cultural necessity, supreme need, the demand for active participation).

Thus, the public "drills" the experience of a state of emergency which is presented as fiction (the reality show game). In this manner, one reality is substituted for another, removing the threat inherent in the suspension of human rights and existence of a state of exception. In other words, conceiving of the state of exception as fictional enables the viewer to harbor the illusion that no actual jurisprudential state of exception exists. This understanding, engendered by a combination of justice discourse and totalitarian discourse on exception, is liable to result in renewed legitimation for the perpetuation and expansion of political evil.

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Author(s):
Silvio Barbosa

Title:
Brazilian Press and Judicial Censorship

Abstract:
The focus of this research is media freedom, which is the very recognition of the right of people to know the facts, be informed about everything that concerns the public interest, which encompasses all elements related to the welfare of society, such as, facts pertaining to the safety, health and education.

Through the analysis of journalistic practice and facts reported in the national and foreign press, this research will explore, in a special way, the fight started in January 31, 2009 when the newspaper "O Estado

de Sao Paulo" was subjected to censorship by the Court of the Federal District in a lawsuit filed by Fernando Sarney, son of Senator Jose Sarney, President of the Senate, which prevents the newspaper to publish research data about corruption and fraud allegations against him.

Other countries in the Americas, it is true, also suffer from censorship, but mainly the political one, as in Cuba, where there is only the official press; Venezuela, where President Hugo Chavez has closed 34 radio stations and the most important TV channel, RCTV; in Argentina, with the approval of the new broadcasting law, which extends the power of government intervention on the media and as also occurs in Ecuador and Bolivia, who study similar laws restricting freedom of information.

However, in Brazil, the process is different. We are free from direct government censorship (since the return to democracy, in 1984); that´s why this research will analyze this other aspect of censorship, the legal one, this time affecting the newspaper "O Estado de Sao Paulo."

And this case involving the "Estado" is not the only one. The National Newspaper Association reported 12 cases of censorship determined by the courts throughout Brazil.

It is therefore an object of this work to analyze how the judicial interpretation that allows censorship can so often confront a fundamental principle, which is the freedom of information and the press, guaranteed by the Constitution:

"Section 220. The expression of thought, creation, expression and information in any form, process or vehicle is not subject to any restriction, subject to the provisions of this Constitution. Paragraph 1 - No law shall contain any provision that could constitute hindrance to full freedom of journalistic information in any media ...

Our Constitution explicitly prohibits prior censorship. However, other legislative codes make exceptions that ultimately serve as a reference law for judgments of censure. Publications may be seized and programs of radio and television may be suspended as punishment for violations specified in law.

The Statute on Children and Adolescents, Law no. 8.069/90 establishes one of these situations:
"Article 247 - Disclose, in whole or in part, without proper authorization, by any means of communication, name, act or document of police procedural, administrative or judicial, on the child or adolescent and to assign offenses.

Penalty - fine of three to twenty reference wages, applying twice in each repetition.

Paragraph 2. - If the act is committed by national press, radio or television, in addition to the penalty provided in this Article, the judicial authority may order the seizure or suspension of publication of the programming of the station for up to two days as well as the publication of periodically for up to two numbers. "

Likewise, the Law n. 7.716/89, which defines crimes arising from prejudice of race or color, states:

"Section 20 - Practice, induce or incite, by media or publication of any kind, discrimination or prejudice based on race, color, religion, ethnicity or national origin:

- Penalty - imprisonment from two 2 to 5 (five) years.
- Paragraph 1. - The judge may determine, after hearing the prosecutor or on request, even before the police investigation, under penalty of disobedience:
    I. The Gathering immediate or search and seizure of the copies of relevant material;
    II. The cessation of their television or radio broadcasts.
- Paragraph 2. - It is the purpose of sentencing, after the decision becomes final, the destruction of the seized material. "

Author(s):
Anasa Sinegal

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

Abstract:
This paper explores the topic of business privilege licenses and taxes that are levied on the press, with a focus on taxes levied on bloggers and a newspaper written by the homeless. The goal of this research was to explore whether, when applied to media, business privilege licenses and taxes amount to discriminatory taxes on the press. Research questions were addressed by examinations of U.S. Supreme Court and state court decisions on business tax legislation on the press since Grosjean v. American Press Company. The combined federal and state case law suggests that business privilege licenses and taxes on the homeless press and bloggers are non-discriminatory taxes because they apply to all types of money-generating industries. Given the decisions that have followed the precedent set in Leathers v. Medlock, it is unlikely that homeless journalists and bloggers will be able to successfully challenge the constitutionality of business privilege licenses and taxes. Recently, Philadelphia, Pennsylvania's City Council passed a bill exempting businesses (including bloggers) that make less than $100,000 annually from paying for business privilege licenses and from paying business privilege taxes. Given the Leathers Court's interest in protecting diverse voices in the press, the homeless press and new media will be more likely to draw exemptions from business privilege tax schemes than to successfully claim the taxes are a First Amendment violation. That media outlets with limited resources should be taxed at the same rate as standard businesses may not be unconstitutional, but it is not good public policy.

Author(s):
Thomas Wiedemann

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

Abstract:
This paper focuses on Walter Hagemann (1900 – 1964), one of the most famous Catholic journalists in the late Weimar Republic. Despite his political concessions during the Third Reich, the Nazi regime mistrusted his civic and conservative worldview and finally silenced him. Hagemann's case provides an insight into Germany's communication law structures in the National Socialism and illustrates the strong link between the journalistic and the political field (cf. Etlin, 2002), which also affected members of the denominational press who barely exposed themselves as opponents of the fascist regime. In the German press brought into line through the *Reichspressegesetz*, the simple existence of particular interests was sanctioned by the totalitarian regime.

Hagemann was still under 30, when he became chief of the foreign department of the *Germania*, once Germany's leading Catholic daily newspaper. His move to the journalistic field had not only been favored by his university studies of history and his world journeys, but also by his membership in the *Deutsche Zentrumspartei*, an important Catholic party. Due to his contacts and reputation, he could now influence the public sphere according to his national, Catholic and democratic convictions (especially as a highly regarded voice and confidant of the Imperial Chancellors Gustav Stresemann and Heinrich Brüning). But Hagemann's promising social positioning ended with the seizure of power by the Nazis in 1933. His effort to maintain *Germania*'s individual character and to keep a distance from conformist journalism had serious negative consequences: Hagemann fell into total disgrace and suffered one existential crisis after another.

Following Pierre Bourdieu (1998), Hagemann's acting as a Catholic journalist in the Third Reich can be considered as an interaction of his personal history and the surrounding social structures. His scope is the result of his habitus, his (economic, cultural, social, and symbolic) capital and the configuration of the journalistic field. To investigate Hagemann's social position, I employed a category system based on Bourdieu's sociology and analyzed extensive archive material as well as Hagemann's publications.

My findings show that Walter Hagemann lost all his capital in the social sphere during the National Socialist dictatorship. Although the *Germania* recruited him as chief editor in 1934, his freedom of action was more and more limited by the Ministry of Propaganda and its strict media regulation. In spite of his national commitment, Heinrich Goebbels personally cautioned him against any forbidden Catholic tendencies in his publications. After the closure of the *Germania* in 1938, Hagemann was banned from the press. The fact that he was not willing to go on cooperating with the National Socialist party was seen as a breach of the rules of the journalistic filed. To reduce his economic difficulties, Hagemann wrote opportune treatises and edited for a non-political news service. But even there, he was persecuted. Finally, he went into hiding until the Allied troops arrived.

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Author(s):
Yik Chan Chin

Title:
Balancing Freedom of Expression and Reputation in the People's Republic of China

Abstract:
The liberal democratic concept of freedom of expression emphasises the special role of the media and the particular importance of freedom of the press. But the right to freedom of the press must always be balanced against other rights and interests such as the rights of individuals to reputation. The balancing of rights and interests is common to all legal systems, and their relationship continues to be a pressing legal issue all over the world including in the People's Republic of China. Within the legal reform in China, the media plays a strategic role in shaping the public opinion, its remit assigned by the government is to mould public opinion, to 'enlighten' the public, and to mobilize support. With its special social and political background, how can the right of freedom of expression be protected and enhanced in China as a transitional society? How are Chinese courts striking balance between media freedom and right to reputation ? This paper examines the latest status of the PRC's defamation law and its Courts' adjudication of media defamation litigations through content analysis of 400 courts' judgements. The research shows that despite the Chinese law applys a stricter limitation on media's freedom in comparison with the international law, i.e ICCPR, courts in the PRC has utilized its discretions to broadly interpret the law, and incorporate constitutional, and international standards in their adjudications in favour of freedom of expression. Nevertheless, it is unclear whether a CONSISTENT legal jurisprudence in balancing media's freedom and individual right to reputation would be established in the Chinese Court in the future.

Author(s):
Lyombe Eko

Title:
Governmental Instrumentalization and Civil Society Counter-Instrumentalization of the Internet and the Social Media as Weapons in the Power Struggles of the 2011 Arab Spring in North Africa.

Abstract:
The media and communication infrastructures have always been the auxiliaries, tools and bulwarks of political regimes in North Africa. The instrumentalities of communication were at the center of the political power struggles spawned by the Arab Spring of 2011. Using policy and content analysis, this study explored how three, pre-revolutionary North African authoritarian regimes: Tunisia under President Zine El-Abidine Ben Ali, Egyp under President Hosni Mubarak, and the Libyan regime of Colonel Muammar el Gaddafi, conceptualized, regulated, and instrumentalized telecommunications infrastructures and networks, and specifically, the Internet and its associated social media as tools for implementing authoritarian control within the context of the power dynamics and media policies of their respective regimes. The study was carried out within the framework of Foucault's concept of instrumentalization, which conceptualizes communication as a terrain of power relations, and views information as power. Instrumentalization is a phenomenon that involves the redefinition, "weaponization" and (re)deployment of the instrumentalities and infrastructures of communication for purposes of maintaining the status quo and resisting political change. This study traced the edifice of authoritarian information control–decision-making processes, institutions, censorious policies, and technological tools–deployed by the three beleaguered governments in a vain attempt to stifle civil society "information activists" whose counter-instrumentalization of the Internet and its associated social media for purposes of organizing street demonstrations and spreading anti-government counter-discourses, sparked the Arab Spring and sustained the life and death power struggles that led to the fall of the three regimes.

Author(s):
Peter Lunt
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Title:
Media Regulators as Institutions in the Public Sphere: The case of the UK regulator Ofcom

Abstract:
In this paper we present an analysis of the UK media regulator Ofcom as what we define as an institution in the public sphere. Ofcom is a statutory regulator established by act of parliament with the broad remit to further the interests of citizens and consumers. Although a UK regulator, Ofcom has proved influential in relation to wider European and international policy, liaising with regulators elsewhere and often serving as a model for others to follow.

Ofcom's remit encompasses competition and consumer policy, in which Ofcom has defined duties and powers, as well as a less clearly defined role to enhance media policy so as to promote the public interest. How has it managed these at times conflicting interests? We are especially interested in how Ofcom has operated as a public facing institution which has extended the remit of traditional regulation beyond market analysis and command and control to encompass manifold relations with a variety of stakeholders and a variety of modes of governance and public engagement.

Our specific examples include Ofcom's work onthe review of public service broadcasting, media literacy, and the regulation of advertising and community media. These ground our proposal - following Habermas's examination of the sociology of law in *Between Facts and* Norms - for four normative criteria for public institutions charged with furthering the public interest: recognition of public concern; balancing the demands of different stakeholders; combining legitimacy and effectiveness and reflexive awareness of the consequences of its actions and judgements. The implications of these criteria – for Ofcom and for media and communications regulation more generally – are discussed by way of conclusion.

Author(s):
Adedayo Abah

Title:
Whose Internet is it anyway? Anonymity and Personal Privacy Rights in Online Media

Abstract:
This paper argues that online anonymity should be considered a universal human right that is not absolute but a presumptive right that can only be override in life-threatening or other extreme situations. The legal premise for the study is the constitutional protection for anonymous speech in the United States and numbers three and five of the ten Internet Rights and Principles compiled by the Internet Rights and Principles Dynamic Coalition (IRP), an open network of individuals and organizations working to uphold human rights in the Internet environment. The principles are rooted in international human rights standards, and derive from the coalition's emerging Charter of Human Rights and Principles for the Internet. Given the fact that in the digital age, one must disclose a chunk of information to others as a requirement for participation, anonymity provide a way to keep parts of oneself private while participating online. Making anonymous online speech a universal right would prevent media giants such as Facebook and Google from requiring non-anonymity as a requirement for participating in online activities. However, this right would not be absolute. The balance between the right to participate in online speech anonymously and the right of individuals and corporations not to be defamed would be maintained by having a universal test for unmasking online anonymous speakers. Individuals and corporations who have been harmed by anonymous speech would be able to pierce the veil of anonymity by obtaining a subpoena from a court after establishing a claim for harm and proffering evidence that is sufficient to create a likelihood that he/she could succeed on each element of its claim within her/his control. Online anonymity has become a global issue when global media platforms such as Facebook and Google prohibited their users from using pseudonyms and anonymity while using their services. If online anonymity is a presumptive human right it should be mandatory for web and social sites such as Google, Google+, YouTube and Facebook based on their popularity with global populations to allow and protect the right to privacy and anonymity while online. The sentiments from these media giants decrying the use of anonymity while online echo the desire of government bodies globally who have demanded an end to online anonymity. Globally, the condition to be identified before participating in communication on these platforms should be regarded as a deprivation of the right to speech. Consequently, the study provides a solution in which people are allowed to participate

anonymously online on the platforms of these media giants for a token fee or participate with full name for free. No one should be denied the opportunity to participate on these global platforms on the basis of their willingness to be identified. This argument is anchored on the idea that the opportunity provided by the Internet for people to speak and interact freely would be greatly hampered if the right to participate anonymously or pseudonymously is not globally recognized.

Author(s):
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Title:
Law, Right to communication, Media, Democracy and insufficient normative in Brazil and others South America´s countries

Abstract:
The paper supported by relevant literary research, highlights the right of communication as a fundamental human right, for it contains the elements to be classified as such according to the Brazilian laws and Constitution of 1988. Using this concept as a starting point, this study aims to define, within the fields of Social Communication and Political Science, the importance of exercising the right to communication regarding its own fields, highlighting the role played by the press and the democratic regime. The paper also aims to show how the Mercosur (Brazil, Argentina, Paraguay, Uruguay, Bolivia and Venezuela) and Brazilian state have been dealing with the matter of right to communication regarding the country's judicial system. This particular study was done by analyzing three decisions of the Supreme Court regarding freedom of expression - one of the foundations of the right to communication - and the historical of legal activity of the National Congress. The results of this paper show that the legal inertia, as demonstrated so far by the State, create an unfavorable situation to the exercise of democracy, highlighted by inconsistencies in the access to the media and on its concentration of properties.

Author(s):
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Title:
"a time to scatter stones and a time to gather them" : media and telecommunications ownership trends in Israel 1984-2008

Abstract:
This study takes a holistic view at the media and telecommunications industries in Israel and describes the trends in ownership between 1984 and 2008. Using a diversity of sources – exposure surveys with regards to media and market share data with regards to traditional telecom – market shares in 12 industries are described: newspapers, magazines, broadcast television, radio, multichannel television platforms, cable and satellite delivered channels, voice telephony, broadband access, mobile communications, Internet Service Providers (ISPs), search engines and news web sites.

Media concentration and ownership concerns were major motifs at the backdrop of the transition the Israeli media and telecommunication industries were making from their monopolistic government-controlled past to their market-oriented present.
The methodology followed in this study determined the market shares of the groups operating in the different media and telecommunications markets in Israel in four year increments between 1984, which marks the beginning of the transition to a market economy, and 2008. The market shares were then put into the Herfindahl-Hirrschmann Index formula (HHI), which sums the squares of market shares. The HHI is a common formula used by many competition authorities around the world. There is no determination of what constitutes a high or low number, only a pointing out of the concentration trends during the studied period.

The overall trend that seems to emerge from the data is that "old media" concentration in Israel is on a gradual decline, while "new media" is formulating into a vertically integrated highly concentrated distribution system. The magazine, cable television channels and news web sites demonstrate on the face of it the healthiest competitive landscape. Newspapers and broadcast television concentration seems to be declining. However, both assessing that the trend in Israel is positive and that there are industries that are

truly competitive would be a superficial statement that does not take into account cross ownership, the lack of competition in the media delivery markets, and vertical integration between content and conduit.

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Title:
Digital Rights Management and Corporate Hegemony: A Legal Analysis

Abstract:
Copyright, which offers creative endeavors a monetary incentive "by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries,"[1] has evolved starkly: From benefiting a clique of printers in the 16th century,[2] it came to protect the interest of authors across many international borders by the close of the 19th century,[3] and then to shielding media corporations by the end of the 20th.[4] In 1998, the 105th United States Congress adopted the Digital Millennium Copyright Act,[5] which amended Title 17 of the U.S. Code to explicitly extend protection to digital media, especially copyrighted works accessible via the Internet. Essentially, the DMCA (1) immunized ISPs from liability for copyright infringement by users via Title II, (2) criminalized the production or proliferation of a technology or device intended to circumvent safeguards that regulate access to copyrighted works via Title I and, (3) criminalized actual circumvention of a control of access to copyrighted works. In the latter two functions, executed under a dozen rules of exemption, the statute enabled "digital rights management," which has emerged as a popular method for corporations to execute copyright.

Media corporations routinely wrap a technological control – software to prevent copying of the work – around CDs or other media to dissuade, say, a music track from being shared by prospective pirates. DRM, which criminalizes any attempt to disable that software except under license, has been criticized as inconsistent with well-established "fair use" norms.[6] It has been argued to re-conceptualize copyright as a "positive right to copy" from a "negative right not to copy."[7] Consequently, creative individuals need radically new business models for their work to be subject to fair use as in, say, education. It all has reignited a debate over who ought to control content published in tangible formats, and to what extent. This paper presents a legal analysis of that debate using a framework of Gramscian socialism. It argues that corporations that use DRM dilute any property ownership rights of international users of protected material.

References

[1] United States Constitution Article I, Section 8:8.

[2] Richard Rogers Bowker and Thorvald Solberg, *Copyright, its law and its literature* (Cornell University Library, 2009), 4. Originally published 1886.

[3] In 1896, a handful of European and Commonwealth nations signed the Berne Convention for Protection of Literary and Artistic Works, which the United States did not join until 1989. See "The Berne Convention" at http://ipmall.info/hosted_resources/lipa/copyrights/The%20Berne%20Convention.pdf

[4] Sonny Bono Copyright Term Extension Act of 1998.

[5] The law was effective on November 29, 1999. 17 U.S.C. § 1201

[6] Christopher May, "Digital Rights Management and the Breakdown of Social Norms," First Monday, vol. 8, no. 11, 3 Nov. 2003.

[7] James G.H. Griffin, "The Rise of the Digital Technology Meritocracy: Legal Rules and Their Impact," Information & Communications Technology Law, vol. 15, no. 3: 211-221 (2006). Also see, Ian Brown, "Can Creative Industries Survive the Digital Onslaught?" Financial Times, London, 3 Novembeer 2009, p. 1 of "FT

Report: Digital Business" section.

Author(s):
Eddy Fernando Tube Suarez

Title:
Ley De Medios De Comunicación Y Su Influencia En Bolivia Y América Latina

Abstract:
Para muchos, pero sobre todo para aquellos que ostentan el poder politico, los medios de comunicacion sean estos de cualquier clase, siempre han sido considerados contrarios a su vision, mision y gestion. Por ello es que ahora a surgido una tendencia en America Latina de querer manipular cueste lo cueste, las normas que regulan el actuar tanto de objetos como sujetos de la comunicacion. En algunos paises como Bolivia, Venezuela, Ecuador y aun tibiamente en Peru, los gobiernos de turnos ven continuamente en los medios de comunicacion y los comunicadores, como sus ideas de progreso y desarrollo de sus pueblos y sus regiones, se tergiversan segun ellos, cuando la realidad muestra otra cosa por una mala praxis de sus politicas internas y su ambicion de concentrar en ellos mismos el poder absoluto de lo publico y de los privado. Las leyes que favorecen y que protegen a los medios de comunicacion como objetos, los comunicadores como sujetos y la poblacion en general: como alfa y omega de la informacion, estan cada vez mas susceptibles de sufrir cambios, a fin de que los poderes politicos tomen cada vez más control de estos, y que a su vez estos muestren una figura menos desgastada de sus detractores. Las leyes deben garantizar no solo nuestros derechos como seres humanos, en todos los tiempos, sean estos de izquierda, centro o de derecho. Todos deben ser conscientes de que sus actos acarrean consecuencias. Lo que hay que saber es que esos actos deben tratar de enmarcarse en lo posible en dar solvencia moral a terceros.

Author(s):
Slavka Antonova

Title:
Internet and the emerging global community of rights: Exploring the multistakeholder human rights debate at IGF

Abstract:
The doctrine of human rights provides the moral grounding for the policies of governments and international institutions. At the 2011 Internet Governance Forum (IGF), the debates were dominated by a concern about establishing human rights as the foundation of the Internet governance policies. This was considered by some participants to be "the Internet constitutional moment".

In this paper, the concept of "community of rights" is explored in the context of the latest IGF debates. The U.S. philosopher Alan Gewith defined "community of rights" as a society, where the government creates public policies in the framework of human rights. The argument developed in the paper is that the debates on Internet governance at IGF and other global, regional, national, and international fora demonstrate how a global community of rights is taking shape.

In previous publications, a thesis has been proposed that "the Global" in Internet governance should be defined as the emergence of a global common consciousness. At the last-year IGF that common consciousness was articulated through numerous workshops and presentations devoted to the establishing of human rights as a framework of the Internet governance debate. On its part, the Internet Rights and Principles Dynamic Coalition at IGF stated that it works "to root internet governance processes and systems in human rights standards".

The above-outlined theoretical argument is pursued further in the paper by applying discourse analysis to the transcribed sessions at the IGF meetings. The open multistakeholder process provides the participating governments with the unique opportunity to "survey" broad social segments' opinions on the rights on the Internet and to use that to justify their policies of protecting those rights. It is observed that the multistakeholder debate has accommodated differing views on the scope of Internet user rights that legislatures and governments should support. Thus, the civil society representatives see the OECD attempts to promote the protection of intellectual property and copyright on the Internet as restraining and limiting the open Internet. On their part, the technical community representatives prefer to rely on the Internet set of operating values in order "to ensure that fundamental rights can be exercised in the world".

Author(s):
Kaarle Nordenstreng

Title:
Evolution of the idea of Information Society in science and politics

Abstract:
The concept of *information society* emerged in the 1970s as part of scholarly visions of post-industrial society (Bell 1973; Masuda 1980). Although the question about the role of knowledge in a national economy already had been articulated in the early 1960s (Machlup 1962), it became a vital issue only in the mid-1970s when computers had expanded so much that both scholars and politicians began to see the rise of a new stage in socio-economic development. At this time international think tanks such as OECD set up projects to analyze computer-telecommunication policies and at the national level committees were established to examine "societal information" (Sweden) and "information systems" (Finland).

With these paradigmatic developments a new disciplinary approach emerged between sociology and communication studies as described by Frank Webster in *Theories of the Information Society* (1995). A boost for this approach came in the 1990s along with an exponential growth of broadband and mobile communication, multimedia, etc. The emerging paradigm was highlighted in Manuel Castells' trilogy *The Rise of the Network Society* (1996-1998).

By the turn of millennium it was obvious that national and regional programs for information society did not always succeed as planned, and the economic "bubble" around new information technologies exploded and was typically followed by a decline of political aspirations around information society. Nevertheless, the emerging paradigm prevailed as the nature of work and people's everyday lives were increasingly facilitated by ubiquitous IT applications. It is symptomatic that in 2006 a book paraphrasing Adam Smith, *The Wealth of Networks: How Social Production Transforms Markets and Freedom* by Yochai Benkler, became another classic. At the political level, the concept was legitimized by the UN through the World Summit on the Information Society WSIS (2003-05).

The network society is also more and more a society of regulation. The European rule of law has evolved as part of this development. However, the legal regulation of the network society has developed mostly by ad hoc and fragmented legislation, without a coherent view of society or law. There is a striking lack of legal theory to guide the legislation on network society and the information society programs of European Union are general programs without deep going legal analyses.

The paper will address the question: How has information society as a concept evolved internationally and in Finland, both in scientific thinking and political discourses? Academic thinking covers both general social theory and specific study of information society. Policy discourse includes, firstly, international agencies such as OECD, EU and the UN, and secondly, national information society programs using Finland as a case. Examination of these developments will be from a critical perspective, questioning the mainstream thinking which typically understands information society as immanently good and inevitable and which suggests that traditional social theory be replaced by a new one based on mediated social relations. The paper is part of a larger project sponsored by the Academy of Finland.

Author(s):
Sandra Braman

Title:
The State of the Law

Abstract:
At IAMCR Istanbul in 2011, the Law Section launched an annual "State of the Law Panel" tradition. This panel will present recent and breaking developments in communication law, regulation, and policy in countries around the world. To ensure that the most timely of issues will be addressed, this panel will be comprised by the section chair about 2 months prior to IAMCR Durban in 2012.

Author(s):
Sara Bannerman

Title:
WIPO and African Countries in Historical Context

Abstract:
Traditional histories of international copyright (Barnes, 1974; Bently and Sherman, 2001; Bogsch, 1992; Ladas, 1938; Ricketson and Ginsburg, 2006; Rose, 1993; Sell and May, 2001; Seville, 2006; Stewart and Sandison, 1989) have showcased France, the United Kingdom, Germany, and the United States, as well as transnational groups of authors and publishers. The relative absence of other countries from the dominant history leaves a story with significant blindspots. My work will complement these traditional approaches by examining the history of international copyright from a different perspective—foregrounding the roles of emerging countries.

The term 'access to knowledge' has risen to prominence in recent years as a common reference point for a diverse set of agendas that all hope to realize technological and human potential by making knowledge more accessible. A number of recent studies of international copyright focus on the concept of 'access to knowledge' (Anderson *et al.*, 2010; Anderson and Bowrey, 2006; Drahos, 2005, Nwauche, 2005). This study defines 'principles of access to knowledge' as those principles within copyright that create limitations and exceptions on copyright ownership that are intended to allow access to and use of copyright works in the public interest.

Following the hypothesis that countries termed as "developing" or "emerging" in one sense or another have historically been advocates of access to knowledge within the international copyright system, this paper examines the history of the international copyright system, shifting its focus to "developing" and "emerging" countries.

Many histories have situated "developed" countries as protagonists in the course of history, and relegated other countries to historical invisibility and passivity. "Regimes of representation", according to Escobar (1995), construct the "developing" world through conceptual maps, categories, and social practices (p. 10-11). Within these representations, voices of the "developing world" are absent while dominant voices, taking on the mantle of science and expertise, produce powerful truths (pp. 15 & 20).

This project is an effort to construct a new narrative about the history of international copyright that places developing and emerging countries in the foreground as active, though not necessarily the "winning", players in the history of international copyright. This project asks whether emerging countries might accurately be characterized as important proponents of and active advocates for principles of access to knowledge in international copyright.

The paper I propose to present forms a section of a larger research project. Part I of the paper examines the history of the World Intellectual Property Organization (WIPO)'s engagement in African countries, and asks how African countries, upon independence, came to be constructed as sovereign actors within the international copyright regime. Part II examines specific African countries' historical engagement with WIPO. The countries discussed are: Egypt, Ghana, Kenya, Mozambique, Nigeria, Algeria, Malawi, Tanzania, and Zimbabwe. This paper compares and contrasts the various ways that these countries have constituted themselves as actors within the international copyright regime both historically and within the recent WIPO Development Agenda.

Author(s):
Giancarlo Frosio

Title:
Identity Politics, Cultural Appropriation and Cultural Imperialism: Rediscovering North-South Common Roots to a Cumulative and Collaborative Approach to Creativity (provisional)

Abstract:
The identity politics and cultural identity discourse has become increasingly central in tinkering about the production of creative works. By intensifying the distortive effects over cultural diversity of the present centralized system of cultural production, commodification of creativity and enclosure of the public domain

through copyright extension and expansion have profound political implications that extend to intercultural relations and class relations. The incapacity to sufficiently recognize and promote cultural identity makes copyright law a tool serving hegemonic power and cultural appropriation both in the context of intercultural relations and class relations.

Besides the mainstream and minority/alternative culture conflict, the tension between the present copyright paradigm and identity politics emerges powerfully in the North-South confrontation. The cultures of indigenous people have constantly been ignored in global IP policies. The developed world has force-fed to the emerging world its own paradigm to promote creativity, regardless of whether the Western post-romantic intellectual property paradigm is culturally unfit to most of the global South. The unbalanced result of the tension between protection and access to knowledge in developing countries is also a reflection of the imposition of this alien cultural and legal paradigm. Authors have talked about a grand plan of intellectual property and interpretation of knowledge in modern western societies and have contrasted it with other social arrangements in the global South.

As it is too often forgotten, in fact, the approach to creativity in the emerging world strongly resembles the cumulative, collaborative, communitarian and open access model that dominated most of pre-modern Western cultural history. The pillars of Western culture, the Iliad and the Odyssey, as well as the greatest epic, romance literature and Chanson De Geste sprung beautifully, from the oral-formulaic tradition and the endless reworking of patterns, characters and themes by a nameless multitude of singers of songs. Possessive individualism, the "great transformation" and the emergence of the notion of absolute originality and original genius have turned upside down the Western traditional approach to creativity. Nonetheless, this is a purely Western experience. The same cultural transformation has not taken place in the rest of the world. Therefore, developed countries have tried to impose on emerging countries legal tools that in fact were not in place when the dominating cultural paradigm in the global North resembled very much the one in place today in the global South. Ironically, the rejection of the cumulative and communal nature of creativity has never been fully internalized by the Western civil society. In its most expansive notion, it is perceived as inconsistent with the nature of creativity even in the Western world. The emersion in the digital networked society of new cultural paradigms, based on cumulative, collaborative and open standards for creativity, has challenged even further the misperception enclosed in the extreme propertization of cultural outputs and the construction of creativity as an exclusive medium, rather than an inclusive one. It is, therefore, a fully meaningful concern to ponder whether the North should align its policies for creativity to the cultural framework of the South, rather than the opposite.

Author(s):
Murej Mak'Ochieng

Title:
Media Self-Regulation in Kenya: Lessons from the work of the Complaints Commission of the Media Council of Kenya

Abstract:
This paper will evaluate and discuss the work of the Complaints Commission of the Media Council of Kenya since its inception. The discussion will be anchored on the international debate about the desirability and viability of media self regulation with particular reference to African countries. It will also consider the pros and cons of having a statutory as opposed to a non-statutory Media Council. The aim of this discussion is to establish whether the model of media self-regulation adopted in Kenya is effective. The discussion will draw from the experiences and work of the Complaints Commission to date.

For a long time since independence from British colonial rule, there has been debate in Kenya relating to media freedom, government interference and media performance. Over the years the government has argued that the media has not operated professionally and responsibly. As a result, the government enacted very harsh laws to control the media. The media, with the support of reform-minded actors, have on their part, strongly opposed these laws. They have argued that these laws, and their enforcement by government and the courts, have greatly limited media freedom. As a result of this tug of war, the government accepted the media's proposal for the formation of a Media Council. It prepared a Bill whose aim was to establish a statutory Media Council.
After a long and sometimes acrimonious debate, the Media Act of 2007 came into being. The Act established the Media Council of Kenya and the Complaints Commission. The Act also contains the Code of Conduct for the Practice of Journalism in Kenya. The Complaints Commission is the body that effects media self regulation in Kenya. The Complaints Commission consists of five members appointed by the Council but

are not members of the Council. They include a chairperson who has held a judicial position or is an advocate of the High Court of Kenya of not less than 10 years standing and four other persons possessing experience and expertise in journalism and related fields. The services of the Commission are free and its work is independent of the Media and the Government.

Media and Sport Section

Author(s):
Toussaint Nothias
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Title:
Cultural Exoticism and Political Pessimism: image and representation of the Global South as locus of the 2010 and 2014 FIFA World Cup of football

Abstract:
In this paper, we present a critical reading of media texts surrounding the 2010 and 2014 FIFA World Cup of football, respectively in South Africa and Brazil. Thereby, we primarily focus on official PR material and international press coverage. As such, we look, at the positive, yet exotic representation of cultural practice on the one hand, and the rather negative representation of the political situation on the other.

It is our hypothesis that media agents are seemingly unable to critically read both the PR material provided by the hosting government and the organization of the tournament and the press releases by news agencies. As a result, we will show, media coverage is quite polarized and fails to do justice to the complexity of social-political realities. As such, media coverage reinforces the stereotypical representation of the Global South as culturally exotic and appealing, yet politically dysfunctional and problematic.

While we acknowledge the obvious societal issues in the Global South, we aim to counter the polarized discourse concerning these 'developing countries'. As such, we will argue that in order to foster meaningful South-North conversations, there is a need to reconcile the overtly positive coverage on culture and overtly negative coverage on politics to attain a balanced and respectful interaction between both media agents and audiences between South and North.

Author(s):
Qiaolei Jiang

Title:
What kind of celebrities? Newspaper representation of Beijing Olympic gold medalists and discursive construction of Hong Kong identities

Abstract:
This study examines a global sports event and a great media event within a specific Asian context. By adopting the Critical Discourse Analysis approach, the present study focuses on the case of reportage of 2008 Summer Olympics in Hong Kong newspapers. This paper considers the role of discursive strategies in the construction and negotiation of identities in postcolonial Hong Kong. This study examines the relevant news articles from four local newspapers published between 8 August and 1 September 2008, by focusing on the reports of Beijing Olympic gold medalists, concerning the issue of Hong Kong identities. It analyzes how the four local newspapers, facing a popular issue, constructed different identities and used different sets of discursive strategies in their reports. The following questions are proposed: (1) What are the themes of reports about Beijing Olympic gold medalists? (2) What are the discursive strategies deployed by the newspapers in addressing the issue? (3) How do these discursive strategies vary according to different ideologies of the newspapers? What role does the use of these discursive strategies have in the struggle of identities in Hong Kong? All news articles were probed to discern pervading themes regarding Beijing Olympic champions, and three discursive formations were identified: national heroes, rags-to-riches figures, and pop stars in Hong Kong newspapers. Newspapers reported gold medalists as an Olympic icon while they also acted as a forum for Hong Kong identities to be negotiated, circulated, and contested. This paper also compares and contrasts the discourses in different newspapers. The findings will not only assist in gaining a better understanding of the role of language in construction of Hong Kong identities, but also will

contribute to an understanding of the tensions and negotiations between the local, the national, and even the global regarding the identity issue in postcolonial Hong Kong.

Author(s):
Leonardo Pacheco
Regina da Silva

Title:
The "Sarriá Tragedy" viewed by the media: revisited memories and discourses

Abstract:
The aim of this work is to analyze and interpret the memories and discourses produced by the media to explain the Brazilian's campaign in the 12th FIFA World Cup. This is done through the examination of the narratives produced by Placar magazine, Folha de São Paulo, Estado de Minas newspapers and the theoretical approach of the gender and media studies. Despite having been defeated by the Italians in the so called "Sarriá Tragedy" in 1982 the national team was reckoned as the "people's champions". The ones that rescued and kept alive the spirit of freedom and joy that always identified the Brazilian way of playing soccer. Moreover we argue that this event helped to establish a new view on the theme of masculinity and motivated a political debate against the dictatorial regime by the (sports) media.

Author(s):
Pam Creedon
Mai Abdul Wahed Al-Khaja

Title:
Arab Women's Sports[1]: An Historical and Descriptive Overview

Abstract:
The initial Arab Women's Sports Tournament is now history. Held in February at the Ladies Club in Sharjah, United Arab Emirates, 12 countries sent female athletes. More than 500 women from Egypt, Iraq, Syria, Palestine, Jordan, Yemen, Tunisia, Qatar, Bahrain, Kuwait, Morocco, and the UAE participated in the 11-day competition in basketball, volleyball, table tennis and shooting.

The tournament represents increasing interest and opportunity for Arabic women to participate as athletes in sports. According to Olympic records, Iran sent the first Arabic female to the 1964 Olympics in Tokyo. In 2008, women from the UAE and Oman participated in Beijing Olympics for the first time in Olympic history.

Since 1909 when female athletes first participated in the Paris Olympics, only three countries—two of which are in the Middle East—had not included female competitors in the 2008 Olympics.   However, in July 2010, Qatar announced it would send women in shooting and fencing to the 2012 Olympics. And, in November 2011, Saudi Arabia announced plans to send a female equestrian team to compete in the Olympics

The International Olympic Committee has indicated that gender equity reflects the IOC's increasing interest in seeing sport as a "vehicle for social change." The first Arab Women's Sports Tournament in the UAE indicated significant change for Arab women. Moreover, for the first time, women in all Arabic nations will compete in the 2012 Olympics.

This paper will examine the historical and current mediated status of Arab women in sports. The analysis also will provide a feminist perspective on what sports coverage communicates regarding the role of women in terms of cultural gender differences.

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[1] Arab is defined separately from the Islamic religious identity of a Muslim. Specifically, it is used to refer to an individual located geographically in an Arab state, who speaks Arabic. Arabic speaking countries in Western Asia and Northern Africa are included.

Author(s):
Michael Meyen
Anke Fiedler

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

Abstract:
Using the example of soccer, the present study looks for second level media effects: How do both individual and collective actors adapt to the media logic? That question is based on two assumptions. First, people reckon with and adjust to the existence of media reporting, and secondly, they change their behaviour because they assume that mass media have certain effects on others. Hence, the present study stands askew to the psychological approach of effects research which is focused both on the individual and on the question of whether and how knowledge, opinions, feelings and behaviour can be influenced by the media (first level effects).In medialization research, the soccer case is of particluar interest because of two reasons. On the one hand, it is quite clear that there is a strong connection between sport and media. To put it in a nutshell: Because soccer is a TV sport, almost everthing that happens is public. On the other, there are common rules made by the international association FIFA. Therefore, it should be easy to identify significant changes on the pitch as well as on the sidelines or in clubs and associations over time.To do so, the present study is focused on Germany and based on long term analysis. When dealing with adaption to the media logic, it is necessary to consider at least two different points in time. Because commercial TV was introduced in the mid-1980s in Germany, the period of investigation begins in the early 1970s and ends today. The study combines system and agent theory with the knowledge of the basic TV features such as suspense, dynamization, narration, or aestheticization and draws from a variety of different sources of information. In a first step of the empirical analysis, we asked for the criteria of selection and presentation (media logic). The content analysis recognized two strong trends. First, the sport itself becomes increasingly less important. Secondly, beginning in the early 1990s, German reports on soccer are ruled by star players (personalization) and conflicts. The second analytical step focused on individual and collective actors within the soccer system. On every level of the analysis we found significant adaption processes: - Micro level: Today, there are more tacklings and fouls than some 40 years ago. Soccer is much faster now and has more and longer interruptions (dynamization, suspense, narration).- Meso level: The clubs have both TV appropriate stadiums and large PR departments now. In the search for a new coach, TV adequacy is an important criterion. The players get media training courses, and there are much more transfers than there used to be in the pre-TV era.- Macro level: This is the most important result of the present study. The FIFA has permanently changed both rules and rhythms of soccer in order to adapt the sport to the media logic.

Author(s):
Cindy Chong

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

Abstract:
This paper is a comparative study on the "ethnification" in state media representation of the two Asian Games held 20 years apart in China; which different manifestations, I argue, were the result of state cultural strategy in relation to shifting global-local tension and changing national image.

One controversial topic of globalization is the tension between nation-state and the infiltrating force of global flows which press for more liberal measures for cross-border interactions and challenge the sovereignty of the nation-states. However there are opinions that the states are not to be easily dismissed despite of the challenges, and will remain as powerful players. In authoritative states, it may result in even tighter control by symbolic dominance for the preservation of state sovereignty, cultural, and national identity in face of

increasing global-local tension. The research question here is on how symbolic representation is manipulated to enhance a peculiar form of nationalism so as to strengthen the national sentiments and legitimize governance, and how this cultural strategy plays out.

Eighteen years prior to the prominent Beijing Olympics 2008, the Asian Games Beijing 1990 was in fact the first international sport event hosted by Communist China after its readmission into the International Olympic Committee and the global stage. China held its second Asian Games 20 years later in 2010 in Guangdong in a different global order and national pride. A comparative study on the media representation of ethnification in the two Asian Games may yield a better understanding on how and what national images are constructed over the years in reaction to the changing global relations.

Base on literature review, ethnification is theorized as cultural strategy of the state in national level; in the face of the diluting power of global flow, an essentialized national identity can be crystallized to highlight distinctiveness and difference, and for the recognition of both the world and its citizenry. As for research method to delineate the ethnification strategy, textual analysis on the narrative of national images in the official *People's Daily* over the two Asian Games is conducted. The rituals and representations in the procession of the two Asian Games are also communicative elements to be discussed.

Different manifestations of ethnification in the two Asian Games are to be analyzed according to the three narratives of conflicted national forms of *minzu* as introduced by Leibold (2010). In the initial findings, the narrative of Leninist-style multiculturalism of the 1990s was replaced by the narrative of modernity and national development in recent years, while narrative of Han ethnocentrism and Confucian ecumenism gained modernized forms and representations. The findings are to be further analyzed together with the specific historical context of that China was confronting at respective times; hoping that may provide insights on the dynamic between the nation-state and the infiltrating and challenging global flows which it cannot afford to ignore.

Author(s):
Hongmei Li

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

Abstract:
This essay examines how Li Ning, a Chinese brand founded in 1990, has achieved a huge success in the Chinese market and has begun to expand globally. While international sports brands such as Nike and Adidas have grown very rapidly in China largely due to their strong marketing capacity, and linkage with modernity and technological innovations, Li Ning has recently caught up and become a great challenger to them. Situating my essay in the larger conversation about how the South could become the source of innovation, I will look at various strategies of how Li Ning has become a big market player in the Chinese sports market. The success of global brands such as Nike and Adidas has a lot to do with their cosmopolitan image and perceived high quality. Recently, such global brands have also begun to associate themselves with Chinese consumers by selling the notion of national pride, especially during the Beijing Olympics. By fighting back, Li Ning has to simultaneously sell a national and cosmopolitan image by competing with global brands and local brands. For Chinese brands, their priority goal is to achieve a global image and presence, which is also considered patriotic in China, while the tope priority of global brands is to related to Chinese consumers given that their global presence has already granted them with a cosmopolitan image and appeal. Thus, nationalism is not a privileged tool for Chinese advertisers any more, but rather it is a construct that can be constantly manipulated by both Chinese and foreign marketers. I also discuss the recent rebranding campaigns of Li Ning and how their campaigns sell the notion of “girl power,” and use a progressive rhetoric of empowering women as consumers/citizens. I will further critique the rise of consumer culture and how consumer culture only offers a limited way of looking at empowerment in the Chinese context.

Author(s):
Nathalie Hyde-Clarke
Rune Ottosen
Toby Miller

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

Abstract:

When South Africa hosted the 2010 FIFA World Cup of men’s football, the rhetoric of both the state and the bourgeois media was that the event united the nation under the banner of sport and created a platform for nation-building through patriotism. This paper investigates the manifestation of these desires during the World Cup, and whether the putative nationalism created by the event maintained its momentum a year later. We measured nationalism through verbal and non-verbal expressions of patriotism and the use of national symbols.The destructiveness of chauvinistic nationalism, as well as its productivity as a source of subaltern struggle, make our project and its terms of measurement extremely ambiguous and ambivalent. At the same time, our research provides a means of studying the success of nationalism as a both a contingent and a prevailing discourse in popular culture. Nationalism is a popular logic that is coevally open to the nativist, the imperialist, and the subaltern under particular circumstances. As a late entrant to postcolonialism, South Africa is a fascinating way-in to this complexity.Our study is informed by two surveys. A quantitative survey was conducted across June 2010 with 778 participants, and a qualitative survey was undertaken on 24 May 2011 with 55 respondents. We use these instruments to determine whether the South African public perceived ongoing benefits from hosting the World Cup in terms of nation-building and how that sense was communicated to the larger population. The study does not assume such forms of nationalism are desirable or undesirable, merely that they form a core part of the claims made for the Cup and hence are worth investigating.

Author(s):
Elisabeth Guenther
Ruth Festl
Thorsten Quandt

Title:
Media as Sports: Let the Digital Games Begin!

Abstract:

Spending a substantial part of their day in front of a computer screen, the reason why some computer and console gamers refer to themselves as athletes might be confusing at first sight. However, a specific subgroup of gamers succeeds at combining digital gaming and sports in a novel way: As members of a union called Electronic Sports League (ESL), gamers compete with and against each other at professionally organised tournaments. While sport in the media is a well-known object of academic research, little is known about these gamers using media as a sport. Are ESL-members basically gamers with a special interest, or are computer and video games employed as an alternative outlet or even substitution for a general interest in sports? In response to this question, 1.264 German ESL-members were interviewed in a combination of online and paper & pencil survey. Questions targeted ego-centred, social, and content-related motives, as well as recreational activities. Furthermore, a large array of socio-demographic and use-related variables was included. To establish a relation to average gamers, the findings are compared to a representative study on German gamers (n = 4500 + 500 non-gamers) that was conducted by the authors beforehand. Results of this large-scale survey reveal that eSports-players differ from the representative sample in many respects: Members of the subgroup are mainly young and almost exclusively male. Furthermore, they spend twice as much time with computer and video games. Thus, gaming seems to inhere a different meaning for the subgroup, reasons for which might be rooted in the high proportion of semi-professional and professional teams. Based on this findings, it is obvious that ESL-gamers cannot be considered as typical computer and console gamers. However, results neither suggest that they are characterized by a general interest in sports: Within their recreational activities, eSports-players do not show a generally increased interest in athletic activities or club membership. A distinguishing characteristic can though be identified in the vital importance ascribed to social interaction by ESL-members: Not only are social motives like team play, community, and competition most important, this furthermore coincides with a preference for genres that facilitate team play and competition, such as first-person-shooter and roleplaying games. In conclusion, results suggest that eSports can neither be described as similar to ordinary computer and video gaming, nor is simply another outlet for a general interest in (mediated) sport. Instead, it is appropriate to speak of an independent and highly social media activity, which combines digital gaming, club activity, and sports in an innovative way.

Author(s):
Azmat Rasul
Proffitt Jennifer

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

Abstract:
Through the lens of critical political economy, this article examines the role of Bollywood’s sports movies in promoting patriotism and constructing an Indian national identity by endorsing nationalistic sentiments. Focusing on four popular movies premiered in the last decade, Lagaan (2001), Dil Bole Hadippa(2009), Chak De India (2007), and Lahore (2010), this study highlights the patterns in which Bollywood manufactured a national identity that is purposefully designed to attract Bollywood fans across the globe. More specifically, we explicate how Bollywood deliberately mobilized conventional patriotic codes through the themes underlined in the selected movies in an ideological direction deemed desirable by the Indian government. Our analysis indicates that nationalistic identities are likely to be strengthened through sports movies in which a nation is pitted against a rival nation, with sporting events portrayed as contents between us and them (Poulton, 2004). Due to their influence in recent times, the sports and entertainment industries are working as chief driving forces behind transnational capitalism (Belanger, 2009; Rasul & Proffitt, 2011). In the Indian sub-continent, sports have become greatly influential, affecting the social, political and economic interests of various competing groups at regional and national levels. Bollywood managers have shown increased interest in various sports, especially cricket, which intrinsically has political dimensions that define an emerging Indian nationhood. Bollywood enhances marketability of its entertainment products by enthusiastically incorporating sports events in the movie plots, and profits from the appeal of games such as cricket, hockey, and boxing. Since economic interests of Bollywood are intertwined with the Indian government after being declared an industry in 1998, and popularity of the Hindi movies has increased in transnational cinema markets, Bollywood promotes strong patriotic sentiments by focusing on sports in movies to keep its Indian diasporic audiences intact, which helps the Indian government benefit economically in terms of foreign exchange remittances and investments in the culture industry. References Belanger, A. (2009). The urban sport spectacle: Towards a critical political economy of sports. In B. Carrington & I. McDonald (Eds.), Marxism, cultural studies and sports (pp. 51-68). New York: Routledge. Poulton, E. (2004). Mediated patriot games: The construction and representation of national identities in the British television production of Euro ’96. International Review for the Sociology, 39(4), 437-455. Rasul, A., & Proffitt, J. M. (2011). Bollywood and the Indian Premier League (IPL): The political economy of Bollywood’s new blockbuster. Asian Journal of Communication, 21(4), 373-388.

Author(s):
Kerry Green
Kate Taeuber

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

Abstract:
Sport has always played a major role in defining Australia's sense of nationhood. As far back as 1877, when Australia defeated the "Mother Country" England in the first officially recognised cricket Test match, Australian sporting success has been seen as an index of international independence. Historians and sociologists have referred to Australia's colonial underpinnings to explain the national predilection for championing the underdog and the principle of a "fair go" for all in sporting contests. But as the nation has grown and expanded, its news media are confronted with a more diverse, less homogenous audience with competing demands for its time. This paper asks whether market growth and development have changed the way in which sport is reported in Australia, and in particular whether the concept of "a fair go" has been replaced by the need for sensationalism to sell sports stories. To address the question, this paper looks at a 10-year period of reporting (2000 to 2010) on Australia's most popular sport, Australian Rules Football (AFL) in the nation's biggest sporting market, the city of Melbourne. It employs content analysis to discover changes in the kinds of reporting that occur around AFL, and discourse analysis to define and explain the changes. The research reveals the media have increased coverage of problematic behaviour by AFL footballers almost six-fold over the period, with the potential to persuade the public that such (mis)behaviour has increased. Media coverage included reports on incidents in six categories, including sex, drugs or alcohol. But while the number of articles about problematic behaviour increased dramatically, the number of incidents of such behaviour remained about the same, indicating it was news media preoccupation with

problematic behaviour, rather than an increase in such behaviour, that wrought the change in coverage. The research further identifies the rise of a cult of celebrity and sensationalism, evidenced by the emergence of words like "scandal" in connection with AFL coverage – a word barely used in 2000, but prevalent in 2010 reporting. Given that sports reporters necessarily are close to their sources and may develop mutual dependency, the paper concludes Australian media might benefit from developing two distinct cohorts of sports reporters – one to handle the day-to-day events "on the field", and a second, more investigative cohort to report on issues such as problematic behaviour and corruption in sport.

Author(s):
Misun Bong
Eun-Kyong Han
Ha-Ni Lee

Title:
A Study on the Paradigm Shift of the Sports broadcasting right : Focusing on 'the commercialization' and 'the universal access right' for the sports

Abstract:
There have recently been many controversial discussions on protection of viewer's rights in the sports broadcasting. The subjects such as 'protection of viewer's rights', 'media right of broadcasting sports', 'media contents' and 'costs of media broadcasting' etc. became very important issues in this field. This study was purposed to investigate viewer's perception of sports broadcasting, commercialization of sports and change of policy in sports broadcasting.

In order to deal with these subjects of this research, the authors attempted to set Q-Method Questionnaire to get various opinions about media sports broadcasting from viewers in general, and conducted in-depth interviews toward several experts of media sports in focus-group settings. They set out thirty minute interviews or sixty minute interviews for those experts.

As some results of this study, it was found that most experts strongly believed that the viewer rights must be respected without any discrimination of social classes by free of charge. Especially, some international sports events such as Olympic Games, World Cup Games, etc should be broadcasted to audiences with free of charge. However, it was surely believed that many of sports games except such international sports events should be purchased by viewers because they selected those sports games. In that sense, the contract between media and agency of sports events should be protected.

Through this study, it was clearly concluded that rights of sports broadcasting could belong to a matter of media. The matter of sports broadcasting rights related highly to competition and commercialization between media field and sports field. Only in specific cases, viewer's right of watching could be protected and concerned.

Author(s):
Nataliya Ikonnikova

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

Abstract:
The paper considers media representations of Sochi-2014 Olympic construction projects region in local and national symbolic and physical space.

Construction projects, spaces, parks, transport routes and their symbolic representations (virtual resources, official symbol' translation, billboards, information desks, and so on) are sources of communication activity. The communication is regarded as a process of construction and/ or imitation of identity by symbolic means (media). The influence of social inequality, especially in a changing society, is considered as an important feature of social communication. The paper reveals social and cultural mechanisms, which produce the content and specific forms of messages and define their ability to be perceived and understood. We consider different authors of messages and gestures: official Olympic propaganda, national political phraseology (taking into account interests of different parties and groups of interest), and, as important factor, perceptions of local community and public experts. The process of communication may be considered in

terms of diffusion or multi-step information flow. Headlines or signs on billboards demonstrate the main news: future Olympic Games and their significance. But it is quite obvious for perceiver that the theme of Olympics is only breaking news and he/she considers some other interest or aim of the message or gesture author.

The paper focuses attention on some specific features of the diffusion of symbols and corporeal objects. The process of preproduction and preparation is much longer and more important by its social and cultural results than itself Olympics, and the consequent utilization and habitualisation of Olympic objects either would be important, too. New media resources and communication patterns are developed premeditated, as parts of the strategy, and occasionally, as forms of resistance or by-product. It reveals social meanings of corporeal environment by Olympic construction projects and ways of its representation in visual and virtual reality.

First feature is juxtaposition of sport and social localism versus wide commercial communication. We observe the strict localization of social advertisement and sport information in Adler region (Olympic park and the way to mountain cluster Roza Khutor) and enclaves of middle class and 'civil society' (Moscow, Saint-Petersburg). Commercials presents on national TV, Internet sites, billboards, and international sport broadcasting.

Second feature is overestimation of general and long-run prospects (National Idea, Nation branding, sport achievements, tourist infrastructure development, etc.) at the expense of obvious suffering of ordinary habitants, participants. This feature is quite common for Soviet and post-Soviet propaganda. It is an example of social and cultural mobilization as social forms and legalizing them from-beyond normative systems and, further, mechanisms of legitimizing: from mobilized development in Soviet-type society to religious ascesis. Concerning virtual representations of Olympic construction projects the paper demonstrated ironic consequences of spirituality – corporeality polarization: something absolutely unreal but propagandistically necessary is presented as if it may be reached, touched, at the same time something corporeal and vital but for local perceiving is presented as ephemeral, fictional, false.

Author(s):
Allison Harthcock

Title:
Mediated Soccer as the International Language for a Global Dialogue

Abstract:
Due to its international appeal, football (or soccer, as it is known in the United States) is a truly global sport. From the viewing audience around the world to the players, who play for their home countries in international tournaments, such as the World Cup, and who also play for the professional teams around the globe, mediated soccer offers the opportunity for more multi-directional cultural dialogue than other sports.

Like the Olympics, mediated soccer provides viewers a sense of both nationalism and globalism, which has the capacity to both reinforce and disturb cultural identities of self and others. It is at the nexus of this dichotomous position that soccer can allow for sustained growth & dialogue for global audiences. Focusing on the growing interest in mediated soccer in the U.S., this paper will explore how media coverage of the 2010 Men's FIFA World Cup both reified and disrupted the cultural identities of the players, fans and countries for the viewing audience.

In the year leading up to the 2010 Men's FIFA World Cup, U.S. cable networks increased their soccer coverage, including airing more games and providing educational-oriented analysis and commentary, working to grow the potential viewing audience. During the 2010 Men's FIFA World Cup, ESPN, the leading sports cable network in the U.S., aired all games live and re-aired them during primetime, reaching a larger viewing audience. This increased coverage speaks to the growing audience for soccer in the U.S., giving greater voice to the international dialogue of mediated soccer in the U.S.

As the first international sporting event hosted on African soil in the modern era, 2010 Men's FIFA World Cup was particularly rich for opening and sustaining an international dialogue about cultural identities via mediate soccer. By focusing on the coverage of this event by U.S. media outlets, this paper will examine the ways in which cultural identities of players, fans and countries were both reified and disrupted.

Author(s):
Ali Ulusoy
Fikret Yazici

Title:
The Cultivation and Manipulation of Reality in Turkish Sports Media, The Case of Fenerbahçe Chicane Coverage

Abstract:
Turkish football has entered into a period of turmoil since the chicane scandal dated 3 July 2011. Especially the crimes such as providing incentive premium, chicane and establishing an organization to pursue illegal objectives, supposedly committed by the president and top management of Fenerbahçe football team, known to have one of the most number of supporters, have been a matter of debate and repercussion.

The leading newspapers and sports newspapers of Turkish press have covered the incident allocating their headlines for a long time. When the newspapers are analyzed, it may be seen that the principles of impartiality and equality, the fundamentals of news coverage, are violated. Given the macro level analysis of the news coverage patterns in the newspapers, it becomes clear that Turkish sports press and columnists try to manipulate the public opinion on their own account. It is criticized how an unlawful act such as "chicane" can be normalized when it comes to the teams supported by a large number of people. The study specifically deals with the fact that the presidents of the teams who own large capital groups, holdings and companies exploit their power to manipulate the public opinion. On the other hand, it has been a matter of constant debate that some newspapers covered the incident in a way that may affect the course of chicane trial process, thereby violating the principle of presumption of innocence.

That said, it will be very fruitful if a discourse analysis could be conducted about the representation and cultivation of reality in Turkish sports press on micro and macro levels. The study will include a comperative assessment over the headlines, news titles, sub-titles, photos, themes hierarchy and graphical patterns in the news about the chicane interrogation in three newspapers selected according to their stance to the pertinent team. These three newspapers make up the research field of the study, one of them having close relationships with the team involved, another one having an oppositional approach and the other one with and impartial and neutral policy. In this way, the study tries to map the news discourse that the Turkish sports press cultivate in relation with the chicane issue, which is both treated as illegal and rejected by the society.

Author(s):
Mohammed Musa

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

Abstract:
This paper looks at the contemporary sport of football and how its followership though the media is challenging previously held notions of identity among Africans.Football as a sport largely arrived in Africa through the same routes as colonialism or returning soldiers who fought in the world war. This did not stop the politicisation of football terraces as early African freedom fighters like Nkrumah, Zik, Awo and Sardauna etc used football grounds to mobilise spectators against European colonialism.Thus at independence support for national football teams among citizens was a measure of pride in the new nationhood and self-determination that were brought by political independence.Today, in most African countries support for national football teams has waned even though football spectatorship has risen as was seen in a research conducted in West Africa.Instead of the national team majority football spectators in Africa support and identify with a corporate brand of European football that is watched on television.To understand this new identity construction in Africa requires an interrogation into the nexus between football, television and neo-liberalism that opened African borders to European television networks and, consequently European forms of cultural consumption.

Media Education Research Section

Author(s):
Anna Schnauber
Mathias Weber
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Title:
Blaming the victim – the effects of extraversion and information-disclosure on attributions of guilt in Cyberbullying

Abstract:
Cyberbullying is a serious issue among adolescents and may cause significant emotional, psychological, and behavioral harm to the victims (Tokunaga 2010). Similar to other Western countries, about 15 % of German teenagers report having been victimized online at least once (MPFS 2011).

When cyberbullying occurs, emotional and behavioral support from their peer group helps young victims coping with the incident (Rigby 2000). However, under particular circumstances, this support is not granted and people (also peers) sometimes even tend to attribute some of the guilt for being bullied to the victim and not to the bully (McCaul 1990). This victim blaming is a serious form of secondary victimization, as it is likely to lead to social exclusion and can thus intensify the victim's suffering.

Our present study aimed at testing the effects of a victim's online behavior on the degree of victim blaming in a cyberbullying context. Based on findings from criminology research about rape victims, we hypothesized that a cyberbullying victim's potentially provocative behavior, i.e. both a high amount of publicly disclosed information online (H1) and an extraverted online self-expression (H2), cause higher victim blaming.

We conducted a 2x2 online experiment to test our hypotheses. Participants were German adolescents and young adults (n=586). They were confronted with the description of a fictive cyberbullying scenario. Participants then were randomly assigned to one out of four versions of the victim's public Facebook profile. These profiles basically showed the *same* person, but differed both in the *amount* of information publicly disclosed (e.g. interests, sexual orientation) and in the *kind* of information disclosed (extraverted vs. introverted). Participants then answered five questions indicating the degree of victim blaming. These items were condensed to a scale ($\alpha=0.7$).

The results support our first hypotheses: Victim blaming was more pronounced for victims who publicly disclosed a high amount of information ($F(1,586)=6.260$, $p<.05$). In contrast, the main effect of extraversion failed significance ($F(1,586)=.720$, $p=n.s.$). However, when controlling for perceived victim attractiveness, the main effect of extraversion became significant ($F(1,586)=7.570$, $p<.01$), indicating that the more extraverted victim is blamed to a higher extend. Thus, the extraversion main effect was counteracted by the victim's attractiveness: A bivariate correlation analysis showed a negative and significant correlation between perceived attractiveness and attributed blame ($r=-.187$, $p<.001$). The originally unwanted confounding of these variables reveals that perceived attractiveness may serve as a protective "shield" against victim blaming.

The results indicate that adolescents in general and victims of cyberbullying in particular should carefully ponder which information they disclose online. Certainly, other factors are likely to play a significant – and maybe more important – role in the process of victim blaming. Nonetheless, with social network services being used as starting points for getting an impression of other people, a reckless privacy behavior and a potentially provocative self-expression can worsen the consequences of cyberbullying.

Author(s):
Jan Barbosa

Title:
A study on the use of CMSs among UFPI's journalism students for the development of hypermedia stories, language and products

Abstract:
This article is part of a seminal research project conducted at the Brazilian School of Communication at the Federal University of Piauí (UFPI), which seeks to develop and improve methods for teaching digital journalism. The goal of this research project includes also the improvement on conceptual discussions and practices concerned with the development of hypermedia languages, narratives and products.

   It seeks to produce a qualitative analysis, through participant observation, in-depth interviews, and questionnaire applied with 50 UFPI's students of the subject classes "Practice II – Webjournalism" (90 hours) and "Advanced Laboratory in Webjournalism" (30 hours), as well as the analysis of hypermedia stories developed by either teams of four people or individuals, through the use of Content Management Systems (CMSs). The analysis focuses on conceptual and pedagogical aspects related to digital competences towards the development of journalistic products from those classroom experiences.

Once choosing the didatic model named "work by projects" – a flexible methodology which adapts to different working environments (ICOD, 2006, p. 77) - it was possible to set different phases among groups of students, seeking to strategically "apply theoretical knowledge, integrating concepts and historical notions into the creation of a particular digital product". This model allows also to develop strategies which "goes from the diagnostic phase, and pre-production planning, evaluation of the final product" (ICOD, 2006, p. 77). One of the advantages of this procedure is that students can utilize previous skills learned from other subjects, such as writing, managing audio and video edition tools, allowing different levels of collaboration (ICOD, 2006, p. 79).

Once deciding for this modality, the classes encompass conceptual discussions and practices, seeking to develop competences related to the development of Web products based on hypermedia narratives and languages. In-depth interviews and questionnaire applied with the students aim to know and improve some of the competences related to the development of a Web product as a whole, rather than focusing in one or two skills.

We divided this article into two parts. The first is concerned with literature review on concepts and practices of pedagogical experiences related to hypermedia storytelling and journalistic competences, considering the use of digital TICs and CMSs. The second part aims to describe and analyze the experience of developing hypermedia stories with the students, particularly regarding conceptual, theoretical-discursive knowledge, processes, skills, abilities, and attitudinal focus when developing those Web products (ICOD, 2006, p. 79). For that, we used questionnaires, interviews, and analyzed the Web products themselves, highlighting the main aspects considered both useful and unsuitable in order to improve some of teaching and learning practices concerned with the development of hypermedia narratives, languages and products.

Keywords: Hypermedia storytelling, Methodology, Online Journalism, Media Education, CMS

Author(s):
Hans Martens

Title:
Media literacy in context: policies, practices, and educational models

Abstract:
During the last decade, media literacy has gained ascendancy at the European policy level. Since 2005, the European Commission, the European Council, and the European Parliament initiated a number of consultations, studies, resolutions, directives, recommendations, and a communication which position media literacy both as a tool to promote the European film heritage and as a necessary skill to safely and actively participate in a European information society. Furthermore, from 2011 on, the European Commission has a reporting obligation to regularly measure the levels of media literacy in all Member States. Needless to say, the increased attention for media literacy and media education at the European level is also felt in current policies and educational practices in individual Member States. However, as previous research has shown, many contextual differences exist in how media literacy is generally approached and in the kinds of learning environments media educators deem most fruitful to attain particular learning outcomes. Thus, to increase insight into the full diversity of European media literacy practice, researchers should more explicitly detail how preexisting national and regional differences affect the gradual implementation of European policy making. To substantiate this point, this article draws on a series of recent empirical (qualitative and quantitative) research projects on media literacy and media education conducted in the Flemish community (Belgium). In particular, we will show (a) how current Flemish media education frameworks are, as in many

other European countries, still largely reminiscent to a long tradition of film education, (b) how the increased availability of cheap and easy to use audiovisual production technologies has clearly stimulated many non-profit organizations to integrate multimedia production activities within existing frameworks of arts education or social-cultural youth work both inside and outside the formal schooling context, and (c) how more recent media literacy initiatives have shifted their scope from a broad conceptual approach to the mass media phenomenon to a more narrow focus on risks and opportunities in an online environment. From a research point of view, this contextual approach to media literacy and media education is not without theoretical and methodological consequences. First off, rather than disagreeing about how best to define media literacy, empirical researchers should more pragmatically approach it as a fluid construct which consist of an open range of neighboring (and measurable) types of media-related knowledge and skills. Together, these different types of knowledge and skills indicate how media literate one is across the full range of offline and online media. Second, our qualitative and quantitative data reveal how a one-fits-all media educational model is of limited use when confronted with the whole variety of existing instructional aims and methods. Instead, researchers should be much more flexible in the types of theories and methods they use in order to more thoroughly explicate how specific dimensions of different media learning environments do (or do not) contribute to specific cognitive, affective, attitudinal, or behavioral learning outcomes. And third, precisely because media literacy and media education are so prominent in contemporary policy and educational discourse, scholars should be much more sensitive to national and regional nuances. Only then, it becomes possible to set up a constructive dialogue across academic, policy, and educational stakeholders all over Europe. In turn, this may help to further harmonize the limited number of available resources.

Author(s):
Denize Araujo

Title:
Wikipedia: a transcultural encyclopedia

Abstract:
This study intends to discuss the controversial aspects of reliability related to the free online encyclopedia that anyone can edit, and to argue that the Wikipedia is a convergent tool that can provide information across cultures, can offer equal opportunities between North and South, and can embrace East and West cultures. Similar to a library, the Wikipedia has material to any kind of need, proposing a globalization of knowledge that is necessary for the technological aspects of the 21st century and, at the same time, attempting to work towards a standardized and democratic digital inclusion. The major issue among scholars is to decide whether Wikipedia can be taken seriously in academic environments. Due to its doubtful credibility, academics say, it cannot be accepted as a reliable source, considering that information may not be accurate and research may not be done properly. Although in some cases academics are right in rejecting the encyclopedia as an adequate source for Master´s and Doctorate students, one has to consider that it is a source that can be valuable if well used. What is exactly reliability? Information written by Ph.D´s only? Information signed by a recognized expert in the area researched?

Christopher Dawson, in his article entitled "Teachers: Please stop prohibiting the use of Wikipedia" (2010) questions: "Wouldn't it make far more sense to encourage students to use Wikipedia, cite it appropriately, and then insist that they also use X number of linked primary sources? I argue that Wikipedia could be at least the starting point of a research. Its use is so widely spread that it seems impossible not to be considered. I also argue that it is transcultural in the sense that it is a transformational tool, always in movement, with continual interactions, promoting democratic digital inclusion. It goes beyond cultural borders, and beyond one´s identity, providing information all over the world, and offering digital inclusion, considering that it is free and online.

This study will be methodologically subdivided in 3 main issues: the controversial debate, the transcultural aspect of Wikipedia, and the opportunities it offers in providing North-South interactions and East-West bridges for a better global understanding. The first issue will take into consideration the two sides of the debate, illustrating the arguments of some favorable to Wikipedia, such as Mike Peel (2011), a post-doctoral researcher at the university of Manchester and one of the most prolific academic contributors to Wikipedia; and some unfavorable researchers, such as Don Wyatt, Chair of the History Department at Middlebury College , who said: "As educators, we are in the business of reducing the dissemination of misinformation. Even though Wikipedia may have some value, particularly from the value of leading students to citable sources, it is not itself an appropriate source for citation" (2007).

Regarding the second issue, the term is used after Jeff Lewis (2002) definition that "transculturalism" is the acceptance that language and materiality continually interact within an unstable locus of specific historical conditions. Language and history are in constant mobility and the first changes according to events in the second and vice-versa. This dialectical interchange occurs when Wikipedia accepts approaches from diverse cultures and mixes them producing a hybrid text that is changeable and dynamic. Acceptance of the transcultural aspect of Wikipedia leads us to the next issue, a kind of digital inclusion that the encyclopedia allows. Without prejudices or pre-conceived ideas, Wikipedia embraces differences and makes them interact, producing dialogical texts that can illustrate Bakhtin´s concept of polyphony, or dialogism: language is relational and engaged in a process of endless redescriptions of the world, reinventing texts written by many voices (1984).

Regardless of its different kinds of use or misuse, Wikipedia can be a powerful educational way to take new generations to start research and, with the help of advanced researchers, to be a valuable and democratic source of information and knowledge dissemination.

Author(s):
Sirkku Kotilainen
Annikka Suoninen

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

Abstract:
Researchers point out social realities which construct the life worlds of the young in the global context including, for example, unequal living conditions and disparities, illiteracy and inadequate education. They highlight youth-centred communication in debates on social change and social justice, for example, youths communicating for their rights through participatory media production. What kinds of media and information literacies are the young practicing and developing in different regions of the world? What are the means and conditions framing access points for media literacy, for example, while playing videogames, watching tv, reading newspapers and activities online?

These questions have been explored with questionnaires, interviews and media diaries among 11–18 years old in Argentina, Egypt, Finland and in India, as part of the Comparative Research on Youth Media Participation during 2009-2011. Media diaries have been collected also in Kenia. The paper is based on the first statistical results additional to the qualitative analyses on the everyday practices with media among young people. Statistical analyses are in process and, ready for the paper.

The project approaches media literacies defined not only as individual abilities, but as social practices embedded in certain cultural and political contexts. As in new literacy studies NLS, 'writing', i.e. creating media is regarded as central as 'reading' and interpreting media. This notion of social nature of literacy replaces 'literacy' with plural literacies that are skilled and purposeful engagements with the meanings that literacies produce. Mainly, NLS framed studies on media literacies are western centered which we broaden to the South and, to the recent discussions of media and information literacies. We stem from the notions of multimodal trans-media literacies, cultural experiences and cultural discourses that young people take in their relationships with media, in spite of different kinds of socio cultural frames.

Media is considered as all information technologies, which offer public spaces and presentations to interact with people as audiences and, participate in and through media. Children and young people are seen as active subjects in their lives and as audiences of media.

According to the qualitative results, there are slight differences between the youngsters from the poorer or the wealthier regions in a city or area, what comes to the quality or the amount of the technology and media in use. Instead, the motives of uses seem to be very similar, for example, keeping up the social network, fun and play, gathering knowledge and finally, enhancing one's own skills practicing with media are important.
As the comprehensive results of this explorative research, the diversity of cultural conditions and practices of youth media literacies will be presented and, reflected with discussions on media and information literacies as basis of citizenships in global media cultures. Additionally, similar patterns of practices of media and information literacies will be discussed.

Author(s):
Cheng-yu Lin
Chia HungYang

Title:
Establish Media Literacy Education's Foundation through Media Practice in High School: A Teaching Experience in Taiwan's Compulsory Education

Abstract:
In Taiwan, efforts are being made to make media literacy education a valid field of study, practice, and public concern. Taiwan's Ministry of Education issued a white paper on media education policy in 2003, and established the Media Literacy Education Committee in the same year. Since concept and field of media literacy is varied defined, in this paper the authors would like to propose a definition of media literacy and further discuss why "media practice" so important in media literacy education to Taiwan's compulsory education. The main attempt for this paper is to construct core concepts of media literacy education by Taiwan's media context, and to demonstrate how these concepts should be integrated media practice into our compulsory education curriculum. The paper finally will detail and share the scene of teaching how media literacy education and media practice is run, and how the results by such class designed. Also the paper will point out the outcomes of ultimate vision of media literacy education which is to strengthen the liberation and empowerment of the students through integrating media practice and media literacy education.

Author(s):
Slavka Antonova

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

Abstract:
This paper focuses on evaluating the learning potential of videoconferencing (VC) as a teaching technique in communication courses, where students explore the interactive nature of the technology, are engaged in active discussion with international and national experts in public relations, managing ICTs, communication technologies and society, etc., and are asked to professionally write about the VC event (news releases, or journalistic reports).

Videoconferencing (VC) is an interactive synchronous mode of communication that has been used for teaching in universities since the mid-1990s. Today, the IP and broadband connections, which enable high quality audio and video signals, allow for enhancing the interactive potential of that mode of teaching. Students can benefit from actively participating in a VC event by "setting the agenda" for the guest-talk, asking questions during the lecture, soliciting personal experiences related to the discussed topics, etc.

In pedagogical literature, interactivity is recognized as a powerful dynamic in the teaching-learning process. It has been defined by Wagner (1994) as "reciprocal events that require at least two objects and two actions. Interactions occur when these objects and events mutually influence one another" (p. 8). Anderson (2008) summarizes pedagogical views on interaction and interactivity in the learning process as: allowing for learner control, facilitating program adaptation based on learner input, allowing various forms of participation and communication, aiding meaningful learning, and providing for gaining another person's perspective, which induces mindfulness in learners (p. 55).

In view of the lack of published empirical data on videoconferencing for teaching, and the systematic integration of this mode of teaching in the communication classes that the author has taught in the last six years, in two national universities, this paper introduces a new area of research in media/communication education, and proposes some observations and practical principles of enhancing the learning potential of that teaching method.

By observing the dynamics of VC events, surveying the students, and discussing the experience with the international guest-experts, the author has accumulated in depth understanding of the dynamics, perceptions, and the effectiveness of this Internet-supported value-added mode of teaching. This has resulted in designing learning-assessment tools focused on interactivity. A VC event can be a boring lecture from the screen, or it can be designed as an interactive event, where students and the hosting instructor assume the active roles of, accordingly, learners and a moderator. In such a setting, the guest-expert

involves the students in a dialogue and actively seeks feedback, questions, or explores the students' previous scope of knowledge on the discussed topic. Consequently, the potential of VC to enhance students' learning can be achieved.

Among the developed and implemented evaluation mechanisms are a pre-VC event test on the topic that will be discussed by the guest-speaker; a post-VC event student survey; video-recording the VC event and analyzing the student participation for the purposes of using the information for enhancing the pre-event preparation of students and experts for the interactive teaching-learning process; and a post-VC event interview with the experts on their experience in leading the interactive process.

Author(s):
Paschal Atengdem
Benedicta Adiita

Title:
Literacy for Development: A Discourse between Mother Tongue, National Langue and English in Ghana

Abstract:
This study explored the experiences of promoting the use of ethno-linguistically minority Mother tongues in Northern Ghana by the Ghana Institute for Literacy, Language and Bible Translation (GILLBT) programme. The study reviewed the processes of developing literature and reading materials for selected minority languages as well as promoting the teaching of these at the basic education level. the project also emphasied the use of the mother tongue literacy projects as levearges for development. The findings are derived from field level empirical data on whether the use of mother tongue for literacy and education does enhance learning by the pupils and students or otherwise. The findings showed that women, more than men make faster progress in using the mother tongue for both literacy related needs as well as income generation activities. The study colected data from 6 literacy projects promoting mother tongues in northern Ghana. the results show confirm the need to have a consistent national policy on the use of mother tongue as the medium of education for the first 3 years of formal education in Ghana.

Author(s):
Marlen Belafi
Katrin Etzrodt
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Nina Haferkamp

Title:
I can Facebook!? – A Theoretical Reflection on the Impact of Social Media Literacy on the Handling of Private Information

Abstract:
The current work considers social media literacy, the proficient and critical handling of private information on the social web, as an emerged form of media literacy. Having a look at social media use, more than half of the 800 million Facebook users log in daily and post on average about 90 information monthly (Vollmert, 2011). Communication about the private life is one of the most important gratifications of the usage of social network sites (SNS). Therefore, communication research on the proficient handling with this private data is essential and has an especial importance for society. Concerning privacy on SNS, our talk argues that literacy is a precondition of the proficient dealing with private information. Research has already revealed, that in most cases, the individual media literacy, i.e., the proficient and goal-oriented handling with specific SNS, is insufficiently developed (Debatin et al., 2009; boyd & Ellison, 2008). The disclosure of personal information on SNS can tremendously threaten the users’ privacy on its informational (e.g. with regard to the address), social (e.g. disclosure of communication) and psychological (e.g. emotions, thoughts) dimension (Burgoon, 1982). Although users articulate concerns about the prospectively negative effects, there is still a lack of proficient and preventive behavior (Utz & Krämer, 2009). The corresponding two questions are: Considering SNS how is media literacy developed? What is the impact of literacy on the goal-orientated handling of private data? Users of SNS need to be trained in social media literacy to fully benefit from its usage. A conceptualization of literacy focusing these specific questions is the most adequate way for an empirical examination and the identification of problematic use. With regard to the proficient handling of private data on the social web we define social media literacy as the ability to access, analyze, evaluate and create messages proficiently and reflected in the offerings on SNS (based on the definition of media literacy by Livingstone, 2004, Hobbs, 1997). Thus, for the usage of SNS a multi-dimensional construct of literacy is

required that identifies 1) the technical access, 2) the media-specific factual knowledge, 3) the evaluation of opportunities and threats of using SNS, and 4) the ability to create content on one's own. Depending on the level of social media literacy the privacy behavior will be influenced. In our talk, we are going to show in how far empirical research is able to investigate the impact of social media literacy on the handling of private information. We propose a research model, which allows to deriving how to ensure that users are able to deal with SNS critically, self-determinedly, and responsibly. Moreover, it should be explained how users are able to understand, evaluate and use the medium to their benefits.

Author(s):
Charmaine Henry

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

Abstract:
This paper explores the value and appropriateness of three creative communicative tools (code-switching, drama and storytelling) in teaching communication to media and communication students at a Jamaican tertiary institution. In this context, *value* refers to the measure of importance and effectiveness of this teaching methodology to the students; while *appropriateness* speaks to the issue of its relevance within the context of teaching communication to Caribbean students. The concept of "shared meanings" in communication between students and the teacher is integral to this research on media and communication education. Howard Gardner's Multiple Intelligences and Critical Theory provide the theoretical framework for discussion of the topic.

The research was qualitative and utilized one observation, four face-to-face semi-structured interviews, one paired interview and a focus group with 12 student-participants from a media and training institute at a tertiary institution to share their impact of these three communicative tools on their learning and understanding of the course content. The interviewees were of various academic backgrounds.

The analysis reveals that most students benefit from, and enjoy creative teaching approaches. In addition, it is necessary to code-switch by using the Jamaican dialect to "break down" or clarify the subject matter, however, a male student said a teacher has to be more knowledgeable in Standard English in order to gain the students' respect. The students also said drama creates a clearer understanding of new and difficult topics that are taught. The students from Pure and Applied Sciences and Economics background wanted a teacher to deliver "just the facts.

It is recommended that educators in media and communication at the tertiary level further explore the role of multiple intelligences in the shared teaching/learning experiences of media and communication students and facilitators. Based on the findings, a model can be recommended and implemented for use by other lecturers in this department and the institution at large.

Keywords: *creative teaching, communication, code-switching, drama and storytelling.*

Author(s):
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Title:
Media Education in Pakistan; Curricula, Facilities and Practices in Public Sector Universities

Abstract:
Pakistan has multilingual, widespread canvas of radio, television, print and online media outlets operating at local, national and international levels. In the past one decade, mushroom growth of electronic and online media has revolutionized traditional journalism practices. Private television and FM broadcast industry has accommodated a large number of graduates at notable pay rewards, that has heavily attracted youth to join media education for perusing better career opportunities. Higher Education Commission of Pakistan (HEC) has invested generous recourses to strengthen media education curricula, pedagogies and faculty at public sector universities. HEC and public universities are collectively working on empowering teaching faculty, mass communication research and media training facilities for better education of this leading discipline among humanities and social sciences. This paper will present the media education scene in Pakistan by

analyzing curricula, training facilities, research and teaching practices at public sector universities of the country. The study will consider the universities of Punjab, Balochistan, Sindh, Khyber Pakhtunkhwa and Federal Capital, offering Media/Communication Studies at undergraduate and postgraduate levels. The results will present inter-university as well as inter-province analysis of media education. Content analysis of syllabi/curricula will investigate common tendencies and modern trends in offered courses. In depth interviews of Chairpersons of Institutes/Departments of Media Studies will be conducted to explore teaching practices, training facilities and research achievements. The presentation of research results will provide participants of IAMCR 2012 Conference with an opportunity to assess media education in Pakistan and compare with their parent country, either developed or developing.

Author(s):
Lai Oso
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Title:
Cultural Imperialism and Counter-hegemony: The Case of 'Nollywood', Nigeria.

Abstract:
The first film shown in Nigeria was in 1903, at Glover Hall, Lagos, while the first film shot in Nigeria was in Jos, Plateau State, in 1904. Thereafter, the Colonial Film Unit came into existence and popularized film-showing through mobile cinema vans. The cinema-going culture was sustained with British and American exploits.

Although Nigerian films have been produced since the 1960s, the rise of affordable digital filming and editing technologies has stimulated the country's video film industry. The Nigerian video feature film industry is sometimes colloquially known as Nollywood, a term of uncertain origin, having been derived as a play on Hollywood in the same manner as Bollywood.

In the early sixties, Nigerian cinema halls were polluted with films of oriental martial arts, thrillers, Indian melodrama and American action adventures; Nigerian productions were minimal or non-existent.

In this context, cultural imperialism had been established and entrenched, even though Nigeria had attained political independence in 1960. The post-imperialist period that followed Independence, actually ushered in and continued cultural imperialism in place of the political. The colonial power, Great Britain, left behind English as a lingua franca as well as values and attitudes, the Christian religion, forms of education, clothing styles, ways of organizing public life and politics, and many other cultural values depicted in communication, media and culture. However, the emergence of 'Nollywood' seemed to have influenced cultural identity positively and established counter-hegemony, the influence of which Nigeria may be experiencing today.

This paper therefore seeks to investigate the nature of this counter-hegemony and its influence on Nigerian cultural identity.

The primary method of research is focus group discussions and unstructured interviews of selected media pundits, 'Nollywood' producers and film academics in Nigeria.

Author(s):
Robert Spenser

Title:
The Challenges for Media Education in 2012 Japan

Abstract:
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Japanese media education exists in a culture that has traditionally avoided questioning authority, whether in academia or society at large. In academia, university entrance and classroom work is overwhelmingly exam oriented, asking students to memorize and spout back what they have been exposed to in class. Even in

the most prestigious institutions, students are seldom exposed to the principles of critical reading, thinking and writing. Entrance to the national media world is shaped by traditional ties between established media and a few, select universities, and more exams.

In society at large, government and institutional information access is controlled by exclusive, seniority based "*kisha* clubs" of accredited journalists. Senior members interact with institutional principals and the rest take notes.
British style parliamentary question time has been established and broadcast, but it pales in comparison to its model. The current governing party has made an effort at establishing more open access, but resistance by government bureaucrats has been strong. International reporting is sparse.

Since Japan rose to international economic power, save editorial and opinion columns and discussion TV programs, readers and viewers have seldom been treated to serious adversarial and investigative reporting critical of established institutions, even in the face of never-ending serious political scandals, declining economic fortunes, a shrinking work force and the fastest graying population in the world.

The earthquake and tsunami of March 2011 have altered this landscape. Spurred partly by international reporting efforts, Japanese media have begun to take on a larger (investigative) role in public debate of the government's failure to properly oversee the construction and operation of nuclear plants and its failures in managing the crisis. They have begun, as they did more vigorously in the 60's and 70's, to question authority across a number of fronts, and Japanese citizens are increasingly eager for clear, understandable analysis of both domestic and international issues.

There is, however, at the moment little evidence that the educational system is evolving to better prepare students to meet this renewed media vigor. There are few journalism courses at the undergraduate level. In most institutions, the only chance students get to develop reporting and analytical skills are student clubs (circles) and periodicals. In at least one leading supplier of graduates to the media world, English language courses covering analysis and presentation of international topics has been drastically cut. This paper examines the relationship between the state of media education in Japan and the evolving needs of Japanese society as it confronts a series of economic and social crises that will determine its future in an increasingly interconnected, competitive world.

It will survey current university and journalism and media education in general as well as intellectual and practical preparation and needed to adequately analyze complex issues and present them to an increasingly skeptical public, increasingly hungry for

Author(s):
Hakan Aydın
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Title:
New Approaches to Fight Against Gender Discrimination in the Media: Critical Media Literacy

Abstract:
Media constantly cultivate and disseminate unequal gender relations in society. Having a great potential to establish equality between men and women in social settings, the media can be considered as a significant field of study and analysis. Critical media literacy is considered as both an "interrogation" and "intervention" against stereotypical gender patterns in the media. The objectives of this quest through critical media literacy about gender discrimination in the media can be listed as; making definitions in relation to women's status in the media and "imperfections" from women's point of view; informing individuals about media texts which reinforce the dominant gender discourse in society, make dominant definitions about feminine roles and put femininity into a certain image and lifestyle; and developing various strategies and alternative ways to associate women with media production and consumption processes.

In the light of these facts, it can be said that one of most effective means of fight against gender discrimination in the media is becoming a critical media consumer; and developing creative and critical thinking capabilities. Because the media, as clarified above, are considered as agents of social gender inequalities violating rights of women and cultivating the discourse to further worsen current gender discrimination.

In several countries media literacy education praxis has evolved through e-education initiatives in the form of non-commercial education utilities on a national scale. At that point some analyses have to be made about the outcomes of critical media literacy movement such as minimizing racial, status and social gender discrimination and encouraging democracy and citizenship and political participation, and about the scope, strong and weak points of current educational practices, and support provided by relevant institutions for implementation and conclusion processes.

The study focuses on "critical media literacy" which approaches to media as a field of both "interrogation" and "intervention" against gender discourses and which obtains a powerful and functional status in the fight against gender discrimination within the media.

Keywords: Media, Critical Media Literacy, Gender Discrimination

Author(s):
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Anna Feigenbaum

Title:
Interdisciplinary teaching and learning in media studies: Challenges and opportunities from the perspective of faculty

Abstract:
The study of media and communications is fundamentally interdisciplinary – as its leading scholars (e.g. Livingstone, 2005: 3) attest. Some of the disciplinary traditions from which media studies evolved are Anthropology, Critical Theory, Cultural Studies, Development Studies, Economics, Film Studies, Gender Studies, Information Systems, Marketing, Mass Communications, Political Economy, Politics, Social Psychology, and Sociology – and this list is by no means exhaustive. Media studies could perhaps be considered more interdisciplinary than any other area in the social sciences and humanities. This paper seeks to engage with the implications of this interdisciplinarity for teaching and learning in media studies – a crucial set of concerns considering the massive boom in both undergraduate and postgraduate courses in this area, across the world, in the past ten years.

This paper contributes to debates about these questions by reporting on accounts given by media studies academics of the role that interdisciplinarity plays in their teaching experiences. In order to theoretically frame these accounts, this paper first reviews relevant literature about interdisciplinarity and pedagogy, highlighting key debates and perspectives arising from other subject areas that also challenge disciplinary boundaries. The paper then briefly outlines the methods of data collection. A series of Teaching Exchange workshops were hosted in order to research the possibility of prospective, bottom up quality assurance in media studies HE. These workshops were held at a cross-section of HE institutions in the UK teaching in media studies, and were attended by colleagues at all experience levels. In the discussions that took place in these workshops interdisciplinarity arose as a key theme shaping the teaching and learning environment, their academic practice, and efforts to ensure a quality education for their students. Participants recounted both challenges and opportunities in relation to the interdisciplinarity of media studies. Discussions touched on three areas in which interdisciplinarity comes into play as a pedagogical issue. The first is that the HE practitioners teaching in media studies departments tend to come from a wide variety of disciplinary backgrounds. The second is that the subject matter that is taught draws on content and perspectives from many disciplines. And the third, particularly for postgraduate programmes, is that students arrive into an interdisciplinary programme having been already trained in particular disciplines.

After reporting in detail on each of these themes, the paper concludes by linking the debates about interdisciplinarity taking place amongst colleagues within the relative safety of their own institutional cultures, to bigger questions currently shaping the media education sector in general. Our argument is that the pedagogical challenges and opportunities related to the interdisciplinarity of media studies are likely to become even more pressing as the key theories and concepts, research agendas and methods that we teach continue to be reshaped by advances in digital technology. Furthermore, the (inter)disciplinary boundaries of 'media studies' (however defined) are likely to be under increasing institutional and political pressure due to both marketisation and the 'austerity era'. This will make it crucial for academic practitioners to continue to reflect on their own disciplinary positioning, and the role of interdisciplinarity in the teaching environments for which they are responsible.

Author(s):
Sholain Govender-Bateman

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

Abstract:
This paper attempts to explore the North South Dialogue in relation to closing the digital divide through a pilot training project launched by the Tshwane University of Technology Department of Journalism in February 2012. It will discuss the use of Blackberry smart phones by second year online journalism students as the main means of producing online news packages that consist of a minimum of three multimedia components including text, stills, video and audio. The production cycle and productivity of the online participants through virtual connectivity will be recorded through interviews with participants and aims or envisioned outcomes will be discussed. It explores the use of a single device by participants who are mainly from outlying rural and township areas in South Africa and the probability of these journalism students being able to work on a freelance basis providing news stories and packages to news organisations and community media structures throughout the country and possibly further afield. Bearing in mind the slow penetration of accessible and affordable internet in South Africa to the working class population, and the high number of mobile phone users/owners, as well as the high rate of unemployment – the project aims to empower students from the university to earn a living with a single device.

The project will use both quantitative and qualitative data through questionnaires and interviews with participants in order to establish their experience in using a single device to produce news packages. The paper itself will use a selection of interviews from the first group of participants in order to establish any trends, challenges and changes that would be necessary for the project to be successful.

The project, virtual communication will also be compared to face-to-face communication as used in a traditional newsroom with the university's second year newspaper practical participants providing feedback on their experiences, productivity and the production cycle and devices used to produce print news and photographs.

Author(s):
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Uwe Sander

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

Abstract:
In modern societies, children live surrounded by media and grow up in an ecological environment which is characterized by consumption and advertising. More intensely than ever before, children's lives are saturated by marketing and advertising messages.

Therefore this presentation follows the discussion that is triggered by media innovations and the changed media usage of children. We assume that promoting concepts of advertising literacy - as a component part of media literacy - are of increasing importance within that group. Additionally, there is a need to extend the debate on the existing concepts and models of advertising literacy and its dimensions. It shall evaluate any future interventions and research on the complex combination of factors influencing buying desires. Of special interest are choices to incorporate new and evolving types of media, media convergence and the increasing blurring of advertising, information and entertainment.

The education and training of advertising literacy has a long established reputation as an important and necessary intervention in order to protect consumers, especially children, from the negative impact of persuasive communication to enable children to make informed choices before purchasing or requesting products.

Even so, until now little research has been paid on the range of educational materials in the field of advertising literacy and how these offers of materials are structured and used in different countries.

Therefore, the proposed presentation analyzes project results in Germany according to the following guidelines:

1)   Which teaching materials and educational interventions exist to support children's advertising literacy and how do these interventions operate?

2)   Are these existing concepts 'up to date' considering
    1. new evolving media types and marketing strategies,
    2. didactical or methodical preparations and
    3. child friendly material?

3)   How can the existing materials be optimized to make sure that children can deal with all new advertising formats?

These questions were answered on the basis of a study which was supported by the regional office for media (LfM) and finished in February 2011. The researchers identified more than 20 different projects in Germany regarding this subject. The analysis indicates that most existing concepts of promoting children's advertising literacy are focusing on 'classic' advertising concepts like TV commercials or adverts in newspapers and journals. Just a few materials take into account that new advertising formats like online, digital game or mobile advertisements are important too. Therefore the authors recommend optimizing the educational projects in different ways to encourage children to be critical regarding commercial messages: A combination of (1) face-to-face courses, (2) suitcases with educational media materials, which can be used in educational institutions and (3) corresponding interactive online websites are efficient.

Besides the presentation of the research results we want to initiate an international discussion about how to evaluate the quality of teaching materials in the area of advertising literacy.

Author(s):
Anton Basson

Title:
Standardising the Assessment of Creative Projects: The Challenge of the Assessor's Subjectivity

Abstract:
Within the broader educational fields of Media, Communication, the Arts and Design studies, assessors are often faced with the task to assess the creative outputs of students. In some fields of creative studies, such as Fine Arts, the subjectivity of the originator, the assessor and the market can be more easily acknowledged than in vocational media disciplines. It becomes more difficult though to justify subjective assessments where the product is intended for a mass market, as in the fields of journalism, , industrial design and film production. This paper investigates appropriate assessment design for creative media disciplines.

With acknowledgment that all assessments are subjective (as Ramsden clearly states in *Learning to Teach in Higher Education.)* and divergent assessments in a creative environment even more so, this paper will investigate the viability of standardising assessment values and weightings for assessing creative outputs within the confines of academic standards relevant to media education.

There are three positions in this debate: Firstly it is entirely possible that innovative creative thinking could be put forward in a student paper that is not academically up to standard, and yet the paper could be deserving of a high grade for innovative work. Secondly, the opposite is also true: clichéd creative thinking can be presented in impeccable academic discourse which, could earn a high grade as a student's academic paper. The research question is how to weight assessment standards to fairly and validly assess the learning outcomes in an applied media degree. A third position exists in this debate. It holds that an assessor must not even attempt to assess the creativity of a student's decisions at all because the reception of a creative product by its market, and the assessor's positioning in this process, is by nature subjective. This position states that only the process that was followed to reach a creative conclusion should be assessed as this can be measured by the rigours of academic standards.

This paper will consider the respective merits of these 3 positions within the context of a qualitative action research project, using the assessments of pre-production treatments of the academic staff of a South African film school as its case study. All the above positions are currently present within the staff body which

is comprised of a variety of filmmaking disciplines and spread across two campuses. These different perspectives have resulted in different assessment standards, as indicated by an external moderator's report.

The challenge that gave rise to this research project is the educational need for valid, fair and comparable results in the same media discipline across campuses and in different media disciplines on the same campus; or learning environment.

Preliminary findings to achieve this goal include the following: (1) assessment rubrics must have a range of at least 10 options for accurate assessments (2) Transparency is paramount – media students and media lecturers should be made aware prior to assessments of exactly what will be assessed and (3) convergent assessments (such as loading a camera correctly) can get a score of 100%.

This study will focus on divergent assessments: Assessment forms with set weightings in the categories of content; argument; text structure; register and linguistic accuracy with a range of at least 10 assessment values will be devised and tested. A sample of papers will then be submitted to the same external moderator to see if there is any improvement in standardisation without compromising innovative divergence in media students' creative work. These findings will be presented as a work in progress.

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

Abstract:
Even in times of new media, TV remains the most liked by children. Vast research on television effects has been conducted across the world. However, much of this research has focused on the cognitive effects of television on young children and mostly in the fields of medicine and communication. One of the key elements that is missing in literature is the role of parents in regulating what their children watch on television, especially in the African context. Based on a 4-month study conducted in a rural community in Kenya, this provides an analysis of parents' awareness and knowledge of Parental Guidance Ratings, and challenges that they face in regulating what children watch on Television. The study adopted a mixed-method approach involving a questionnaire survey and interviews with selected families. The survey involved 170 families who owned a television set selected through a purposive sampling technique. To further explore the findings of the survey, in-depth interviews were conducted with 17 families selected out of the families who had participated in the survey. Findings of the study suggest that even though the majority of the parents have seen the ratings on television, they did not know what they meant and therefore did not understand their significance in determining what was appropriate for their children. PG rating was therefore not considered in selecting the programmes appropriate for children by most parents. Furthermore findings suggest that children in most families watch soap operas broadcasting after 8pm which are often considered to be designed for older audiences. The study highlights the need to educate parents on the meaning and significance of PG rating in deciding the nature of programmes that children are exposed to.

Author(s):
Ellen Vanderhoven
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Title:
Educating our kids about the risks of social network sites: useful or pointless?

Abstract:
The popularity of social network sites (SNS) with youngsters is increasing rapidly. According to a recent study, 73% of the 13-14 year olds and 82% of the 15-16 year olds in Europe have a profile (Livingstone, Haddon, Görzig and Olafsson, 2011). This emerging use of SNS by youngsters, is raising concerns about privacy and security. Young people indeed face a lot of different risks while using SNS, which can be categorized using the summary of Demoor et al. (2008) into three different types of risks: content risks (provocative content, wrong information), contact risks (cyberbullying, sexual solliciation and privacy risks) and commercial risks (e.g. target advertising, social advertising,..).In this respect, many authors have emphasized the role of media education in schools to raise the awareness of young people (eg. Patchin & Hinduja, 2010). However, although the topic of online safety has been formally included in school curricula in many European countries, the implementation is inconsistent (Safer Internet Program, 2009). Furthermore, despite the fact that a variety of educational packages about safety and security in SNS has been developed, none of these packages have been empirically evaluated (Vanderhoven, Schellens & Valcke, 2011).Therefore, an intervention study was set up including 1000 youngsters between 12 and 18 years old in 62 schools. Based on existing educational packages three workshops on the different types of risks were developed and implemented. Questionnaires were used to measure the attitudes, awareness and behavior with regard to the different risks on SNS before and after the workshop was given. The following research questions were put forward: (1) Does a workshop about the risks on SNS has an effect on the attitudes, awareness and behavior of pupils? (2) Is there a difference in the effect of workshops that are addressing different risks (content, contact, commercial)? (3) Are there differences between teenagers of different ages, in the effect of workshops addressing different risks? Preliminary results show that one workshop addressing a particular risk can suffice to bring a change in attitudes and knowledge about this particular risk. However, behavioral changes seem to be smaller. We are expecting more detailed results out of ongoing analysis. Implications for practice and further research are discussed. DeMoor, S., Dock, M., Gallez, S., Lenaerts, S., Scholler, C. en Vleugels, C. (2008). Teens and ICT: Risks and Opportunities. Retrieved July 6, 2010 from http://www.belspo.be/belspo/fedra/TA/synTA08_nl.pdf. Livingstone, S., Haddon, L., Görzig, A. & Olafsson, K. (2011). Risks and safety on the internet: The perspective of European children. Full Findings. LSE, London: EU Kids Online. Patchin, J. W., & Hinduja, S. (2010). Changes in adolescent online social networking behaviors from 2006 to 2009. Computers in Human Behavior, 26(6), 1818-1821. Safer Internet Program (2009). Assessment report on the status of online safety education in schools across Europe. Vanderhoven, E., Schellens, T. & Valcke, M. (2011) Educational aspects. In S. Gürses (Ed), Report on the State of the art, SPION- deliverable 2.1 (pp.33-41), available at ttps://www.cosic.esat.kuleuven.be/publications/article-2077.pdf

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Title:
Information Communication Technologies and education: News Media representations of e-learning in Kenya

Abstract:
Background

Since the inception of the National ICT Policy in 2006, the government of Kenya has committed substantial amounts of resources to build Information Communication Technologies (ICTs) in the education sector with the sole purpose of catalyzing education. Underpinning government's commitment has been the desire to combat inequality in education by increasing access to education to the greater portion of the ever-growing nation's primary and secondary school population. The government also believes ICTs will prepare Kenya's children for the 21st century world of work and put the country at par with other progressive nations of the world. The government's effort to increase education access coincided with similar initiatives by regional and

international bodies such as the United Nations through the Millennium Development Goals (MDGs) and the New Partnership for Africa's Development (NEPAD) through its e-school initiative.

Study Objectives

The news media have an important and potentially influential role in constructing the discourse about the use of ICTs in education. Representations of technologies are constructed by manufacturers, designers, distributors, the media, government, and users. While the news media rely on these sources for their news about ICTs and education, policymakers, in turn, use the same media to relay their messages on education policy to the general public, education professionals and stakeholders. Considering this symbiotic relationship between the media and its source(s) of e-learning news, the purpose of this study was to examine the actors involved in the construction of e-learning as well as the themes and tone of coverage.

Method

News media content comprising 60 news articles were taken from two leading Kenyan online daily newspapers. Content analysis covered a five year span, from the genesis of the program in 2006 up to a time when substantial progress is expected to have been made to avail ICT tools in many schools in the country.

Results

Findings indicate government officials and state agencies were the most relied-upon sources of news about e-learning, while the theme of connectivity was the most discussed. Stories of ICT use were undergirded by social and technological determinism with the tone of the coverage being largely positive. Intersection between media coverage and e-learning enriches our understanding and knowledge of the power of journalists and news outlets in constructing the debate about educational technology.

There is need for the news media's coverage of e-learning to encompass the viewpoints of all stakeholders in the education sector and adopt a broad conceptualization of ICT use so as to have a balanced debate about the incorporation of ICTs in education.

Author(s):
Sara Pereira
Ana Melro

Title:
The (non)place of digital literacy in the technological policies for primary school in Portugal – the voices of public and private agents

Abstract:
In 2008, the XVII Portuguese government led by José Sócrates launched the 'e.escolinha' programme which set out the distribution of a computer, called 'Magellan', for all children attending the 1st cycle of basic education. This measure fell within the Technological Plan for Education created a year earlier. The Prime Minister turned the initiative 'e.escolinha' into one his government's flagship measures with regard to technological policies for education. There were several campaigns, national and international, which relied on the personal involvement of the Prime Minister.

The initiative was presented with ambitious objectives, with regard to expected changes in terms of pedagogical practices of teachers, the learning process of children and school success in general. The possibility of approximately 300 000 children having access to a personal computer was the most visible face of a policy that although it may comprise other shades, turned out to be reduced to the question of access. This aspect can be seen in the founding documents of the initiative, as well as stories that have circulated in the media, particularly in the press. This conclusion stems from the survey and the content analysis of more than two hundred documents and also from the analysis of reports published by four Portuguese newspapers over two years.

Based on the results of the documental analysis, we conducted more than two dozen elite interviews to key players in the creation, implementation and monitoring of the measure 'e.escolinha' and the computer 'Magellan'. This presentation aims to raise awareness of how policy makers, companies, unions and other associations set forth the policies of this initiative. In particular, we intend to find out if they share the notion

of a purely technological drift in this governmental policy or if one can also perceive literacy or digital media goals, which not only raises the question of access but also creation and production competences, interaction, critical thinking, ability for selecting and evaluating information, expression and participation.

Author(s):
Phyza Jameel

Title:
Mobile Technologies Changing Lives of Female Rural Teachers in Pakistan

Abstract:
With a population of 170 Million in Country, there are estimated to be 95 million mobile phones today in Pakistan but 50 million illiterate population, showing that even an illiterate can use a mobile phone. (Pakistan Telecommunications Report [Q4 2009]).

At the same time the analysis show that more than 70% users rural population has balance worth making only a few second call only, thus while it s a popular mean of tool of communication, but still have not explored possibility to use it as of access to information. The people are using the technology for transferring of personal information mainly, but not for accessing and exchanging valuable information. The access to information not only informs the citizen but also serves as a basis for empowering their decisions. Increasing the access to valuable information is a basis for development of participatory dialogue. Free flow of communication brings a harmony in community which builds on common intellectual and building a knowledge based society. This is such an important medium, that no societies can prosper without intelligently using their communication vehicle or mediums for accessing the knowledge and sharing it among us. As UNESCO this is defined as:

"Fostering communication and information capacities of the member states to increasing universal access to knowledge"

To bridge the gap of knowledge between communities, the role of ICT cannot be undermined. The strengths of ICT in Pakistan, is a huge penetration of mobile phones, which has equally emerged as popular communication tool both in urban as well a rural societies. Building on the strength of it, the Communication and Information, aims at using this technology, for increasing the knowledge, for empowered and skilled communities.

The Project "M- Learning for Teachers in Remote Areas" aims at providing high level training to teachers in remote areas, through mobile technology.

The project collaborates with already tested Mobile based literacy project implemented by Education Sector of UNESCO Islamabad, the said project for teacher training targets the teachers in Adult literacy centers, equipping them with skills of teaching, there is a growing challenge, for which teachers in remote areas lack sufficient training.

The teachers in remote areas come with various challenges such as:
- Insufficient qualification for professional teaching
- Low resources to invest on personal professional development
- Low motivation to enhance skills
- Less or no interactivity with other stakeholders such as policy makers, teacher-training institutions etc

There are various strengths of using mobile phones, as lesson learnt from other developing countries, such as:
- Freedom of transmitting best quality education to anywhere, anytime
- Respectively cheaper medium
- Seen higher motivation while learning through mobile phones
- More interactivity, even with peers
- More sense of prestige while connected through technology and technology user.

This unique pilot project aims at using Mobile phones as medium for training teachers, where the teachers in remote areas will be equipped with free phones and sims. The course for training " Teachers of Adult literacy

Centers" will be developed into video files and will be transmitted step by step according to curriculum on their phones. The motivation is intrigued as during the process, they will be tested for their knowledge through SMS based tests, and scoring higher in tests will get teachers free top up on their phones. Thus as they learn, the earn more free minutes, and at the same time enhances their knowledge regarding the course. Once they finish, their all test scores will be accumulated and in the final workshop they will be awarded certificate of passing the course.

This project aims at testing this new method and piloting it to gauge the effectiveness for using mobile phone as medium of imparting complex level knowledge, making it easier to use. The sample of the teachers selected for the project will be compared with the one, who had been attending formal workshops of teacher training and comparing them with teachers who had been trained through mobile phones. A pre and post survey will try to analyze following attitudes of learning through mobile in this pilot project.

1- Strengths of using mobile phones?
2- Does the motivation level increased as teachers get trained?
3- Interactivity increased among peers?
4- Do teachers feel more empowered while learning in their own time and space of comfort?
5- Do they prefer to have more courses through this technology?
6- Is the knowledge imparted through technology is actually become their part of teaching?
7- Are they referring back to the course during actually classroom training?

The pilot project has an M& E strategy built in the implementation from the planning stage. The proposed implementing partner "Agahi" is a Non profit, which specializes in using technology for development projects. The contractor has been selected after months of consultation with various similar partners, and found them most competent and providing most cost efficient solution. Since this project is a brainchild of UNESCO Islamabad office, thus this is the first time that;

- Mobile technology is used for imparting complex knowledge skills,
- For Incentive based training,
- Providing unique data base of test scores of all teachers on backend,
- Transmission of high quality video files to mobile phones in most cost efficient solution.

The project aims to end by the end of Biennium, the project is planned with close collaboration with Education Sector in Islamabad and ICT and Education Division in UNESCO head quarters in Paris. The course will be also available in Digital form on CDS and Web portal for future use. UNESCO's partner NOKIA has in kind provided 100 C3 sets for the project, where as Mobilink a network provider is providing data enabled sims and internet solutions for the adult literacy centers for the project as partners.

Author(s):
Gerda Dullaart

Title:
Creolising Academic Support for Media Students

Abstract:
Hybridity and creolisation are key terms in the study of postcolonial cultures (Viljoen, 2009). This work in progress draws on postcolonial studies for academic development of media students. The research methodology and epistemology are pluralistic, situated in the interstice between postcolonial media studies and educational epistemology on academic development.

The objective of the study is to explore appropriate pedagogies and teaching approaches for academic support or academic development for media students. For the IAMCR conference I focus specifically on a case study of film students in Cape Town, but in the longer term the research involves media students from three other campuses.

First and second year media students locally and globally find themselves in several interstices or liminal epistemological spaces: between the educational approaches of secondary school and film school; between the various disciplines which study and teach media (e.g. within a film school there are technical approaches to equipment; and critical theoretical approaches to cultural identity, and there are both quantitative and

qualitative approaches to target market studies); between local and global media economies; and in the sociopolitical transition of their societies, such as a South African cultural flux. Academic literacy is not just a matter of grammar challenges and learning how to paraphrase properly in an academic essay, but also a matter of liminal communication.

It is my first hypothesis that the students of my case study navigate the administrative and academic system of their learning environment across epistemological boundaries, bridging and navigating a divide between their own epistemology and that of the pedagogy.

It is my second hypothesis that a pluralistic methodology to explore and improve media students' academic literacy is necessary; and that creole epistemologies such as the potscolonialism of Homi Bhabha and Robert Young are helpful for academic development in media studies. I want to combine teaching practices for academic development with critical theory on the epistemology from where these teaching practices come.

In practice that means that while providing academic support to students at risk of failure in a film school, I want to explore the success of inviting them to express in creole epistemologies.

Instead of translating their research and concept proposals for their films into the dominant western metaphysics, e.g. the classical Hollywood narrative structure in a screenplay, I want to explore the possibility of their own epistemological point of departure, e.g. a cyclical narrative structure. Scriptwriting form fruitful sample studies for the case study, as epistemologies are easier expressed as stories on first and second year level, before sophisticated abstractions are acquired.

As such the methodology is a qualitative case study in an action research approach, with emphasis on critical theory and text analysis with postcolonial models for creolisation, from the likes of Bhabha and Spivak.

The qualitative case studies would include interviews with students in the academic development programme at a South African film school. Four students from a rural community who have received provincial bursaries offer a comparable selection for the case study, sharing geographical, socioeconomic, educational history and linguistic roots.

The first research question is to explore whether there is cultural distance, or a liminal space, between the academic epistemology expected of them and their own epistemological environments.

A second research question is whether there is space for their own terms of expression, or as Spivak puts it, whether the subaltern can speak, and if not, whether this is an obstacle in academic development.

A third research question is whether and how the curriculum as a whole, and specifically the pedagogic approach for academic development for students at risk, can be adjusted to accommodate and allow creole epistemological expression by students.

As this is work in an early progress stage, there are no findings as yet, but initial findings should become available in the first quarter of 2012.

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Author(s):
Phyllis Dannhauser
Elizabeth Louw

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

Abstract:
The NSSE(North-South-South Exchange) programme has been running since 2005, and at present constitutes a student and lecturer exchange between five educational institutions in Finland, Ghana and South Africa. This initiative, according to the project documentation, has as its overall goal "to preserve, support and develop culturally diverse and socially viable means of documentary film making".

The programme was developed by film and media teachers and researchers affiliated to Arcada University of Applied Science (Helsinki), University of the Witwatersrand (Johannesburg) and The South African School of Motion Picture and Live Performance (AFDA) (Johannesburg and Cape Town). In 2009, the National Film and Television Institute (NAFTI) in Ghana and the University of Johannesburg also became partner institutions. Students participating in the six-month exchange programme (which incorporates the production of documentaries in both South Africa and Finland) learn how to appreciate and to articulate cultural specifics of their own culture as well as of foreign cultures.

This paper will investigate the challenges inherent in teaching the theory and practice of documentary production in a multicultural student environment. Through a close examination of two selected student films from the past two years, the study aims at determining how issues of cultural identity, difference and multiculturalism are represented in the films, which constitute the final result of the teaching process. We echo Katherine Woodward, who asks: "If identity is marked by *difference*, how are differences between people represented? ...What are the social and symbolic systems which classify people and mark difference?"(Woodward 1997:11).

Research questions to be posed are:

- How are social and cultural differences represented in the selected films?

- How does cross-cultural interaction in a student production team facilitate the representation of difference and the 'other'?

- Can the teaching process be adapted to facilitate the representation of difference?

The methodology used will constitute a close reading of the selected films, as well as an analysis of personal journals, reflexive essays and interviews. This could reveal how students, despite the multicultural nature of the production team, can revert to stereotyping and 'othering' when under pressure of deadlines or overwhelmed by unfamiliar environments and production practices. Supporting data will be drawn from an analysis of the teaching programme which is integrated in the exchange programme. The challenge is to structure the training and mentoring process in such a way that difference is truly celebrated and cross-cultural ties strengthened.

Homi Bhabha, in his introduction to Fanon's seminal work *Black Skin, White Masks,* asks: "How can the human world live its difference? How can a human being live Other-wise?" (Fanon, 1986/1957:xvii). We would like to ask: Is it possible to teach 'Other-wise'?

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Author(s):
Giuditta Toniolo
Zoe Molver

Title:
Giving Voice: The Status of Audiovisual Texts in Teaching Media and Cultural Studies

Abstract:
This paper focuses on the status of audiovisual texts as vehicles for knowledge construction and sharing in the Media and Cultural Studies classroom. The authors set out to demonstrate how the integrated use of such texts may serve as a means of facilitating access to processes of knowledge construction in media education at tertiary level. In doing so, we address key questions relating to both the context and practice of media education in South Africa, foregrounding issues of the transformed and transforming needs and expectations of our students. The authors argue the importance of empowering students from diverse social and cultural backgrounds by referring to shared popular cultural texts, in the way of feature films, documentaries, television programmes and news casts. This practice, which the authors have developed organically over some years, has gone some way to encourage students to engage actively and independently with audiovisual texts, which serve as the common ground within which to explore specific issues relating to the specific syllabus. This work in progress is a distillation of disciplined self-reflection on an aspect of our practice as Media and Cultural Studies teachers. Including students’ reflections, our paper invites comment and contributions from fellow media researchers and educators. As such, it seeks to provide some illumination rather than simple data; from this, hypotheses can be generated and, in a further development, exposed to qualitative and quantitative validation.

Author(s):
Phyllis Dannhauser
Najma Agherdien

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

Abstract:
Developing a language to speak about the history of cinema is a core component of the University of Johannesburg's Film and Television (Audiovisual Communication) courses at first, second and third year level. However, undergraduate courses are increasingly composed of a diverse student body, many of whom have virtually no previous viewing history of especially classic films. There are few cinemas in areas previously designated as 'black townships', and viewing experiences on television, DVD or tape do not always provide satisfactory preparation for the course curriculum. Many undergraduate students are therefore at a critical disadvantage when viewing, discussing and writing about the prescribed visual texts in the courses. Even students from relatively priveleged backgrounds also display unfamiliarity with key film texts, coupled with resistance to 'old movies' or 'black and white' films. The challenge therefore was to find a way to engage students with film and television texts in an interesting and interactive way, thereby increasing general visual literacy and familiarity with classic cinema.Twenty first century learning is characterised by engagement (Thomas and Brown, 2011:37-38), where students are connected and are able to share ideas and resources amongst one another for mutual benefit. In order to foster connectivity and sharing, lecturers required students to write at least one paragraph of approximately 10 lines per week as part of an online discussion. They discussed the prescribed film shown during that week's viewing, commented on each other's postings and reported on any valuable visual experiences during the past week.This paper focuses on how students engaged with the discussion tool on Blackboard Learning as a knowledge building device and explores how this tool helped to introduce them to the world of film and television in a different way. The theories that will inform this study are the social learning theories, including the Zone of Proximal Development (ZPD) as proposed by Vygotsky (1978). Students learn best when they are actively engaged with the content (Vygotsky 1978). 'Learning by doing' and 'active learning' are thus akin to a constructivist worldview (Bredo, 2002:132). Moreover, Vygotsky's social constructivist epistemology suggests that when students work collaboratively with their peers, they co-construct knowledge. As a result, a richer, deeper meaning or understanding ensues. Vygotsky's ZPD (1978) further suggests that learners need assistance from experts and more knowledgeable fellow learners for tasks that are beyond their

capability. Learners can achieve much more through social interaction than what they can achieve on their own.By doing a detailed analysis of the online discussion forums for first and second year students in Film and Television, using content analysis as a tool (Strauss & Corbin, 1999, Strauss, 1987, in Neuman 2000), the researchers could determine how the online discussion tool alleviated the backlog in knowledge and viewing experiences identified in certain groups of students. Online discussions are proposed as a way to promote dialogue about the field of film and television studies, enhancing collaborative knowledge building in an environment where learners are comfortable and engaged.

Author(s):
Manuel Pinto

Title:
Social inclusion through media education (best) practices

Abstract:
Digital divides refer to the gap that exists between those who can access and use (digital) technologies and information/content effectively, and those who cannot. As Selwyn put it, digital divide can be seen as "a practical embodiment of the wider theme of social inclusion" (2004: 343). At the same time, effective access and use are dependent not only on economic conditions but also on social and cultural resources, considering individual and community levels. At the same time, digital divides are connected to (and have their roots in) structural processes of social exclusion. Therefore , e-inclusion as a topic of research and policy requires a multidimensional approach (generational, educational, socio-economic, cultural …).

This paper will discuss this topic taking into account the role media literacy education plays (and can play) for social inclusion of disadvantaged goups such as adult population with low levels of schooling, elderly and retired people, low income families and communities, early school leavers among young people, unemployed and economically inactive, immigrants and ethnic minorities, as well as people with disabilities. The reference of this reflection is a study on Inclusion of disadvantaged groups through Media Education in the framework the project EMEDUS (European Media Education Study), run by a consortium of institutions from seven European countries, and coordinated by Prof. Perez-Tornero, from the Autonomous University of Barcelona.

As a part of EMEDUS, the study on the inclusion of disadvantaged groups intends to identify outstanding initiatives , to analyse the skills and competencies promoted by these initiatives, and to analyse and cluster their conceptual frameworks, contents, methodologies and impacts .

Author(s):
Irina Zhilavskaya

Title:
New Approaches to the Media and Information Theory

Abstract:
Today, comes to light the idea that a further independent existence of the world media and world information, artificially separating two entities of communication integrated process, takes a scientific debate to nowhere and makes ineffective information and communication practices. In recent years hopelessness of the conceptual apparatus separation, functions, competencies, objects, undertaken within each of these areas, has clearly revealed. A period of «marking time» and pseudo-scientific self-reproduction has arisen. The totally new understanding of media-space unity, which was confirmed internationally, means that in the near future scientists and experts in the field of media and information will be necessary to reconsider some principles and approaches to what we call information and media literacy, and to comprehend the new concept "media-literacy "(MIL) as a new literacy of the XXI century. It is unlikely that anyone is in doubt that the media and information are closely linked. Moreover, the phenomenon of media information lies in the fact that one can not exist without the other. Information as a content, becomes information only when it is consumed, acquired by some-body, when the existing information, the facts enter the process of moving through the media from the information channels to consumer.The most vividly the idea of ?? information motion is expressed in the paper by P. Barlow, "Selling wine without bottles: The Economy of Mind on the Global Net ": " Information Is a Verb, Not a Noun. Freed of its containers, information is obviously not a thing. In fact, it is something which happens in the field of interaction between minds or objects or other pieces of information. Information is an action which occupies time rather than a state of being which

occupies physical space, as is the case with hard goods. It is the pitch, not the baseball, the dance, not the dancer…"[1].Dance and the dancer are inseparable, so no media without information does not make sense, and the information, in turn, does not exist by itself without any delivery channel, despite the fact that each of the concepts completely independent and has its own categorical apparatus. It should be noted that this understanding of indissoluble media and information leaves room for more in-depth study of the perceptual experience, behavior and communication process in general. Dismemberment of a communicative act on the components (by Lasswell) - who says, says what, according to which channel, to whom says and with what effect - a model based on the concept of systems analysis, involving linear interrelation and interdependence, in today's era of power revolution is not in fully correspond to reality. It is useful for studying the communication processes, for understanding their structural organization, but not always explains the reasons of many contradictory phenomena, does not reveal the complex processes of the modern converged world. Now, using our own developments and taking into account modern approaches to media and information literacy, understanding it as a new literacy of the XXI century, we can conclude that media literacy is a system of human knowledge and skills that allow him to build information and communication relationships in society at all levels of media activity. [1] P. Barlow. Selling wine without bottles: The Economy of Mind on the Global Net / / Russian Journal, 07.04.1999 / http://russ.ru

Author(s):
Claudia Lago
Richard Romancini
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Title:
How to embed media and education in public schools? The implementation of the course "Media and Education" in São Paulo State, Brazil.

Abstract:
This paper introduces the initial results of a research done with the objective of analyzing the implementation of a course "Media and Education", offered to elementary level schoolteachers throughout Brazil. The Media Education course is a Distance Course, most of it made in virtual environments. It is composed by three modules - Basic, Intermediate and Advanced. The purpose of this Distance Course is to offer continual education resources to these teachers helping them to use different Media and Media Technologies in theirs schools. "Media and Education" involves knowledge about radio, TV, video, printed material, and computers. The course works with concepts in use in the field of media and education: management of media products, educomunication, media literacy, and convergence of media among others.

While there is an enormous interest in his course by elementary schoolteachers, the number of those who conclude its full extent is not so impressive. In our research we think that this rate of evasion is due to a lot of factors. In the final level, mainly because of the teachers´ difficulties to produce a monography that expresses a reflection about their practice.

In São Paulo State, the most prosperous State in the Federation, the implementation of Media and Education is done in partnership with the Coordination of Distance Education of Federal University of Pernambuco, the Nucleus of Communication and Education of São Paulo and the Distance Education Secretariat of Brazil. In this State, the Media and Education course initiated in 2006. In the beginning, with 2127 applicants in the Basic Model, only 868 concluded this model. In the Advanced Model, with 328 applicants, only 70 concluded it. Our paper is part of an extensive research that reflects about the whole process of implementation of Media and Education Course in São Paulo State. In this research we stress the concerns about teachers` formation to use media. The hypothesis is that the high level of teachers that have not completed all models of the course is due not only to the fragility of the educational public system in Brazil, but also to the inherent difficulties to discuss and incorporate Media into the school system, already pointed out by a lot of researchers. We are trying to identify and systematize the main difficulties presented by the applicants through observation and interviews with the tutors of the Advanced Model and an in-depth analysis in the monographies presented by those who have concluded this Model in 2011.

Author(s):
Maddalena Fedele
Laura Aymerich-Franch

Title:
Social Media as Teaching Resources in Traditional University: The Students' Perspective

Abstract:
The paper presents the main findings arising from the research "Lecture room 2.0", which investigates the possibilities to incorporate a series of Social Media as learning resources in presental University as well as suitable forms and uses for their implementation from the students' perspective. Social Media, a group of Internet-based applications built on the ideological and technological foundations of Web 2.0 that allow the creation and Exchange of User Generated Content (Kaplan & Haenlein, 2010), open new opportunities for Higher Education (Mazer et al., 2007; Madge et al., 2009; Selwyn, 2009; Fuchs, 2010; Roblyer et al., 2010; Minocha, 2011).

However, advantages, adequacy and risks that using 2.0 applications in presental University might cause have to be analysed, such learning benefits or conflicts identified by students. In fact, Social Media can positively contribute to students' motivation or create a better atmosphere in the lecture room, but they also could cause a lower credibility in the professor or generate privacy conflicts (Hewitt & Forte, 2006; Debatin et al., 2009; Jones et al., 2010; Aymerich-Franch & Fedele, 2011). In particular, privacy conflicts in relation to Social Media and web 2.0 are emerging as crucial research elements in several disciplines, such as communication, information science, sociology, economy or law (Barnes, 2006; Lewis et al., 2008; Frau-Meigs, 2010).

The main objectives of the research are: 1) to categorise the Social Media that might be used as teaching resources in presental University; 2) to examine university students' perceptions and evaluations of incorporating Social Media as a learning resource in presental University; 3) to detect any reluctance of this incorporation and to establish the causes; 4) to identify which Social Media and which uses are considered as the most appropriate by students.

The study has been carried out within the Image, Sound and Synthesis Research Group (GRISS) of UAB (Autonomous University of Barcelona), Spain in the context of the frame project "INPROPUB" of the National R&D Plan, founded by the Spanish Ministry of Science and Innovation (ref.: CSO2009-12822). It combines quantitative and qualitative techniques. During the first phase, a questionnaire was completed by 244 university students, aged 18 to 30 (x=20.67). In the second phase, four focus groups were carried out with a total of 30 students aged 18 to 23.

The main Social Media that present possibilities in the field of Higher Education were identified and a typology was developed according to the type of function that the different applications can develop in this field. Four groups of applications were obtained according to the function developed: virtual communication channel, informative channel, incentive to participation and contents holder. Unequal results were obtained in the students' evaluation of the distinct applications and functions attributed. Social Media present a strong potential as learning tools, although only some applications and associated uses are suitable to develop the functions that have been identified in the study.

Author(s):
Rosane Borges

Title:
Education for the media and race relations in Brazil

Abstract:
The technological mediations have been demanding new postures of social subjects and scale up effective practices then. The media has been occupying important places for the training of people to the point of becoming also an educational tool. The article for Education and race relations demand media examine media pedagogy, simultaneously treating communication as cultural mediation in society and how technological resource in teaching/learning processes in the Brazilian context. Part of understanding that the mediatic play key role in content representations about blacks, women and other groups historically discriminated against. Without doubt, the media have been instituting as a channel for production of senses and meanings, substantially altering the shapes of apprehension of knowledge: newspapers, magazines,

internet, movies are indispenáveis resources for the formation of the knowledge-based society. Information and knowledge is not, currently, only traditional institutions like the school. Como give the new social demand coverage field of vocational training, both in the area of introduction of technologies in teaching and education-critical? Or even, how to prepare for professionals who are duly able (as) for controlling the various forms of transmission of knowledge?It is necessary the creation of integrated programmes, involving experts from the Society, culture and Educommunication – areas that provide elements for the operation of that new field, where the tasks required are increasingly complex, causing the professor/Communicator has to learn subtle and sophisticated processes by which other representations are rebuilt. In fact, the issues concerning the media, new technologies populate the daily life of those who work with education, leading to a revision of the criteria and parameters. This article takes as a tool to analyse the discourse produced on blacks and women, as a way to discuss the construction modes of these groups and the media education process that emerges in the Brazilian context dái seeking comparative beacons with other countries in the southern hemisphere.

Author(s):
Miriam Herrera-Aguilar

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

Abstract:
El desarrollo de las tecnologías digitales de la información y la comunicación, que se ha venido dando desde hace ya más de un siglo, y que se ha acentuado en las últimas cuatro décadas con la integración telecomunicaciones-audiovisual-informática, ha generado la idea de que nos aproximamos o estamos ya en la llamada "sociedad de la información", "sociedad del conocimiento" o "sociedad del saber".

Uno de los ámbitos que se considera clave en el camino a la "sociedad de la información" es el educativo. Desde hace aproximadamente tres décadas, se han implementado políticas educativas encaminadas a la introducción de las llamadas "nuevas tecnologías de la información y de la comunicación" en los diferentes niveles educativos.

En este contexto, el cuestionamiento que nos planteamos es el siguiente: ¿Qué objetivos de equipamiento, capacitación y pedagógicos pretenden alcanzar los programas de integración de las nuevas tecnologías en la educación pública básica (primaria y secundaria)? ¿Hasta qué punto los programas de integración de nuevas tecnologías en las escuelas alcanzan los objetivos propuestos? ¿Los maestros y alumnos cuentan con la capacitación para explotar los instrumentos tecnológicos de que disponen y con ello cumplir los objetivos planteados en el proyecto? ¿Qué usos reales hacen los actores de la educación (docentes y alumnos) de las nuevas tecnologías de la información y de la comunicación en la escuela? ¿Existen diferencias en el aprovechamiento de las nuevas tecnologías de la información y de la comunicación entre las escuelas pertenecientes a un país desarrollado y las que se encuentran en otro llamado emergente?

La presente comunicación ofrece presentar los resultados de este estudio comparativo *binario* entre Francia y en México. Esto, sin dejar de reconocer el status económico del segundo como país emergente, el del primero como país desarrollado, así como las particularidades culturales que caracterizan cada nación.

Puesto que la *comparación binaria*, lejos de plantear una postura evolucionista, propone que una comparación a nivel internacional es válida siempre y cuando se encuentre un *objeto de estudio análogo* en cada uno de los países a observar. No se trata de estudiarlos para clasificarlos, sino para rescatar diferencias y similitudes para una mejor comprensión del fenómeno y, en su caso, con los elementos intercambiables buscar una mejora en ambos sistemas (Dogan, 1993). De esta manera, la presente investigación nos permitirá conocer las diferencias y similitudes de cada una de nuestras dos unidades de análisis (planteles franceses y planteles mexicanos), en un primer momento de manera independientes y, en un segundo, en un contexto de posible interacción. Consideramos que esto último puede ser posible ya que las relaciones entre dos culturas – incluso alejadas – son cada vez más realizables en un mundo donde las fronteras geográficas comienzan a perder el significado de "separación" y donde los países llevan a cabo todo tipo de intercambios.

Media Production Analysis Working Group

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

Abstract:
This paper deals with the question, how media companies and publishing houses in these digital times react on changing markets by choosing new strategies and new communication models.

By using a theoretical framework of general business administrations and media administrations, structural and procedural organization of media houses are described.

The inevitable convergence of print and multimedia creates new challenges for businesses. Media companies all over the world try to develop new business models with focus on economics to deal with the new situation. These models aim at cross media marketing and multimedia strategy on the editorial level. Due to that, new requirements for journalism, such as multimedia awareness and know-how, are created. The problem is, that those new competences can vary, depending on the respective environment. To get on top of the newly, through convergence, created situation, it is necessary to develop and implement new editorial organization models.

The focus of the paper lies on the newsroom model. Several cases show, how such a model has already been successfully implemented in many media companies. It is very important to have a fast response time for changes in the media sector, as a consequence of overriding corporate reorganization, professions and changing requirements.

Also, in this paper a number of advantages and disadvantages of such changes in a media company's structure are explained. The architecture of an implemented newsroom model enables an easier communication between all employees and departments. As a result the decision-making processes are also optimized. The collaboration of all departments in one room supports the work effectively because impacts of all departments can be used as an influence on each other. Once this base is established, the flexibility and creativity of the editorial staff will possibly increase. A negative aspect could be that not every employee will be willing to accept the new working atmosphere in a room without noise barriers. Although sound-absorbing material is used in a modern newsroom no silent workplace can be guaranteed.

According to a recommendation made by the famous media consultant Andy Kaltenbrunner, integrating a newsroom should not be understood as an economic measure, many journalists and media company's staff fear of losing their jobs because the newsroom concept requires less employees but more editorial skills in all media sectors. Fact is, that changing customer habits will force media companies to work in a cross media atmosphere and in a 24-hour cycle.

Author(s):
Brian Ekdale

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

Abstract:
The growth in accessibility and reach of digital media technologies has brought about the emergence of small-scale media production projects around the world. Coinciding with a renewed interest in the ethnographic study of news and entertainment media production (Domingo & Paterson, 2011; Mayer, Banks, & Caldwell, 2009; Paterson & Domingo, 2008), these low-budget entertainment, journalism, and participatory media projects provide opportunities for scholars to study the motivations, routines, and practices of amateur and budding-professional media producers in global contexts. Yet, as demonstrated in my ethnographic

study of organizations in Nairobi's slums that train young residents in journalism and filmmaking, such research is steeped in methodological complications. Ethnographers have always had complex relationships with their research communities, and production ethnographers have long wrestled with their own issues of access and acceptance. Further, the ethnographic study of non-profit media production in international urban contexts involves two additional entanglements. For one, media ethnographers must negotiate multiple, competing identities to satisfy the goals and desires of various agents in the field. For example, I had to adopt a variety of roles to gain access to and establish trust with both organization leaders and group members. For the leaders, I had to present myself as someone who could help them achieve their organizational goals through consultation and participation in group activities. Although the leaders were often skeptical of academia, they were interested in research reciprocity that could help them more effectively run their organizations, thereby situating me as a trusted member of an untrustworthy institution. For the youth who worked with these groups, I had to demonstrate that I could offer them resources they valued: specifically, access to production technologies and training in computer skills and video production. After decades of exploitation and neglect, residents of these informal settlements have grown weary of outsiders, so I had to earn their trust by mediating obvious markers of difference. Thus, during this research, I became a teacher, confidant, evaluator, encourager, disciplinarian, and resource provider as well as an ethnographer. Because these roles, at times, were in conflict with each other, I had to negotiate which identities to privilege and whose interests to prioritize. Second, the ubiquity of social media has complicated the relationship between researchers and the research community. Although the youth I worked with came from severely disadvantaged communities, their training in media production prepared them for active participation in social media platforms like Facebook and Twitter. While ethnographic theory has challenged the research relationship by re-conceptualizing "the researched" as interlocutors, social media has complicated this relationship further by providing a new platform for groups to "study" the researcher. As research participants and ethnographers become Facebook friends and Twitter followers, the privilege divide becomes more evident and power dynamics become more fluid in ethnographic research. This paper draws from scholarship in media studies, sociology, and anthropology, and is informed by 10 months of fieldwork in two large informal settlements in Nairobi, Kenya.

Author(s):
Helder Bastos
Helena Lima
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Isabel Reis

Title:
The influence of the Internet on Portuguese journalism

Abstract:
There is no doubt that the rise of the Internet as a technological innovation has influenced the profession of journalism. Certain transformations can be highlighted, such as shifts in the news flow, in the daily journalistic routines, and in professional accountability. The Internet is changing the mediating role once owned exclusively by journalists and it offers a broad range of new tools that facilitate the delivering of content and reshapes journalism into new configurations. The current technologies of new media make newsgathering and production more efficient, faster and cost-effective. These technologies also enhance creativity and encourage new approaches to old tasks. This study investigates how Portuguese journalists working at mainstream media evaluate the changes that have occurred in the profession since the Internet has been integrated in the newsrooms. Our focus is to understand how practitioners from traditional media perceive the influence of the Internet on journalism practices, such as roles and ethics. We also aim to identify possible different evaluations and perceptions between print and broadcast journalists. The main research questions in this study are: How are the features and innovations associated with the Internet perceived by Portuguese journalists? What are the most important changes that have occurred, or may occur, in the various fields of the profession resulting from the advent of the Internet? In journalists' perception, do these changes raise or lower standards of journalism? In order to answer these questions, it was carried out a survey of 103 journalists working at the main Portuguese daily newspapers, radio stations and television newsrooms. The current investigation has been conducted during 2010 and 2011. Results confirm that Internet is in general considered a positive influence on journalism, in particular as a tool for work enhancement. On one hand, the global network permits an enhancement of journalists' communicative and practical performance, but, on the other hand, is perceived has having a limited impact on traditional journalists' roles or even ethical concerns in a democratic society. Differences of evaluations and perceptions between print and broadcast journalists can be identified especially concerning the speed factor,

which seems to be less relevant for broadcast journalists in comparison with print journalists. In fact, print journalists ascribe greater importance to the impact of the speed factor provided by the Internet.

Author(s):
Lynette Steenveld

Title:
Editors' impact on a news organisation: a South African case study

Abstract:
A common approach to the analysis of news production considers three levels: the micro, focusing on the individual producer; the meso, focusing on newsroom routines and practices, and the news organisation in which these are embeddied and embodied; and the macro that examines the broader social, political and economic milieu which shape all levels of news-making practice (Berkowitz 1997, Schudson 2000, Shoemaker and Reese 1996, Tuchman 2002). Berkowitz describes the study of news like viewing a hologram, in that it is multi-perspectival, and points to the difficulties this raises for analysis.Given this avowed difficulty, the organisational approach to news production has become hegemonic. Ettema et al note that this approach highlights "(1) the bureaucratic nature of news production, (2) the routines and conventions by which work is accomplished, and (3) the management of organizational conflict" (1997:32). It stresses the importance of organisational structure, roles and professional ideology in the production of news--regardless of the individuals involved. Also described under the rubric, 'the sociology of news' (Schudson 2000), it conceives of news production as embedded in organisations, whch Shoemaker and Reese describe as "the social, formal, usually economic entity that employs the media worker in order to produce media content...It is goal directed, composed of interdependent parts, and bureaucratically structured--workers perform specialized functions, in standardized roles" (1996: 144).While this may be an adequate way of describing the functional aspects of news production, it glosses over the cultural, historical and political dimensions of this activity. it is silent on the complex operation of power in newsrooms.Drawing on insights drawn from a post-structuralist perspective (Knights and Willmott 1989, Willmott 1994), this paper highlights the importance of subjectivity to an understanding of agency, and how both power and subjectivity mediate relations within news organisations. This understanding takes one beyond viewing power in newsrooms as related only to occupational roles. Instead, it enables a more complex understanding of how particular editors shape relations within the newsroom, impacting on news content, the newspaper's identity, and its relation to the public world it inhabits. Drawing on this latter perspective, my paper explores how the powr and subjectivity of two editors shaped the organisational dynamics of the Mail & Guardian, one of the leading papers of South Africa's alternative press movement, and considers the textual and social implications of this newsroom dynamic for a society scarred by racism.

Author(s):
Amira Firdaus

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

Abstract:
One major concern in researching media production is the difficulty of gaining access to media organizations and practitioners. Established researchers may (sometimes) be able to negotiate access by calling upon their extensive academic credentials or their high-profile collaborations with major international or government agencies. Conversely, emerging scholars attempting to conduct field research for the first time have little clout to impress and little incentive to offer organizational gatekeepers in exchange for access to their media organizations and media professionals. Random sampling methods are obviously difficult to apply in face of access barriers. Conventional nonprobability sampling options, such as snowball or convenience sampling, may not be appropriate in research contexts where methodological rigour is paramount. For example, where researchers are beholden to stringent human-research ethics requirements, or answerable to strict institutional/funding review committees. Thus, the issue of access is crucial because it ultimately determines whether scholars are able to access appropriate research sites and participants to: reliably answer their research questions or hypotheses, efficiently address their research aims, and effectively meet their institutional research requirements.

This paper addresses these issues of research access and sampling strategy by articulating in a systematic manner the usually chaotic approach (and stressful experience) of negotiating access into 'elite' media organizations and recruiting their 'expert' media professionals to participate in research studies.

Drawing upon the participant-recruitment process of a research study involving in-depth interviews with journalists working for major global and national news organizations based in Malaysia, this paper presents a 'network-driven chain-referral' model for efficiently identifying and reliably recruiting organizational media professionals as research participants.

This sampling model is theoretically grounded in the overlapping fields of 'small world' research and 'social network analysis', and finds practical inspiration in the network connections that drive online social networks, in particular, professional social networking platforms like LinkedIn, Academia.edu, etc.

The paper argues that professional networks provide a practical solution for overcoming barriers into media organizations and for approaching individuals within the organization. This sampling strategy creates a direct path for researchers to enter professional occupational networks without having to negotiate indirect access to media professionals through non-practitioner organizational gatekeepers (e.g. managers, public relations executives, human resource department). Furthermore, this approach also allows the participant selection process to be guided by media practitioners' own 'expert' and 'in-group' knowledge of their professional network of media colleagues and acquaintances.

Author(s):
Esteve Sanz

Title:
The Production of Televisual Post-Consensus Format.

Abstract:
The digitization of all television delivery platforms has technically freed up massive spectrum, and broadband video is growing fast around the world. Most often, the analysts and practitioners who have endeavoured to express digital television in individualist terms have seen it, above all, as a logically fragmenting force, facilitating the production and distribution of highly customized messages up to a point where the notion of television itself would begin to fade. However, television watchers, who are more massive than ever, and increasing their daily viewing around the world, do not feel that way. The widespread perception of television in the new media landscape is not primarily related to technology, to the amplitude of choice, to the convenience of on-demand digital platforms, to the new forms of online interactivity, to the disappearance of the medium as such. Television watchers feel that the medium is in its golden age, breathing with creativity, raised much above the experience that it used to offer. They sense it as a force that helps them live their lives more creatively, to cope with the questions of existence, that provides not only entertainment or information, but hope for social reform.

The first source of this perception is narrative content. In the context of endless channels of distribution, it is difficult to see how television products could still have a dis-fragmenting efficacy - but the empirical reality (Author, 2012) tell as that they do, that relatively few television products, local and global, are capable of unleashing emotive forces of individuation like few other instances in modern history regardless of their distribution means.

For this to happen in the context of the new media landscape, the re-assuring consensus narrative (David Thorburn) was not enough - it was indispensable for the televisual product to be able to locate itself in the depths of the rationalistic civil sphere (Jeffrey C. Alexander), where the collective unconscious of social traumas and their associated cultural codes, divisive by their very nature, reside. American Pay-TV companies were first in realizing the economic potential of post-consensus narratives, but once a series of products and artists were mainstreamed, spread and consecrated, the whole regime of televisual authenticity was changed for good.

In this paper I will investigate how iconic post-consensus format is being produced. The study is based on a period of participant observation, done between August and October 2008, in the artistic production and post-production of an American television show, created by one of the key executive producers in the new media landscape. During this period, we held five unstructured interviews with the producer that lasted between 45 minutes and 2 hours, took part of some of the series' writers' discussions and exercises, attended most of the filming of one episode, and observed the final editing sessions of this same episode,

the essential "producer's cut". In addition to this ethnographic research, I was granted access to thousands of pages, which transcribed the sessions on the initial conception of the show, where premise, plot, characters are extensively discussed by the executive producer.

Author(s):
Bhargav Nimmagadda

Title:
Towards a Field Theory of Local News Production: A Case Study of Stringers in Telugu Language Newspapers

Abstract:
This paper is a part of work-in-progress doctoral research based on field theory approach to understand local news production practices, cultures and agents involved in the journalistic field of Telugu language newspapers in Andhra Pradesh, India. Telugu is one of the official languages of the state of Andhra Pradesh and as per the Audit Bureau of Circulation (ABC) news dailies' circulation figure is close to four million and growing.

The focus of this field theory based qualitative study work is on stringers or local news gatherers, who are newsworkers without a rank and file in the news organisation(s) they work for. Unlike full-time journalists, who have assigned 'beats' to cover, stringers are responsible for every 'happening' in their locality. Apart from journalistic activity, stringers are required to push the circulation and generate advertisement revenue for the newspapers they work for in a given locality (city/district/town/village). On a range stringers are paid meagrely with their monthly wage varying between 8-20 USD. With the advent of mobile phone and allied communication technologies, they also provide footage for news television channels and provide information for local news websites, which often have a tie-up with news organisations – a sign of media convergence at the local level.

In order to arrive at an understanding of the character, role and nature of stringer, this study relies on field theory – approach developed from the work of French sociologist Pierre Bourdieu. Though field theory is used in understanding, analysing and theorising media production practices in American and European context; there is not much work along this line of study in communication research in the Indian context. Insofar, this paper attempts to qualify the relevance of field theory to understand the news production practices by presenting a case study of stringers in Telugu dailies in the state of Andhra Pradesh.

With that cut-out task, this study addresses the following research questions: (a) What is the social background (Caste, Class and Gender) of stringers?; (b) What comprises their daily routine?; (c) How do they maintain relationship with editorial staff, circulation personnel and their peer group?; (d) How do they interact between the local governmental, economic and political agents, as part of their daily routine?

As part of the study the researcher employs different research tools like field notes, ethnographic observations, and semi-structured interviews of pertinent agents involved in the field. These different tools are employed for methodological pluralism purpose to come up with a thick description on the local news production practices in language newspapers.

It is hoped that this paper will open up debates in the areas of field theory in understanding news labour and production cultures in language newspapers.

Keywords: Stringers, Local News Production, Field Theory, Bourdieu, Newswork.

Author(s):
Irene Awino

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

Abstract:
The digital media revolution has brought with it a cocktail of issues for the modern newsroom in Kenya. The Nation Media Group and the Standard Group - the largest media houses in Kenya- are grappling with restructured news production processes to accomodate Day 2 journalism in the wake of expanded media

outlets. With the advent of Social Media Sites, production processes have to relook editorial policies regarding breaking news and follow up stories. This study will analyse news production processes for the Daily Nation and The Standard newspapers in light of these developments. The research paper will seek to find out the changes news organisations must make as audiences turn to new outlets like Twitter for news. Semi-structured interviews, key indepth interviews and participatory observation will be used to gather both qualitative and quantitative data to establish strategies editors and their teams are putting in place to counter these massive changes. Also to be interviewed will be subeditors and reporters. The reasearch paper is motivated by the fact that western news organisations seem to have embraced converged newsrooms by putting in place new editorial structures. Is Africa, especially Kenya catching up or up to the task? Will changes in editorial policies realise new processes and structures?

Author(s):
Jannie Hartley

Title:
When the users entered the newsroom

Abstract:
Increased pressures for profitability, changes in the behaviour of the users and new technology have transformed both practices and values of the profession of Journalism – or at least created expectations towards changes. The role of new media in journalistic practices provides a valuable field for exploring these values and the norms of the journalistic profession in a changing communication ecology. This paper aims to contribute to the discussion of the changes affecting the journalistic practices and values. In particular the paper explores the ways in which journalists in the news production relate to their users and readers, who as a result of new media potentials are both directly and indirectly "invited into the newsroom" (Hartley 2011). This relation, the paper argues, is underlined by tensions regarding both the democratic and commercial potential of users' involvement (Lord and Jakobsen 2008; 181, Martin 2003; 149)

Richards's criticism (2006) of studies of interactivity with the users show that it may be advantageous to look at the relationship between journalists and their readers as 'positioning' and to see interactivity as an inter-related dynamic process that both enables and restricts journalists and readers' actions. Theoretically the analysis in the article is based on Pierre Bourdieus field theory, which means we can conceptionalize at the audience structure as an implicit and explicit relation between the field of production and the field of consumption. Following Richards critique, this paper thus analyses how journalists position the users in the interactive process, at the same time giving them some very specific opportunities to position themselves and thus generate new content to the online newspaper.

Methodically the study is based on ethnographic observations of online news production in 3 major Danish media organisations over several months, carried out in 2008 and 2010. These organizations were chosen for their differences, in scope, audience and size. Furthermore, 40 journalists and editors were interviewed. The research question was focused on the ways online journalists navigate between the democratic potential and the potential commercialization of the media, as a result of being closer to the users via social media and other forms of audience participation in news production - for example in the form of debates, user generated content and more indirectly in the form of statistics. The paper argues, that new media and the use of social media in the news production are welcomed when they enhance old and existing values in the journalistic practice. It is however rejected, when it challenges the autonomy of the journalist, which makes it difficult for online journalists to embrace the democratic potential inherent in new media.

Author(s):
Jing Liu

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

Abstract:
Neoliberalism as a set of economic principles guiding industrial restructuration has been observed across the world since 1980s, during which the structural transformations of media industry and market-driven journalism emerged simultaneously. Following previous researcher (Harvey 2007), there are three dimensions of neoliberalism: as a set of economic principles, as a set of political policies, as a set of mindsets or values, here we examine the value dimension of neoliberalism. Although the changes in media

system, including the increasing skeptic orientation toward dominant institutions and conformation towards the audience, has been seen widely, so far there is no empirical research proving the direct causal relationship between the rising of neoliberalism and these concurrent changes in news content. The mechanism between the two is so complex, in which both the professional norms and the organizational rules in media institutions play a crucial role in mediating the impact of neoliberalism on news values, journalistic practices as well news contents. Through a representative survey among 400 journalists in Apple Daily Hong Kong and Apple Daily Tai Wan, two leading popular newspaper affiliated with Next Media Group in two comparable social contexts in Asia, this paper explored the impact of neoliberalism on news values, journalistic practices as well news contents. It should be pointed out that here neoliberalism is conceptualized as a set of mindsets and values including market-orientation, individualism as well as populism, based on previous researches (Chomsky 1999; McChesney 2001; Harvey 2007; Hallin 2008; Hesmondhalgh 2008). Further, this paper proposed a new hierarchical model for analysis of news production, in which four levels of variables are developed. On the first level is the all-pervasive global current of neoliberalism. On the second level a set of competing and interactive variables (professional norms vs. organizational constraints) are posed to explain the mediating role of media in news production. Two distinct indicators of professionalism, news values such as objectivity and occupational autonomy, are included as the indicators of professionalism; while two other indicators are also developed to measure the degree of organizational constraints: formal organizational rules and informal newsroom socialization. On the third level is the journalistic practice, especially the routine practice of news work including the structuration of journalist-source net. Finally, the fourth level is the news content, in this paper it refers to the bias in political news content.

Author(s):
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Title:
Managerial Career Pathways in the Games Industry

Abstract:
The digital games industry has developed from a secondary sector of the media entertainment industry to one of its driving forces. Despite its economic relevance, it is still a transitional industry with quickly evolving structures. As such, it is also an interesting object for the analysis of the development of media industries. Most attention has been paid to the growth of the overall digital games market, rather than to the finer details of the evolving structures within the business networks. Following this argumentation, the current study uses a combination of social network analysis and expert interviews to map the emerging network structures within the German games industry. It reconstructs the career pathways of key actors in the industry, including their former and current business relations, in order to answer the following research questions: What kind of network structure can be identified within the German digital games industry on the basis of professional pathways of key actors on the management level? Are there identifiable types of managers occupying specific positions in the industry network? The authors conducted 41 guided expert interviews, including specific questions focusing on career pathways, with a wide range of stakeholders and actors across the network of the German gaming industry. The duration of the interviews varied between 1.5 to 2 hours. They were conducted from August 2010 to January 2012, fully transcribed, and the material was subsequently analyzed using computer assisted qualitative data analysis software (Atlas ti). All data manipulations, calculations and visualizations for the network analysis were done using the R environment for statistical computing to examine the professional pathways of managers in the digital game industry in Germany. With regard to the first research question, the study’s findings indicate that the current breed of managers is primarily entering the games business from other economic sectors. For this reason, the industry network is still characterized by weak organizational interconnections. In order to answer the second research question we used a qualitative approach. The results of the re-construction of the professional pathways through the experts own biographical descriptions reveal five distinct types of managers. The differences between these five types of managers are not limited to but evident in the following categories (1) average age, (2) education, (3) years of experience in the game industry, (4) personal interest in games, (5) career-related decisions respectively necessities. In addition to these findings and in the light of a stronger consolidation of the industry, the organizational structure building processes are expected to change in two ways: (1) Cooperation between companies in the digital games industry will increase because of the increasing long-time experience of managers in the industry. (2) Due to an aging of the cohorts, the stronger connectedness of a younger generation of managers hints at a future strengthening of the underlying business and communication networks.

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Title:
The Management of Social Media by Iberoamerican Online News Outlets

Abstract:
This paper presents the results obtained from an analysis of the use of the Social Media, mainly Facebook and Twitter, by local media outlets in several regions of Argentina, Colombia, Peru, Portugal, Spain, and Venezuela. It offers the results of 22 interviews to online managers framed in the context of the history of integration of interactivity options by Iberoamerican newspapers. It builds on research by Thurman and Hermida (2010), Vujnovic et al. (2010), Garcia de Torres et al. (2010), Lewis et al. (2010) and Díaz Noci et al. (2010). We seek to explore if the dynamics involving the production of local news is affected by the use of such tools and how.It is included in a wider research project based on this methodology of semi-structured interviews and observation of the news outlets profiles. Research questions were: (1) What kind of information delivers and gathers a local news outlet through social networking tools? (2) How much resources are consumed? (3) Which are the main opportunities and risks? (4) Are the patterns the same in all the markets examined?The explosion of so-called social media and the emergence of a new model of communication, and skills related to the new digital culture present a real challenge for Latin American media companies. Although we discuss the concept of "Ambient journalism" (Burns 2010), social media are now part of the air: Facebook is the first place by number of visits Latin America, according to different studies.In general, prudence seems to determine the gradual integration of tools that facilitate interaction in digital media, in all scenarios. It is clear from research conducted to date, the media are mostly channel options for comment and rate content generated by reporters, maintaining a moderate level of intervention in routine production, even in the mass circulation than in the States, where the use of 2.0 tools is remarkable, the presence of citizens is uniquely low channels.Academy has been giving wide attention to the potential effects that can bring Internet use at the social; however, we considered necessary studies to understand the dynamics within sectors linked to the production of content to help understand how they affect professional contexts, which is the main objective of this work. While it may be inappropriate to say that the local media in Latin America, Spain and Portugal are making full use of social media platforms, these case studies indicate that the fourth model of communication, as established by Cardoso (2011), is slowly progressing.Despite the lack of procedures and personnel dedicated to social media platforms among the media outlets analyzed, the use of social media seems to be in an initial phase characterized by an incipient development of self-communication and communication mediated from one to many by way of Twitter and Facebook in Latin America, Spain and Portugal. Perhaps the primary drawback noted among the responses is the slow transformation of organizational and professional cultures, wherein many journalists continue to be mediated by their own models of traditional (i.e., non-digital) media practices.Therefore, findings show that culture, economic and organizational factors handicap the use of Social Media by news outlets; but also, how the drive and enthusiasm of editors and/or employees makes the transition to the Social Media arena smoother and favors, in a broader perspective, meaningful changes regarding news sharing and consumption.

Author(s):
Uma Shankar Pandey

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

Abstract:
The necessary conditions for a media event are 1) live transmission; 2) of a preplanned event; 3) framed in time and space; 4) featuring a heroic personality or group; 5) having high dramatic or ritual significance; and 6) the force of a social norm which makes viewing mandatory. It has classically been described as events,

which emphasize competition under a rule, like the Olympics and the World Cup final; conquests and coronations, which focus on tradition and deal with the mysteries of passage. It provides irregular but repetitive intervals that remind the society of their cultural heritage, and provide reassurance of social and cultural continuity. In a highly cluttered and fragmented media environment in India which is largely dependent on advertisement revenue for sustenance, even a television rating point of 3 percentage points is regarded as a major success. In the changed environment, television stations are on constant lookout for creating media events, often to sustain itself in the dual economy of consumers and advertisers. The present study looks at a case study of a 12-day fast by India’s civil society icon Anna Hazare under the banner of India Against Corruption (IAC) as a media event. It started off as a citizen's movement to demand strong anti-corruption legislation i.e. the Lokpal bill. The paper focusses on the role of Indian television in forming shared public sentiments and collective actions for the 12-day fast from August 16, 2011 to August 27, 2011. Borrowing protest metaphors from Mahatma Gandhi, this paper explores how this new form of media event intensified the “collective effervescence.” Another crucial characteristic is that the 2011 protests were initiated, organized and led by networked individual citizens rather than organized political groups. The crafting of news through objectivist signifiers of dissent has been portrayed by many channels as the Second War of Independence. In concluding, the paper situates content analysis within the economics and professional routines of media production and the discursive inheritances of post independent corruption. Keywords: Media Events, Dual Economy, India Against Corruption, Media environment, Content Analysis.

Media, Religion and Culture Working Group

Author(s):
Abderrahim Chalfaouat

Title:
The Image of the Moroccan in American Cinema

Abstract:
Throughout its history, the American cinema has devoted a considerable share of its production to the portrayal of the other. A good number of Hollywood movies have contributed to the shaping of the image of the Arab through the "three b" syndrome. Yet, the representation of the Moroccan equally deserves attention and scientific study. A good number of movies have focused on highlighting the Moroccan cultural aspects, especially in the post September 11 era, via such tools as binary opposition and generalisation. Movies such as Casablanca and Babel are delved into to better understand the visual representation of the Moroccan in American cinema and show how such depiction contributes to a better mutual cross-Atlantic understanding.

Author(s):
Cherian George

Title:
Hate spin: Taking offence as a political strategy

Abstract:
Hate speech is recognised as a problematic phenomenon for open societies, with little agreement even among established democracies over how best to balance freedom of expression with the rights of minorities to be free from discrimination and hostility. In societies where democratic institutions and values are less entrenched, attempts to find that balance are even more fraught. This paper examines one particularly pernicious problem: the taking of offence as a political strategy to put adversaries on the defensive. This rhetorical strategy involves identifying expressions that can be construed as insulting to a religious belief and claiming that these have crossed the line of acceptability. "People power", in the form of angry mobs, may be mustered to demonstrate that the provocation is too great to bear. Pressure is thus applied on the authorities to intervene and silence the original speaker, even if no law had been broken. This pattern is seen in several countries where the rule of law is weak, where there is a higher premium placed on religious peace than on justice, and where governments fear being outflanked by forces on the religious right. Case studies include Malaysia, where even peaceful inter-faith dialogues have been halted by police responding to mobs claiming that such events are an affront to Islam's status as the official religion in the country. In Pakistan, similarly, taking offence is a common strategy used to suppress progressive voices. Such cases

illustrate why laws regulating blasphemy and "defamation of religion", ostensibly targeted at hate speech, are likely to infringe the rights of religious and cultural minorities through an over-broad interpretation of what it means to cause offence. The paper analyses these trends and argues that they amount to a major threat not just to freedom of expression, but also to principles of equality. It concludes with the observation that a country's news media play a critical role in these dynamics, and need to expose and combat the use of such hate "spin" by political and religious leaders.

Author(s):
Francis Xavier Ngatigwa

Title:
Religion Divides: Mapping 'others' in Religious Radio Broadcasts in Tanzania.

Abstract:
This article presents some preliminary findings of an on-going research on Religious Media and Audiences in Tanzania, cases from two religious radio stations in Tanzania: Radio Imaan owned by the Islamic Foundation of Tanzania and Radio Maria Tanzania owned by the Association of Radio Maria Tanzania. Religious radio broadcast is a product of the liberalization of the economy which took effect in 1990s in Tanzania. As at July 2011, there were 75 radio stations, 27 of which are owned by religious organizations and groups. The preliminary findings, among others, indicate that, investments in the media by religious organizations has transformed the Tanzanian media landscape with new ways of belonging and exclusion beyond the traditional ones, generating new forms of interactions and identities. This essay maps the "others" which is part of the outcomes of the proliferation of religious radio broadcasts in Tanzania.

Keywords: Religious Radio broadcasts, Proselytizing, Proliferation, Muslim da'wah. Othering, Christian evangelism,

Author(s):
Dominica Dipio

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

Abstract:
In this paper, I examine Haile Gerima's positioning of religion, spirituality and female agency in *Sankofa*, a film that depicts the horrors of slavery from the point of view of slaves themselves. Slavery is portrayed as an ultimate devaluation of the human person that calls forth the spirit of resistance and desire for freedom from the protagonists in equal measures. Just as it is in his other films *Bush Mama* (1976) and *Ashes and Embers* (1982) women in *Sankofa* play significant roles as memory links to the past, required in the protagonists' collective and individual journeys of self rediscovery. Mona, one of the main characters, comes to Cape Coast in Ghana as a free spirited American holiday maker. However, the encounter with this historically rich place in which her roots are embedded, leads to her reincarnated into Shola, a house slave. As Shola, she begins a journey that gives her first-hand experience of slavery; and makes her grow towards asserting her African identity. This gaze to the past is necessary for reconstructing an integrated identity and exorcising the "ghosts" from the past. The return to African spirituality means the rejection, by the slaves, of whatever was forced upon them, and a reconfiguration of new identities. Two spiritualities are antithetically portrayed in the protagonists' search for wholeness, freedom and peace, as they make independent choices for the first time. The role of female agency in this spiritual journey that leads the characters to self-determining and redemptive actions is analyzed.

Keywords: religion, spirituality, female agency, Haile Gerima, *Sankofa*

Author(s):
Priscilla Boshoff

Title:
The truth about witchcraft: reading witchcraft crime narratives in the Daily Sun.

Abstract:
Reports of crime are a staple journalistic output in South Africa, and they form a substantial portion of content in the tabloid press. Tabloids have provoked heated debates and a flurry of research, driven by their recent unexpected emergence and enormous popularity amongst the black working class. While recent research is concerned to understand tabloids' place and role in the post-apartheid socio-political dispensation (Steenveld and Strelitz 2010), only a few examples look in depth at the kinds of stories told (Wasserman 2010). I fill this gap by offering a close reading of narratives of witchcraft crimes in the *Daily Sun*, the most widely read South African tabloid, selectively drawing on reports published over a three month period in 2011. Such a reading is not concerned with journalistic professionalism, the implied truth (or untruth) of such stories, the credulity of the audience, whether there are or are not witches or witchcraft, or crimes that are 'actually' committed by witches. Instead, I choose to read such narratives as vivid iterations of the underlying tensions which characterise contemporary SA society, in particular the pressures generated by the everyday contradictions of the neo-liberal post-colony within the broader structures of global inequality: tradition and modernity, wealth and poverty, authoritarianism and democracy. From this perspective, reports of witchcraft, and witchcraft crime need not be condoned as something [less modern, or uneducated, or superstitious] Africans believe in (and therefore worthy or unworthy to be published in tabloid papers); rather, drawing on anthropological understandings of witchcraft in South Africa, I examine how a popular text, widely circulated and providing the conversational basis for an "imagined community", offers its readers, through narratives of witchcraft, daily rehearsals of such tensions, their contradictions, possible permutations, and potential points of resistance. Ironically, such a reading also illustrates how the unruly, brazen and emotive nature of the low-modality tabloid text, which signals for some its untrustworthiness, perhaps comes closer to telling a 'truth' about contemporary South African society than the most objective reports.

Author(s):
Yoel Cohen

Title:
Jewish religious holiday advertising in Israel

Abstract:
Advertising plays a significant role in religious holidays. This, in turn, contributes to religious identity in the contemporary era particularly in the case of non-religious populations who draw much of their `religious' identity from the media themselves. The subject of religious holiday advertising has received little research attention .

The Jewish life-cycle offers an opportunity to see which types of religious advertising are dominant and which are not. Religious advertising was examined by the author during the run-up to, on the eve, and during six key Jewish festivals.[1] These were the Jewish New Year (*Rosh Hashanah*), the Day of Atonement (*Yom Kippur*), three thanksgiving festivals: Passover (*Pesach*),; the Feast of Weeks (*Shavuot*), and the Tabernacles holiday (*Sukkot),*and the *Hanuka* minor holiday.

Seven daily newspapers -- four secular, one modern orthodox, and two ultra-orthodox–were examined, The Jewish calendar year, October 2009-September 2010, was examined. 3029 holiday-related advertisements appeared.

Rosh Hashanah accounts for 35% of all festival advertising, *Sukkot* for 26%. *Pesach* accounted for 20% and *Hanukah* 16%. By contrast, *Shavuot* accounted for 1%, and *Yom Kippur* accounted for 3%.

There was no major difference in the share of religious holiday advertising between the religious and the secular press, with the exception of *Hanukah.*

The three most advertised categories were consumerism (42%), holiday events (25%) and holiday greetings (13%). Charity appeals and volunteer activity accounted for 13%, official announcements 5%, and promotion by newspapers of their holiday issue 2%.

Thirty-eight percent of *Pesach* ads were about consumerism. This reflects that the festival is characterized by new utensils and special *Pesach* food. Festival greetings comprised 21% (205 ads) at *Rosh Hashanah*. But *Pesach* – which is not noted as a time of greetings - found twenty-three per cent (119) of *Pesach* festival ads comprised greetings.

Advertising for charities was monopolized by the religious media – a recognition of the central role which charity plays in that community. Eighteen percent (341 ads) of all advertising for holidays in the religious sector comprised charity or voluntarism in contrast to 1% of holiday advertising in the secular media (4 adverts).

The wide gap between holiday advertising patterns contrasts with the traditional status which the holidays hold in Jewish religious culture. While *Rosh Hashanah* maintains its dominant position*, Yom Kippur* clearly did not have the central place in advertising, as it does in Jewish religious culture, because fasting does not draw advertising. Notwithstanding the similar statuses *Pesach*, *Sukkot* and *Shavuot* enjoy, there wide differences in the number of ads (notably the very low number of *Shavuot*)

The media fulfill a role in the contemporary world of generating religious identity when formal frameworks like synagogue attendance are declining. Advertising, contributes to the religious holiday atmosphere. Advertising takes on a materialistic consumerist image, particularly in the case of the secular media. Overall, consumerism takes a greater percentage of all holiday advertising in secular newspapers (52%) than in religious media conduits (38%).

Author(s):
Joseph Muyangata

Title:
Communication in a High-Tech World: Use of High-Tech Preaching in the 21st Century "New Methods of Message Delivery in Malawi"

Abstract:
Communication in a High-Tech World: Use of High-Tech Preaching in the 21st Century

"New Methods of Message Delivery in Malawi"

Joseph Muyangata & Ghislaine Youmbi

The 21st Century is faced with a lot of developmental issues that have gravitated and evolved even in religious institutions today. This has not spared the 21st Century Church in Africa; not excluding Malawi, a Sub-Saharan African state. Malawi, though, is regarded as a Southern nation, using the expression, "Global South" embedded in the 'South North Conversations'. Within the Southern context it is actually, probably viewed as 'further South' in almost every sense. It is one of the poorest countries in the world grappling with socio-economical, socio-political, and many other forms of national crises. Yet, in all this Malawi has not been left out in the present day movement: Mediating the Message.

This paper therefore seeks to address the methods and forms of high-tech preaching in Malawi; examining it from both a comparative and contextual point of view. This will specifically deal with the new methods of preaching preachers are engaging in Malawi today; Pod-casting, Video-streaming preaching, Internet preaching, Radio and Television evangelism, Print media (including new papers), and blogging.

 It also seeks to address the communication strategies churches are employing to reach out to the masses far and wide, without stepping on their door step. There will be an examination of the communication environment, examination of the demographic community (both internal and external audiences), communication theories and auditing church communication.

 More so, it will also tackle a communication overview for churches in general from a Malawian perspective.

Author(s):
Guy Marchessault

Title:
Can information and prophecy match together?

Abstract:

Can information and prophecy match together?

Would it be possible that journalists be at the same time news persons… and prophets? What do we mean by prophecy, by information? Who could play the role of a prophet in information today? Can prophecy within information have an impact on the North-South relations in communication media? These are a few points of interest in this intervention.

The first part of the communication consists in trying to define what the word "prophecy" means in different religious traditions, mainly Islam, Judaism and Christianity. In Jewish and Christian traditions, this would mean a triple movement: denouncing, encouraging, pushing to real change in situations.

The second part will point out the main characteristics of information media, particularly the three levels implicated: facts, analysis of facts, and comments on facts.

In the third part, we will try to formulate the "pros" and "contras" of a possible match between information and prophecy. We will see in what sense we can talk of a prophetic role for journalists.

In the fourth part, we will open the discussion about considering ordinary people acting through social media as occasional "prophets" in their capacity of disseminating news as denouncing, encouraging, pushing to real change in situations. And what would be the limits to this prophetic action?

In a fifth reflection, we will touch briefly the question of North-South relations in communication, in relation with prophecy: in connection with the theme of this convention.

Author(s):
Aliyu Musa

Title:
Citizen journalism, principle of neutrality and reporting violent conflict in Nigeria

Abstract:

Objectivity in journalism is a prerequisite for effective, ethical practice. It goes hand-in-hand with balance and truth to make the combination perfect. Lynch and Galtung (2010: 51) note that: *"Objectivity, balance and truth are like motherhood and apple pie."* Put differently, the three are inseparable and each compliments the others in perfecting practice journalism within the bounds of the ethics of the profession and in line with its watch-dog and public interest role. In recent years there's been an increase in discourses on how much journalist are able to immerse themselves in the story while ensuring adherence to ethics. Championing the argument for immersion is a strand called citizen journalism. This article seeks to understand the fundamental arguments by this brand of journalism in relations to practice journalism in Nigeria. It contextualises the arguments within conflict reporting and, using rhetorical analysis of newspaper reports and interviews, it specifically looks at the sectarian violence in Plateau State, central Nigeria. It therefore postulates that it is difficult, if not impossible, to argue for immersion and neutrality/objective/fairness in one breath; and conventional journalism is increasingly being eroded by subscription to unethical practices as argued by citizen journalism.

Keywords: Citizen Journalism, conflict reporting, neutrality, Nigeria and sectarian violence.

Author(s):
Walter Ihejirika

Title:
'MISSIONARIES OR MIGRANTS?': EXAMINING THE

Abstract:

Back in 1967, Pope Paul VI made history by being the first Roman Catholic Pope to visit the African continent when he came to Uganda to canonize the young martyrs of the country. One important statement which the Pope made during the visit was an exhortation to African Catholics to become missionaries to themselves. This was in the light of the fact that, at that time, majority of the clergy running the affairs of the Church in the continent were missionaries from various Western countries. These missionaries were

members of the different religious congregations who were sent to bring the light of the gospel to the continent. Since the Papal exhortation of 1967, the Catholic religious landscape of Africa has changed in several ways. One of these changes is the increasing number of indigenous clergy and religious women. As their number grew, some of them were sent to other parts of the continent as missionaries. In the past two decades, the number of Africans engaged in pastoral activities in the West has increased tremendously. This is happening at the time when there is a decline in religious vocation in the western countries. This situation was highlighted by Pope Benedict XVI in his papal exhortation for the Second Synod of Bishops for Africa, Africae Munus, when he said that Africa is now providing missionaries for other parts of the world. We seem to be witnessing evangelization on the reverse. The work of evangelization is preeminently a communication event. Communication is at the heart of the evangelization, as there must be constant verbal and non verbal communication between the evangelizer and the evangelized. Evangelizing activities which involves parties from different cultural backgrounds face the same difficulties associated with other forms of intercultural communication. This forms the basis of this paper: The aim is to examine intercultural strains which are being experienced by Nigerian priests and religious women working in some Western countries. The pertinent questions raised are: how do these Africans get along among their Western flock? Are they well received, do people listen to them? Or are they seen as part of the large number of African migrants who have flocked to the West in search of greener pastures? A survey using internet questionnaire and computer mediated interaction was carried with Nigerian priests and religious working in the United States, Canada, Germany, Italy and Britain. Data collection and analysis are still on-going. It is hoped that the findings will help us to know whether the reverse missionary activities of Africans to the West is a genuine religious collaboration or is perceived merely as another form of social dependence.

Keywords: Evangelisation; Intercultural Communication; Religious collaboration;

Author(s):
Tania Rosas Moreno

Title:
News and Novela Versions of Syncretism Can Indicate Brazil's Degree of Media Freedom

Abstract:
Tapped host of the 2014 World Cup and 2016 Olympics, Brazil is the world's eighth-largest economy (MercoPress, 2010). Its telenovelas, which are exported to more than 140 nations (University of São Paulo, Brazil, Agency News, 2004), stay American cultural imperialism, influence Brazilian notions of identity and advance ideas to others in imperialistic ways (Sinclair, Jacka & Cunningham, 1996). A telenovela is a televised mini-series, or a six-day-per-week, one-hour serial-drama program lasting about eight months with a pronounced beginning, audience-involved plot development from episode to episode, and a definitive end. Just as noteworthy, Brazilian news media are on the up, with newspaper circulation *and* readership spiking (Severo, 2008).

Although Brazil has been transitioning to democracy since 1985, its history of a heavily press-censored media environment during dictator and military dictatorship governance has encouraged telenovelas to be considered alternative news sources (Straubhaar, Olsen & Nunes, 1993). This means that since the 1950s Brazilian viewers, spanning gender, age, income and education boundaries, have used telenovelas to make sense of current social, political and cultural issues (Vink, 1988; Straubhaar, 1989, 2001).

Religion's role in Brazilian culture has been dynamic over time. In fact, "a study about the credibility of institutions among the population showed that newspapers ranked second, trailing only the Catholic Church" (Alves, 2003, p. 130). While Catholicism is Brazil's prevalent faith, syncretism has co-existed since its beginnings. Syncretism is a fusion of differing belief systems. For instance, African religions such as Candomblé were brought with slaves from their homelands and practiced outwardly through the cloaking of gods with Catholic saints.

Given that the marginalized religion Candomblé is practiced in numerous other nations including Colombia, Germany and Italy, Brazil's growing international prominence and the Brazilian telenovela export factor, the need to investigate religion in Brazilian media rises. A reciprocal and dynamic comparative narrative analysis (Berger, 2005; Berger, 1997) on 313 concurrent print news stories and 292 photos plus 1,051 telenovela scenes compares news fact with telenovela fiction. The news sources for the comparison are *Veja*, Brazil's leading newsmagazine and the world's fourth largest circulating newsmagazine, and *Jornal do Brasil*, one of Brazil's leading daily papers as well as Brazil's (and one of the world's) first online newspaper(s). The telenovela is *Duas Caras* (*Two Faces* or *Two Faced*), which secured TV Globo's competitive position as the

leading television network in Brazil for various reasons. As one, the strong, optimistic leadership of the mãe-de-santo, a type of prophetess or religious organizational head, showcased a progressive stance for marginalized religions *and* women, in general.

This analysis will use framing theory (Reese, 2003) to consider how Brazilian print news reports and news photos tell stories very differently from how a top telenovela treats concurrent religious issues. The telenovela's progressive portrayal of marginalized expressions of belief contrasted against the conservative role of religion in news media points to telenovelas continuing to exercise more media freedom than traditional news outlets have yet to achieve. Is telenovela fiction more representative of reality than news fact?

Author(s):
Maria Way

Title:
Divide and/or Conquer

Abstract:
As religious broadcasting is, in the main, intended as a tool for evangelisation or, at the very least, as a form of conscientisation for the faithful. Those who have a faith may be reminded of it, but does it reach those it is intended to evangelise?

In the West we are told that we live in a secular age, one that is increasingly multicultural and, indeed, multifaith. People come from the developing world to Western countries for a variety of reasons and their own experience of religious faith may be different from that of the indigenous peoples of the countries to which they come. In the U.K., schoolchildren no longer study just Christianity but a rather wishy-washy form of comparative religion. The indigenous culture of the countries may perhaps be lost, but will certainly be changed by the influx of immigrants. This has been the topic of much academic literature and of political discourse in recent years.

The public service broadcasting ethic of which the U.K. has been so proud, means that religious broadcasting has to be targeted at all faiths. For instance, on the BBC Radio 4's *Thought for the Day* programme at 7.45 a.m., the speakers are from a variety of faith groups: speakers include lay people, people from the Christian communities, Rabbis, Imams, Academics whose research and teaching revolves around religion and the issues it raises, journalists who write or broadcast on religion, Hindus, Buddhists, etc., etc. The two most recent Heads of Religion and Ethics at the BBC have been an atheist and a Muslim – and there was controversy about the appointment of both of them. Given these facts, does the religious broadcasting that we see and hear reach us in the way intended?

Using analysis of religious programming, one to one interviews and focus groups, this paper seeks to understand whether people now understand the language and symbolism that are used in religious broadcasting, or whether it is merely a waste of time. Does the broadcasting, as intended, conquer its audience by enabling their faith or interesting them in developing a faith, or does it divide or even alienate them by using language and symbolism that are no longer fully understood? A lack of understanding would have many ramifications, amongst which are antipathy to other or any religious groups, possible total apathy, a feeling that one is being talked down to (as often happens when an audience does not understand the language used by the broadcaster) and another grave consequence – that there is a generation who cannot understand or decode the art, architecture and literature of religions of any type.

Author(s):
Amir Sepanji

Title:
Public opinion and its influencing factors in the Qur'an discourse

Abstract:
The present paper is to study different aspects of public opinion phenomenon through a conceptual investigation of it and its different definitions from Qur'an viewpoint as the most reliable Religious text for Muslims. In this paper, public opinion as a non-mandatory consequent of specific and private ideas of people is considered and several aspects of this phenomenon in Qur'an originated from revelation is explored.

As you know, divine religions, specially Islam, provide several doctrines in personal and social aspects for people and societies included public opinion. In this way, according to Shiia's belief, though the Qur'an and divine revelation appears not to be descended, but does not quite stopped and are always there. Several Aya's of Qur'an, especially Surah Qadr, referring to Quran descent in yearly period, are clear and explicit witness for this issue. Moreover, God's expressions are indefinite and unfinished. Qur'anic concepts are a guide to living in different eras and ages of individual and social life. Public opinion is also included in expressions of human social life.

The Qur'an as a sacred and holy religious text offers the more value-oriented approach. However, sometimes, it firstly raises instances descriptively and then, provides its value-oriented verdict. For example, the Qur'an, to emphasize on public opinion and information, only in sections (Juz) 20 to 25, have refer to and emphasize on information and convey the knowledge more than 567 times.

Thus, with regard to the above description, the present paper is to attempt to analyze and study public opinion and its influencing factors in Qur'an as the most reliable Religious text in Islam, with a citation through a documentary method and referring Shii'as interpretations of Qur'an.

Keywords: public opinion, Qur'an, Shii'a interpretations of Qur'an, public opinion definitions, influencing factors on public opinion.

Author(s):
Inês Gil

Title:
The expression of the sacred in contemporary cinema

Abstract:
Today, the presence of sacredness in film is still very common even if its expression and role have changed. The notion of sacred is changing, especially in the West part of the world, since secularization has been a general phenomenon, but art doesn't seem to let the idea of sacred go, since religion is also a cultural heritage and remains a contemporary matter of importance. The notion of sacred is no more a notion whose meaning is exclusively religious but it is often used to promote universal human values. Film has explored in very subtle ways the possibility of revealing the sacred, either in its religious signification, or in its profound human meaning. We will analyse how contemporary cinema, in its formal and cultural variety, is a powerful medium of communication to question the world and the human nature in their complexity and mystery. We will study how the experience of the sacred can be possible through films as different as The Mill and the Cross (directed by Lech Majewski in 2011) and Outside Satan (directed by Bruno Dumont in 2011 also). If the first one used the new technologies to reveal the invisible through the creation of movement and live narrative in Bruegel's painting, with a very stylized form, in the second one (Outside Satan) it is the nature's realism that contrasts with the human condition, almost surrealistic in its ambivalence between Good and Evil. We will also analyse how fragile is the experience of sacredness, as it can be associated to the fake, in Au nom du Christ, directed by Roger Gnoan M'Bala in 1993. At last, the comparison of the three kinds of cinematographic expressions of the sacred will allow to understand how and why the concept is still so actual and profound, in its cultural, social and aesthetical diversity.

Author(s):
Jie Qin
Zhi-Chun Zhang

Title:
The Production and Consumption of Digital Religious Goods: Web Data Mining of Buddhism Blogs from the Perspective of Religious Economy

Abstract:
The research is inspired by Stark-Bainbridge theory of religion. The theory claims that religion shares the same logics with economics where people make rational choices to maximum utility. From this perspective, there are different roles in the market of religion. For example, religious organizations like temples, churches, and mosques are the distributors of religious goods. Clergies like monks, priests, and imams are the agents who sell the goods to the believers, while believers are the customers who make choices

between various goods by rationality. The demands of customers drive the distributors and agents to make changes.

In the Internet age, religious organizations and clergies are usually the early adopters of Internet technologies to spread doctrines, to teach people, and to attract new blood. As a form a religious goods, religious blogs have emerged, which are facilitated by the characters of the Internet, such as global reach, interaction, and multimedia, while concerns on anonymity and sustainability also exist.

The research aims to investigate 3Ws and 2Hs about religious blogs, which are as follows:

1. Who are the bloggers?
2. How do they produce the religious goods?
3. Who are the consumers?
4. How do they consume the religious goods?
5. What effects do they have?

Web data mining was employed in the research. A random sample of 23,177 bloggers of the Sina Blog was generated. Sina Blog is one of the leading blog service providers in China, which attracts more than 100 million unique visits a week. Software named "Net Jet" was made to capture the public information of all the blogs of the sample from 2005 when Sina Blog was established to February 2012.

The authors got 266,401 articles, as well as all the public information like the time of publication, number of pictures in the article, number of readers, number of comments, and so on. Keywords like "Buddhism" "Buddha" "Bodhisattva" "Buddhist" "Temple" "Monastery" "Sutra" and so on were used to locate 679 articles. Content analysis by two coders and topic modeling by GibbsLDA++ will be used to analysis the text pool. It is expected to see the demographics of Buddhist bloggers, the multimedia they use to build the blogs, the number and demographics of readers, the comments they left, and the interaction between bloggers and readers.

The research will offer a panoramic view of Buddhism blogs. It helps us to get a better understanding of religious goods and how the market of religion works.

Author(s):
Frank Coffey

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

Abstract:
The presentation will explore a way that mass media can provide resources for confirming meaning found in sacred texts, and then from that, provide specification of the religious. While confirmation is a maneuver well known in religious literature as part of the authentication of prophecy and validation of discernment, it will be explored here principally as part of a pragmatistic strategy for clarifying the explanatory value of hypotheses integral to scholarship, the relations of categories in this strategy from the philosophy of C. S. Peirce, and most precisely the semiotic relations where Peirce found proof of his principal theoretical discriminations. Matters from culture and history will remain, though, the primary bases of validation. The path of meaning will be traced from the presentation of the religious in indications or signs, then to the performance using mass media that is determined and dictated by that presentation, so that in the end there is a display of aspects of the religious afforded by that presentation and performance. Of the many operations where the religious is discriminated, those of sacred text and its use will be selected for particular exploration. According to the clarifications Peirce spotted in semiotic, sacred text can find its interpretant also in mass media, and the implicated performance discloses what is yet to be known of what scripture signals. This way that religious texts can determine performances essential to realizing meaning involves a work of reading that concerns the use of signs; it is here that the role of mass media in providing confirmation of sacred texts can be discriminated. In a subtle interplay between the determinations given in the religious text as sign, and the agency of the reader drawing on resources from his/her experience, precise relations of media, religion and culture are uncovered. It is close attention to that interplay as it involves the shaping of habits of feeling, effort and thought available for response to chance-occurrences from such contexts as mass media and its engagement that will clarify those relations of confirmation and disclosure. The character of reading which emerges is neither essentialist nor constructivist in nature, for the

term of the exercise is an access to the religious that is neither pre-determined nor projected, but rather a disclosure within matters that are current and contextual. By way of illustration, the presentation will close with suggestions of the way these relations might disclose a new fecundity in religious texts, a relation of media within culture to religion, and novel developments in the practice and understandings of the religious afforded by such maneuvers. With regards to the theme of the conference, there is the promise of closer understanding of media and religion in culture as it might concern the influence of the south in geopolitical dynamics affecting the north, and even the place of media in relation to a theology using such dynamics for a finer definition of religious meaning presented in sacred texts.

Author(s):
Savera Shami

Title:
Silence of Opinion Makers on the issues of Religious Tolerance?(The Case of Urdu Dailies and Pakistani Society)

Abstract:
Religious intolerance is upcoming issue around the globe. Religion is part and parcel of almost every state in the world. Humanity and religious freedom are two widely agreed building blocks of every religion on earth. Religion, by its believers, is believed as symbol of peace and unity. Diversity of differences among religious thoughts within a religion is not an unusual thing for its practitioners. These differences yield brutal outcomes when one sect of a religion tries to victimize other on the basis such perceived differences. The rigidity of religious thoughts, in such conditions, propagates to take other religions or sect, as the bone of contention. Pakistan came into existence on the basis of religion, as all Muslims went united to fight for this independent state, sixty five years back. Currently, situation of Pakistan regarding religious intolerance is not so different than rest of the world. The religion in Pakistan has been divided into many sects, which are inflexible in behavior to accommodate other sects having contradictory believes. This intolerance is giving birth to many other issues causing frustration, disparity and disrespect in Pakistani society to an extent that one can snatch other human being's life in the name of religious differences. Media, considered a guide to the society, can harmonize religious differences by opinion making on such issues. Unfortunately, it is observed that columnists and article writers are silent regarding religious socialization of Pakistani society. They have tendency to avoid writing on religious issues, especially the issues carrying differences of thoughts and believes among different sects. Thus, it can be said that media is not creating religious awareness regarding peace and harmony among practitioners.

In this study, the researcher intends to investigate that why are the opinion makers of Pakistan avoid writing on religious issues in the media? What are their perceived fears? What consequences they predict while writing on religious differences? The researcher will also pool the reasons of religious intolerance in society, as revealed by these columnists in their writings? Seeking guidance from the theories of 'spiral of silence' and 'social responsibility of media' the researcher will conduct 'face to face interviews' with the renowned columnists of Pakistan of major Urdu dailies to get the answers of aforementioned questions.

Author(s):
Irfan Raja

Title:
Will Pakistan Survive? Framing Pakistanis in the Western and American Media

Abstract:
For the last two decades or so Pakistan has gained enormous attention in the American media, polity and academic circles to an extent that the question of its existence has become a matter of great concern for analysts, thinkers and policy makers. The major media reports and the leak documents of Pentagon and CIA transform an impression that Pakistan's survival is a matter of few months if not years. Hence the West key partner in its resistance against communism and a front line state in the War on Terror abruptly turns out to be a 'safe haven for extremists', 'terrorism exporter' ''failed state' 'rouge state', 'talibanisation hub', 'nuclear disaster' and a 'migraine' in the headlines of most sections of the western and American media. Thus the unconstructive image of Pakistan and its people further aided to boost antipathy among the Pakistanis whose vast majority see American and the Western policies as root cause of instability and insecurity in the region.

To many analysts, scholars, and media experts, this built-up that seems to be at its boiling point may led to a revolt in the near future. As Tariq Ali point outs, "For too long Pakistan has become a land of great silence, a silence born of fear, of apathy, of cynicism, of ignorance; a silence so oppressive that often truth finds expression only in uncertain whispers." (Civil and Military Gazette, March 10th, 1963) (Cited by Ali, 1970:116) This study is profoundly influenced by the work of Edward Herman and Noam Chomsky's 'Propaganda Model' that provides the basis to examine the media coverage of events relating to Pakistan. The key question this study addresses is what impact does the negative portrayal of Pakistan and its people would have on the process of cooperation between America and Pakistan and how it will help shape the regional politics in the future. This study adopts the content analysis and the structural interview methods to explore the consequences of media representation.

Keywords: Media, War on Terror, Propaganda Model.

Mediated Communication, Public Opinion and Society Section

Author(s):
Ibrahim Saleh

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

Abstract:
The "Arab Spring" is a great moment of history in our lifetimes. However, the uprisings and the related profound political transformation in the Arab world have aggravated many of the suppressed problems. A situation has clearly built up and escalated destabilization in the region, which has stained the desperate attempts toward freedom and democracy. The disorientation that has shaped the "Arab spring" is unlikely to change for a long time to come and will reap bitter fruits. No one really knows when or if these fruits can ever sweeten.

Many Arabs could never think that the regional situation could ever bring about the exile of Ben Ali, the falling of Mubarak, the death of Gaddafi, the Bahraini recruiting of the Saudi military and many other examples of police states in the Middle East and North Africa collapsing.

The success of the first stages of the uprisings in Tunisia and Egypt caused euphoria in the West, which talked about a "fourth wave of democratization" that swept the Arab world and new opportunities for democratic transition of the Arab countries. Many inside and outside the region perceived these events as similar to the fall of the Berlin Wall in 1989 signaling end of the Cold War.

Arab publics remained bitter for a long time because they felt that the western media discriminate against them or look down at them, but since 2011 the situation has been reversed. As media experts and politicians started to change their positions after the persistent sit-ins at the *Tahrir Square* (Liberation Square), it was defined as a "People Revolution." These mediatised events created theatrical scenes that nurtured an inspiring story line of an emerging "Arab Spring," which started in Tunisia and provided the spark that set off fires elsewhere in the region, especially in Egypt. It was thus rational to have an escalation effect in Lebanon; joint rallies of Egyptian Islamists and liberals against the Mubarak regime; and elections in Iraq, the Palestinian territories, Lebanon, Egypt and even Saudi Arabia.

To understand the broader phenomenon of protests in MENA, one must consider the causality between the two key questions: What is the role of media in uprisings? How profound is the political change?
The departure point here is to contextualize the recurrent failure of the Arab states to conduct democratic reforms. Economic and social stagnation, the poor performance of political parties, the absence of an agreement of principle between the majority and the opposition regarding the rules of the political game led to the failure of democratic reforms.

Author(s):
Jacques Wainberg

Title:
The utopian discourse and memory of the revolutionaries of the 60's

Abstract:
This study elaborates (1) on the principles of utopian discourse and its effects observed in the generation of young militants who rebelled in the 60’s in various parts of the world mainly against capitalism and imperialism. He also evaluates (2) the rhetorical treatment that these characters, now people in the age of 60 to 70 years, give to that experience. This is possible thanks to the memory books in which these characters make a balance of those many traumatic events. The works selected for this study are of Brazilian authors who campaigned in the 60s in armed groups against the government of the country. In them they elaborate on the past, about the dreams of youth, torture and suffering, sometimes justifying political violence, sometimes pointing out errors and misconceptions. This discourse analysis will allow seeing that utopia, although dated in its origin, can perpetuate itself due to its synergy with new realities and ideas as well as hibernate, waiting for better days to reappear.

Author(s):
Katie Brown
Diana Betz

Title:
Anti-Arab Humor and Support for Arab and Minority Rights

Abstract:
This research seeks to understand the effect of anti-Arab humor and ironically anti-Arab humor on public opinion vis-à-vis Arab rights in America. Meta-anti-Arab jokes are part of the larger construct of meta-disparagement humor, or jokes that explicitly target a minority while implicitly ridiculing those who would laugh at the joke at face value. Through the use of irony, an implicit bigot is summoned as the true joke target, thereby deflecting responsibility for the politically incorrect content. But at an explicit level, these jokes are offensive perpetuations of stereotypes. Thus, while meta-disparagement humor purports to undermine stereotypes, it may in fact reinforce and perpetuate them. This study focuses on meta-anti-Arab humor and its effects.

A laboratory experiment tests these hypotheses by exposing participants to anti-Arab, meta-anti-Arab, or neutral comedy clips and measures stereotype activation by gauging public opinion vis-a-vis Arab rights. Funniness ratings were consistent across conditions (H1a), which ensures that differences by condition on other variables are not due to level of humor. Offensive ratings varied by condition as predicted (H1b). Specifically, those in the meta or direct conditions found those clips to be significantly more offensive than those who viewed control humor stimuli. There were, however, no differences between evaluations of meta and direct offensiveness. That is, both types of humor were rated as equally offensive, ensuring another control. We also find that those who viewed meta-anti-Arab humor demonstrated decreased support for Arabs. In terms of other minority rights, the effect of direct anti-Arab humor on support for other minorities (immigrants, Arab or Muslim-Americans, and Black Americans) depends on baseline Arab prejudice. Specifically, those low in Arab prejudice showed more support for other minority rights when exposed direct anti-Arab humor relative to control, while those high in Arab prejudice demonstrate lower support for other minorities when exposed to anti-Arab humor relative to control. That we did not find evidence that conservative ideology was also activated suggests the super spreading activation takes root in ethnocentrism as opposed to authoritarianism.

This research maps on the "South-North Conversations" theme of the conference, but in a different literal direction. That is, this research considers East-West conversations, seeking to understand how the current dialogue in American pop culture complicates and perhaps inhibits hopes for inter-cultural acceptance.

Author(s):
Kamal Sidge

Title:
Media constructs in the post-2006 peace deal in Nepal

Abstract:
My paper will examine the media constructs that surfaced in the Nepali society in the post-2006 period, which witnessed many important events such as ending of the decade-long bloody war, the ex-rebels (Maoists) entering peaceful politics and emerging victorious in the Constituent Assembly elections in 2008, scrapping of the 240-year old institution of monarchy and establishment of new order of republic, the subsequent sectarian and ethnic movements and the new definitions of nationality, citizenship and the likes. Occurrence of these events in a short period of time provided an environment conducive for the media constructs.

The paper builds on the observation that the Nepali media, primarily the print ones, played the role of intermediate institutions by both constructing and distributing the meaning of political and social changes in Nepal. They (media) have been responsible for the majority of the observations and experiences from which the mass builds up its personal understandings of the world and how it works. Much of our view of reality is based on media messages that have been pre-constructed and have attitudes, interpretations and conclusions already built in. The media, to a great extent, give us our sense of reality (Weber 2002)[1].

The media in the developing countries like Nepal, where the literacy rate is relatively very low, are not just the means of information dissemination; they are taken more seriously and they also perform the task of "educating" the people. This paper tries to explore into this role of media in Nepal.

When we look critically at Nepali media, there should be no hesitation to state that it played a very positive role during the 2006 democratic movement. But what the same media, which had gained greater credibility and confidence by virtue of its contribution during the 2006 democratic movement, did thereafter was something more than positive or negative. With the renewed power, the confident print media created a number of constructs, and a number of political trends and waves that guided the course of politics in actual ground.

The media played crucial role in Nepal's democratic transformation, particularly during and after the 2006 people's movement. At several times, media took the lead in making people 'aware' about what the country is actually demanding and where the country should go. The media did it by opting for what we call "mission journalism.

Cantering around this new strength and confidence of the Nepali print media, this paper will try to unravel here how the broadsheet dailies managed to produce new "constructs" by use of the media semiotics and other elements.

The paper will see how the two leading dailies -- *Kantipur* (Nepali) and *The Kathmandu Post* (English) -- projected events and stories happening in the day to day politics. To bring out the new constructs coming out from the newspapers, the paper will also make an attempt to figure out the generally accepted "conventions" and rules of newspaper semiotics and the readers' understanding/reading of the media codes.

Author(s):
Lea Mandelzis
Alina Bernstein

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

Abstract:
There is a long history of animosity and even violence between the Arab and Jewish societies in Israel stemming from its contradictory nature, characterized as a Jewish-democratic state. As a result, Arabs are aware that despite the fact that they are Israeli citizens, they will never attain equality or full rights because they are not Jews. Indeed as a result of this history, Israel can be included among those characterized as “severely divided societies” (Lissak & Horowitz, 1989). Based on Habermas' writing this study looks at Talkbacks as a modern mechanism that continues the long running response tradition of media audiences. Indeed, Talkbacks constitute a meeting point between news texts and Internet users and thus create a virtual Public Sphere. They allow spontaneous comments and discussions by Internet users as a social practice. As researchers, talkbacks provide us with a means to sense public opinion of Israeli society as large numbers of people can express their opinions in this public arena and even become a source of evaluation of their attitudes.   Within this context quantitative and qualitative content analysis was applied to 1339 Talkbacks to 10 news articles posted two days before, during and immediately after the Arab Football

Club Hapoel Bnei Sakhnin won the Israel State Cup on May 18th 2004. Categories used emerged from relevant literature and the Talkbacks' content. Among them: the relationship between football and politics, support or objection to an Arab club winning the Israeli Cup and identifying the Talkbacks' discourse as emotional or rational. This critical analysis was aimed at understanding public opinion towards the Arab minority residing in a Jewish state. It was further linked to the integration and protest models identified by sport literature as the roles sport can assume in multicultural societies: integration as promoting nationally and protest as supporting social conflicts between different parts of society. In a global perspective one can argue that it is impossible to separate sport in general and football in particular, from the wider context of political, national, social and ethnic cleavages. According to our findings political/national attitudes do spill over to sport and although it seemed Israeli public opinion momentarily embraced Hapoel Bnei Sakhnin holding the cup it cannot be argued that in Israel sport is an arena where integration takes place. Although there is nothing new in us saying that social and political realities spill over to sport. As in other parts of our overall study of the 2004 Bnei Sakhnin Cup win, analyzing the Talkbacks further highlighted the fact that Israeli football is intertwined with national aspects since Jewish-Arab tensions are never far removed from the long running and greater Arab/Palestinian-Israeli conflict and Israeli national identity is never far removed from a religious Jewish identity. From a 2012 standpoint it can be argued that although for a flittering moment in 2004, there was evidence of hope that through football things might change it quickly turned out they didn't.

Author(s):
Kevin Gotkin

Title:
Internet Relay Chat and the Vicissitudes of the Global Protest Meme

Abstract:
This paper proposes Internet Relay Chat (IRC) as a relic of personal computing that can help expose and deepen the variants of social media at play in sites of global protest. I first consider the definitional contours of the so-called democratizing technologies from the Arab Spring to Occupy Wall Street before offering IRC as a case study that can broaden our understanding of both media and activism. Using participant observation of various IRC channels, I seek to explain the complex relationship between digital and physical space that is simultaneously mediated by continuous renegotiations of identity, technical expertise, and political engagement. In particular, I consider the way IRC can be imagined as a hybridized space that both destroys traditional group characteristics (absence of the marked body and disruptions of simultaneous conferencing) while creating new ones (unique argot and playful gender dynamics). Broadly, this paper uses IRC as a conduit for connecting research about social movements with emerging literature on contemporary global protest.

Author(s):
Tutku Akter
Salise Kocak
Nazif Fuat

Title:
Isolation from boundaries of South and North: Reunification of identities and necessity for redefinition of national identity

Abstract:
The term globalization, which is mostly discussed by the rapid development and digitalization of communication technologies, refers to the process that "involves the establishment of economic, political, social, and technological links among countries" (Hamilton, L. & Webster, P., 2009:4)[1]. As Robertson (2000) also claimed, globally defined at the Oxford Dictionary of New Words (1991:133) as a new word and what is more 'global consciousness' is defined as "receptiveness to (and understanding) of cultures other than one's own, often as part of an appreciation of word socio-economic and ecological issues" (Robertson, R[2]. 2000: 8, & Tulloch, S[3]. 1991: 133). The global consciousness which is emerged by the rapid development of telecommunications as mentioned before, also brought new paradigms and necessity of new definition with itself; such as identity (especially national identity). It is possible to mention that 'national identity' involves some sense of political community even flimsily , as Smith (1991)[4] also stated, and as in Western definition of national identity; nations refer to culture communities whose members are united, by shared historical memories, myths, symbols and traditions. While early definitions of 'national identity' were

mostly dependent to the time and space, new paradigms which re-define the term are more likely isolated from spatiotemporal factors. This redefinition and emerged conceptualization of identity as an outcome of new communication technologies, also enforced the political relations and perceptions which are established. In other words, political recognition is under threat about losing its significance. Cyprus, as an island in the Mediterranean Sea, shelters two main communities; Turkish Cypriots and Greek Cypriots, has the only capital city in the world which half of it is politically recognized. While Greek Cypriots and their government are politically recognized by European Union, government of Turkish Cypriots is left unrecognized. Due to this, the purpose of the study will be to explore the presented definition of national identities in virtual environment and reflection of identities of Turkish Cypriots in social networks (Facebook). Methodology of the present study is going to be quantitative research and sample group will be Turkish Cypriot university students. Close ended questionnaires will be conducted to 100 Turkish Cypriot university students who are actively using Facebook account in addition to facing struggle about introducing themselves and their true identity to others in virtual environment will be analyzed.

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Author(s):
Knut Lundby

Title:
Mediatization of terror.   The 7/22 case in Norway.

Abstract:
22 July 2011 Anders Behring Breivik let a bomb explode into central ministries in Oslo, the capital of Norway, killing eight persons. He continued to an island where the youth branch of the governing Labour party had their summer camp. He shot dead 69 young people. This is said to be the worst killer shooting executed by one single person in world's history. Contrary to initial reports and rumours of an Islamist attack, the killer is a white Norwegian arguing to save his country and Europe from threats of multiculturalism and the expansion of Islam.

I will analyse these terror attacks in terms of theories on mediatization. Mediatization implies changes, or rather transformations, due to the fact that the media are deeply embedded in social, political and cultural institutions and processes and contributes to transform these (Hjarvard 2008, Lundby 2009). Mediatization involves changes on par with globalization, individualization and commercialization (Krotz 2009). However, mediatization could also be observed in concrete events, on a narrative as well as on institutional and cultural levels.

Before the attacks there had been a slow transformation of the media environment within which Brevik was moving. There had for long been a skewed coverage in the mass media of the challenges or threats from Islam in Europe, and there was a contra-jihadist, anti-Islam stream in blogs and various corners of the Internet, where Breivik was active.

During the attacks he initiated the mediatization of his terror. He deployed his "manifest" to a range of selected e-mail addresses. His own PR material with the images he wanted distributed was made available for downloading on Facebook and YouTube. When he eventually called the police claiming to surrender, he said he had shot "many enough" to get media attention for his "manifest".

After the attacks the counter-reaction from the political leadership, the general public and from religious groups filled the media: the speeches on keeping openness and democracy, rose marches in the street, piles of flowers in front of the cathedral – and the funeral where a Christian minister went side by side with an Muslim imam. Even these answers to the terror could be seen as mediatization processes: The continuous coverage in radio and television gave background for the changes of minds and understanding of the event. The biggest rose march was mobilised through Facebook in two days.

The intense media coverage in the months that followed adds to the mediatization of this terror. However, the focus in this paper is on narrative, institutional and cultural transformations before, during and immediately after the attacks 22 July 2011.

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Author(s):
Nohil Park
JiYeon Jeong

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

Abstract:
One area that is relatively unexplored in the organization-public relationship management literature is the role of dialogue via social media. Scholars have focused the dialogic approach employed by corporates and their interaction. Based on the concept of social presence and literature reviews on organization-public relationships, this study posits that dialogues via Twitters between an organization and publics will be associated with the organizational social presence online, in turn, which will bring on high levels of organization-public relationships as well as organizational reputation. In this sense, the current study hypothesizes that the social presence will mediate between dialogue and public evaluations. Through analyzing 500 Twitter user's data surveyed online, the results confirmed that organizational Twitter's dialogue and the organizational social presence on Twitter positively predicted respondents' perception of organization-public relationships and reputation. Additionally, the results supported that the organizational social presence on Twitter mediated between organizational dialogue and public evaluations toward the organization. In conclusion, this study demonstrates that the mediated social presence model is a systematic frame to explain how an organizational micro-blogging has the communicative power in public relations practices.

Author(s):
Anna Schnauber
Christine Meltzer

Title:
Online vs. memory-based – moderating and mediating variables in second-order cultivation

Abstract:
Based on about 40 years of cultivation research, it is widely accepted that cultivation is a small, but stable effect measurable for many different topics. Thus, researchers do not focus on the effect itself anymore, but on the processing strategies fostering or deflating cultivation. The accessibility model for first-order cultivation effects (Shrum, various publications) postulates that cultivation occurs due to heuristic processing. This has been researched and validated extensively. Yet, less is known about the cognitive mechanisms leading to second-order cultivation. It is assumed that second-order cultivation effects are either based on online judgments (formed during encoding the media content) and thus are more stable compared to first-order cultivation, or that they are memory-based (formed when the judgment is elicited). The latter may apply to areas with little direct experience and lower involvement at the time of encoding. In this case, no stable attitude is developed until the time of the judgment. Thus, it is based on (assumed) knowledge about the real world. For heavy TV-viewers, this can be distorted, which describes the first-order cultivation effect. Thus, for topics not prevalent in the recipient's everyday life, second-order cultivation may

be formed memory-based from first-order cultivation beliefs. In this case, the distorting influence of TV is less severe as it can be counteracted by systematic processing when motivation and ability are high.
In sum, we hypothesize:

(H1) Second-order cultivation for topics not prevalent in the recipient's everyday life is moderated by processing strategy: When processing systematically, it is diminished.

(H2) Second-order cultivation for topics not prevalent in the recipient's everyday life is mediated by first-order cultivation.

To test these hypotheses, we conducted an experimental study on crime perception varying the motivation to process heuristically vs. systematically with a sample representative for the German population (n=788). This topic was chosen because few people in Germany have direct experience with crime and thus are most likely low involved. The questionnaire either instructed participants to "answer spontaneously" (heuristic condition) or to "think carefully" (systematic condition). It contained (among others) four first-order and three second-order cultivation items as well as measures for TV-viewing. The data was analyzed using structural equation modeling (*RMSEA*=.03; *SRMR*=.04, *CFI*=.97).
Both hypotheses are supported by our data: Whereas the path from TV-viewing to second-order cultivation estimates (latent variable) is significant in the heuristic condition (β=.27, p<.001), it is diminished and turns insignificant in the systematic condition (β=.10, p=n.s.). Furthermore, second-order cultivation estimates are mediated by first-order cultivation estimates (latent variable): In both experimental conditions, the paths from TV-viewing to first-order estimates as well as from first-order to second-order estimates are significant (p<.001).

All in all, this provides evidence that second-order cultivation is memory-based and thus less stable, at least for specific topics. Factors influencing the underlying cognitive mechanisms will be discussed and implications of the circumstances leading to more or less stable second-order cultivation effects are given.

Author(s):
Anthony Olorunnisola
Ayo Ojebode

Title:
Public trust and non-trust of Governance in Nigeria and Elsewhere: Is there need for theoretical reconceptualization?

Abstract:
Extant literature on public attitudes to government is quite unwieldy and has generated a plethora of terms; the most frequent of which is "cynicism". With few exceptions (see, e.g., Cappella and Jamieson, 1996; Hiley, 2006), scholars have used the term 'cynicism' to describe nearly all negative public attitudes and opinion about government and politics (see also, Lane, 1962; Lee and Glasure, 2002; Ibelema, 2008). Yet, negative public attitudes range from political disaffection, distrust of government, to lack of support for the incumbent, scepticism and even virulent criticism. Our first charge in this paper is to sort through the resultant conceptual confusion and to organize conceptual propositions so that they are distinguishable – if they are mutually inconsistent – or so that they are more accessible, if they are conceptually similar.

Thereafter, we examine public opinion about government in Nigeria – an emerging democracy. We do so by examining responses garnered in 2008 during Focused Group Discussions (FGDs) held in the six geopolitical zones. Altogether 122 participants representing a cross-section of society volunteered opinions. In part, our findings uncover Nigerians' willingness to offer opinion – underscoring the role of silence induced by infrequent public opinion surveys in Nigeria. Among others, responses identify ways in which Nigerians felt let down by government at the local, state and federal levels and by agencies of government. Nigerians' identification of official corruption, electoral malpractices, infrastructural decay, and leader-citizen disconnect as well as recommendations of ways to improve governance provide useful background to ongoing (2012) citizen disenchantment with current administration.

In a segment of the paper devoted to discussion of findings, we place results of Focused Group Discussions, recent (2011/2012) demonstrations of public dissent and anti-establishment insurgencies in multiple locations in Nigeria within the context of global social movements in the Middle East and North Africa (MENA region), in Europe and the United States. We find this latter exercise especially useful as we ponder the extent to which existent theoretical propositions about public responses take into full account all of the

pertinent dimensions – including factors such as the influence of mediated disempowerment of audiences on public silence. We posit the latter issue against the background of the roles of new media (cellular telephony, twitters, Facebook, possibilities of Diaspora citizens' and international third-party participation and intervention) in the empowerment of citizen "dissidents" and citizen journalists – all of which are evident in ongoing wave of social movements. We conclude by posing an overarching question useful in this and further conversations: Is it time to reconceptualize existent theoretical assumptions about public attitudes and opinion about government and politics? Authors offer suggestions for further investigations.

Author(s):
Yanshuang Zhang

Title:
Microblogging: Evolution and Revolution in Public Sphere of Urban China

Abstract:
Many journalists, commentators and researchers have studied or criticized extensively the promiscuous Internet censorship in the People's Republic of China (PRC), whilst been much fascinated by the unique social fabric which keeps the state politically stable and immune to massive social revolution. In the new emerging network society, though some Anglophone social media such as Facebook and Twitter are still blocked inside China, the savvy local enterprises invented alternative counterpart microblogging services-Weibo, evolutionary version of Twitter and Facebook, which have thus far stirred up a revolutionary force in urban public sphere and tended to arouse much deeper social change with the synergy of reforms in other fields of China. The expanding online discourse and free speech, with skillful resistance now and then to the censorship and state power, constructs the dialectics of the virtual daily life of Chinese netizens.

With microblogging users of more than 300 million- almost 1/4 of the whole population, China, as an authoritarian, one-party regime and a rising economy around the world, is undertaking an undercurrent of social change brought by the usage of new media. Especially in public sphere, some scholars believe that microblogging has propelled the structural transformation of public sphere in China's context. Divorced from the orthodox Habermasian concept of public sphere where bourgeois congregate to discuss matters of mutual interest and if possible to reach a common judgment, the Chinese public sphere was dependently interwoven all along over history in the ambiguous relationship between state and society. In the information age, the tendency has evolved into forming a more independent space of interaction, synergy and reciprocity with interspersed conflicts and resistance to control and suppression, involving almost every aspect of ordinary citizens' life, not limited to politics. This progress is directly acting on the reforms and democratization process in contemporary China.

Current Internet studies only address some aspects of new media use in some parts of the world, due to the strong historical association of the new technology with libertarian discourse, linguistic estrangement, and reluctance of some western researchers to learn from development of other parts of the world. In order to depict the real scenario and dynamic of political, economic, and socio-cultural changes under a different political ecosystem and cultural context, we need to de-westernize our study approaches and use a non-Western eye to foster international and intercultural collaboration in this field, only then can mutual learning and dialogue be boosted and reflect the panorama of global new media production, distribution and usage.

Author(s):
Shahab Mobasheri

Title:
Utilizing Information Theory and Linguistic Rules in Content Analysis of Persian Weblogs in Two Post-electoral Time Intervals

Abstract:
It's very decisive to identify cultural trends in the process of social development in each society. In research activity, it's essential to refer to information and news about daily routines, social events, natural and humanistic happenings, political and industrial evolutions. In different eras, beyond verbal literature, the written documents and resources in such researches are journals, biographies, wall notes, magazines, newspapers, etc. Nowadays, due to information explosion and digital revolution, we experience a new life style, with its new information resources revealing cultural trends of modern society: the world of new-media and cyberspace, including dynamic web sites, electronic magazines, social networks and weblogs. In

Persian society, weblogs published by miscellaneous social classes, including both men and women, of any ages, and in the other hand, of different levels of literacy, are direct interfaces to cultural trends of the society in the last decade. These weblogs contain meaningful indirect information embedded in published posts. Recognizing and extracting these information content, that is free from formal publishing limitations and imposed censorships, and its analysis has a non-neglecting role in the process of development management. This could be specially claimed during the sociopolitical protests after the last presidential election in Iran and the continued unstable circumstances in the country till now. To prove the claim in the previous lines, with an inter-disciplinary approach and by use of various theories and analytic techniques, including mathematical information theory, modern linguistic concepts and content analysis technique, a possible quantitative method is introduced in this research activity that covers two specific post-electoral time intervals. Classifying the information content and measuring its rate based on the informative entropy of the contents of the blog posts are the results of the research activity.

Author(s):
Anne Kaun

Title:
Media-related Civic Experiences of Young People in Estonia

Abstract:
During the early years of 2000, it was quite common to declare civic culture, civic involvement and engagement in Western democracies, but also – maybe especially – in post-communist countries (Dyczok & Gaman-Golutvina 2009; Schofer & Fourcade-Gourinchas 2001; Torney-Purta 2002), as being dangerously in decline. Democracy was described as being severely threatened by withdrawal of its disenchanted citizens (Conway 2000; Milner 2002; Putnam 2001; Skocpol 2003). Young people were pictured as more and more alienated from mainstream politics. In reply to this dark picture of the *Diminished Democracy* (Skocpol 2003) scholars engaged in discussions broadening the understanding of political and civic engagement beyond traditional political activities such as voting and party membership (Schudson 2006; Zukin et al. 2006). Especially new media were proposed as vehicles for new forms of civic engagement of young people in the scholarly and popular debate (Hartley 2010; Jenkins 2006).

Additionally, civic engagement and participation gained momentum in the aftermaths of the financial crises. The diagnosed civic hibernation of early 2000s seems to be over (Solomon 2011). In reaction to austerity measures and the economic collapse, a weave of civic protest and disobedience swashed over Europe. In the United Kingdom, Germany, France, Lithuania, Latvia and Greece etc., young and old took the streets in a broad solidarity to voice their opinions and countering narratives of the withdrawn consumer citizen. At the same time, voter turn outs and party membership are still in decline. What does that all mean for being a young citizen on the everyday level? This is what the project aims to investigate.

Approaching questions of civic culture and democracy by way of the rather broad notion of civic experience, the project suggests that democratic values and procedures including participation are and should be understood as deeply anchored in the life world (see also Barnhurst 2003). Hence, the project establishes a perspective in which civic culture is understood from a holistic perspective as mediated through experience. The project is therefore interested in the pre-conditions for civic engagement on an everyday level. What brings people to civic actions and what keeps them from it? At the same time, I am interested in what ways media are involved in that process without assuming their predominance for fostering civic engagement, since I understand media experiences as being embedded in the complex social field. The project hence follows a non-media centric (Hepp 2010) approach to analyse the importance of media as institutions and content for civic experiences.

Drawing on 20 solicited, open-ended online diaries and 39 in-depth interviews with young adults from Narva, Tartu and Tallinn in Estonia, the presentation discusses critical media connection, playful public connection and the conflictual experience of an *unshared* historical narrative as civic experiences. It proposes civic experience as a helpful notion to overcome the generic divide between utopian and dystopian views on the relationship between media and civic culture.
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Author(s):
Wilhelmina Greeff

Title:
Communicating for survival in the mining and construction industries: Northern conversations and Southern contextualisations

Abstract:
As much as the mining and construction industries in South Africa have been the backbone of the South African economy since the discovery of Gold at the turn of the 19th century, so too have they been responsible for the most deaths in its employee population, due its inherent hazardous working conditions. The communication of safety aspects and information, internal to the organisation, is, therefore, literally a matter of life or death in these industries. This internal communication is, however, plagued by obstacles very unique to these industries such as greatly diverse language and cultural backgrounds, literacy levels and historical issues in terms of inequalities and organisational culture. Naturally, communication in the organisation has to adapt to these aspects, if it is to reach its goals, not the least of which is keeping its employees safe from harm.
 The question that this paper addresses is thus whether or not congenital Northern communication theories can be adequately incorporated into this unique context of the Southern African mining and construction industries, in order to mediate these important communications. Cognisant of the thrust towards recognising "non-Western and indigenous epistemologies" as theoretical foundations, as Rao and Wasserman (2007:30) describes it, yet heeding the caution of Nyamnjoh (2011:25) of "losing sight of the imperative of speaking to people close to home" by ignoring Northern ideas and theories, this paper explores the contextualisation and revision of notable organisational communication theories for internal mediated communication to the Southern context as described above.

 The aim of this paper is consequently to explore the appropriate implementation of the principles of the excellence theory, the stakeholder theory as well as the relationship management theory, through empirical research (by means of interviews, focus groups and quantitative questionnaires) at two organisations seated within the mining and construction industries of South Africa. The result of this empirical testing and exploring is the amalgamation and complete reworking (and sometimes rejection) of these theories' principles into a model for internal safety communication, within the mining and construction industries of the South. In this way, taking a metaphor from the context of this paper, the Northern wisdom is used as scaffolding for the erection of a new contribution to communication literature, native to the South, for consideration in South/North (as opposed to North/South) conversations.

Author(s):
Keyi Xu
Yang Liu

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

Abstract:
Global South countries generally lack of democracy, especially in a circumstance that numerous social problems such as the rich-poor disparity, human rights issues, official corruption and food safety are hidden behind the high-speed economic development. The traditional media in south countries always shows up in the world with the image of censorship and regulation, with which citizens can hardly publicly participate.

However, in the past decade, the traditional media information monopoly has been gradually broken by the emergence of the Internet. Sina Weibo, the most popular micro-blog source in China is a good example, for it has attracted more than 200 million users in less than 2 years. The popularity of Weibo is not only because it's a substitute of Twitter since Twitter has been blocked within China, but also it can be regarded as an alternative media for Chinese citizens. On one hand, Weibo users can obtain public information, express political opinions, and participate in public activities, all of which can be viewed as the civic engagement of individuals. On the other hand, Weibo psychologically empowers users by providing the exciting and convenient way of civic engagement and some users might believe they can become decision makers in the community.

This exploratory research examines the relationships among Sina Weibo usage, civic engagement, and psychological empowerment from the approach of uses and gratifications theory. Weibo usage is considered

from two dimensions, usage pattern and motivation. Usage pattern includes frequency and Weibo activities (reading, transferring, commenting, and creating). Civic engagement is measured by four dimensions (interest in political affairs, internal political efficacy, external political efficacy, and volunteerism), while psychological empowerment consists of three dimensions (self-efficacy, perceived competence, and desire for control).

An online survey containing 55 questions was employed to collect data and sample size was 705.

One of the objectives of this research was to indentify the motivations of Weibo usage. Five motives were detected including interaction, entertainment, expressing, political reading, and passing-time. This finding was consistent with previous researches of use and gratification in bloggers.

Through correlation and regression analysis, Weibo frequency was a significant predictor of civic engagement and psychological empowerment. All kinds of Weibo activities were significantly associated with volunteerism of users. Despite the limited number of non-governmental organizations in Mainland China, people still hope to contribute their efforts to the community, which can be considered as the predictor of civic society.
The motives of expressing, political reading, and entertainment were significantly associated with civic engagement. And similarly, individuals with a higher level of motivations tend to be more psychologically empowered on Weibo.

This research fills a gap on the three-way connection among the rise of Weibo, civic engagement and psychological empowerment. These constructs cover a wide array of theoretical and practical importance relevant to influencing social media use in authoritarian context. And the pattern of Chinese social network services is worth learning by other south countries.

Author(s):
Christian Schwarzenegger
Susanne Kinnebrock

Title:
The Mediatization of Belonging and Proximity. An Empirical Approach to Transnational Lifeworlds.

Abstract:
What do 'belonging' to a community and social/cultural 'proximity' mean today?

Historically cultures were envisioned as being rooted in space, with people doing the same things in the same places. A key-concept for the identification of such correlating fields of space and embodied culture was the nation-state. Mass media, that were long since considered as agents of the nation, fostered the idea of shared national-identities within the national frontiers (Rantanen 2010). This has "tempted" (Fickers 2011) scholarship to take nations as naturalized departure-points for studying interrelations of mass media and communitization. Matters of belonging, inclusion and exclusion, proximity and distance were thus also discussed in terms of nationality.

Nowadays, convergence of nations on supranational-levels concurs with internal differentiation. Thus concepts of one dominant culture-per-territory and media as entrepreneurs of 'nationhood' are not (any longer) satisfactory: Identities turn fluid, communitization becomes tentative, fragmented, partly contradictory; the notion of 'belonging' is multiplied and requires active negotiation.

Additionally it has been criticized that research that transcends the explanatory framework of the nation is mainly directed to media systems or transfer and appropriation of contents, while research on 'people' remains a desideratum (Rantanen 2005). These shortcomings are partly caused by methodological hindrances.

With our study we intended to overcome both, the methodological (Inter-)Nationalism and the negligence of people in studies on media and transnationalization

Therefore we aimed to explore people's personal life-worlds to learn about the interrelations of media use, mediated personal communication, geographical estimations and imaginations of 'belonging' to national, transnational and regional communities to reconstruct complexities of belonging in contemporary societies.

Given the multidimensionality of life-worlds, a triangulation of methods was advisable. Hence, we conducted a series of group-discussions, in-depth as well as standardized interviews. Considering Morley's (2007) plea for non-media-centric media studies to understand how mediated communication is embedded in the everyday-life, we focused on media habits, but also on mobility, consumption, leisure activities, work, mediated and unmediated forms of social interaction, and relationships. Crossing borders of both, nations and generations, we searched for frames of identification and communitization. The "EUREGIO Maas-Rhine", was considered an expedient starting point to apply our methodology: The EUREGIO is a region where Germany, Belgium and the Netherlands coincide and thus our study provided insights in transnational 'spaces of identity' (Morley & Robins 1995) and life-worlds of people from three nations and three generations.

Instead of taking nationality as normative grid, data was gathered transnationally from the beginning. Multi-faceted interpretation of the emic data allowed identifying commonalities, patterns, and reference systems in the life-worlds without considering them– by default –expressions of national (media) cultures. Results indicate that 'belonging' and identification are dialectically and situationally floating between the national, the local and European or global frames.
In Durban we want to discuss potentials and flaws of our method and the insights we gained using it. Furthermore we want to suggest how to adopt our theoretical findings to other cultural or regional settings and thus to the analysis of life-worlds considering contemporary meta-processes of globalization, transnationalization and mediatization.

Author(s):
Inta Brikse
Ingus Berzins

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

Abstract:
The Economist Intelligence Unit's Index of Democracy has ranked Latvia in the category „flawed democracies" (2011, rank – 48). Similarly to other East European countries political freedoms and civil liberties have been secured like in the developed Western democracies, but essential problems in development of society are created by political culture and civic participation, which are even more intensified by mistrust of the population to the Parliament, government and politics at large.

The aim of the study is to analyse how the public debates are formed and what is the impact of these debates on politics in its interaction with traditional public sphere and internet-based public sphere.
The basis of the theoretical framework is an assumption that the public sphere is to be evaluated as pluralistic (Fraser, Dahlgren, Dahlberg, Crosley, Calhoun, Gimmler, Papacharissi, Pavlik, Koller, Karakaya Polak, Gerhards&Schäfer and others).

The study analyzes three cases important for society in which the issues about honest politics and fight against corruption appeared and which were reflected in different online discussions and publications of dailies. The methods applied are multiple case study, quantitative and qualitative content analysis and semi-structured interviews with the participants of online discussions.

The public sphere has a very high degree of plurality and it is to be perceived as a very heterogeneous discussion space. The relationship between the centre and the periphery does not emerge or is very mutable.

The neglect among the traditional media towards online discussions and the episodic character of the discussions and ignoring of them focusing entirely on some specific aims, discussion participants and so on, facilitate fragmentation. Interaction between the traditional public sphere and online public sphere basically depends on whether the participants of online discussion identify the traditional media as useful communication channels to achieve their goals. Online discussion participants are active users of these media but evaluate them very critically.

Journalists have no role to play in the content identification in the internet discussions and in the facilitation of the discussions except those cases when they take part in them as participants.

The move towards achievement of political goals is successful in those internet discussions, in which at least within the internet discussion participants' group there is high communication quality and communicative competence of citizens.

Content analysis of online discussion and their participant interviews revealed that they perceive the discussions holistically focusing upon them as the centre of the public sphere where topical discussions take place about issues significant to society.

Online discussion participants dissociate themselves from the conventional practices of the civic society. As for the non-governmental sector, its inability to achieve specific political goals is indicated. Affiliation to political parties is characterized as "compromising" and there is a demand in society "for non-party honest politics".

In general there exists a gap in the public sphere between online discussions and the traditional media.

Author(s):
Yunbo Chen
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Title:
Application of Social Networking Services (SNS) by Greenpeace in Mainland China: An Empirical Study

Abstract:
Environmentalism is currently one of the most popular issues on the global agenda. It has moved from being a fringe topic to what is usually in the spotlight. Greenpeace, an international non-governmental organization (NGO), is probably the most synonymous with the environmental movement. In the past decade, Greenpeace has been successful in utilizing mass media to deliver its massages to the publics around the globe; currently, along with the newly development of media technologies, Greenpeace strategically adds more recourses to mobilize those new media, more interactive channels, for its campaigns.

In recent years, social networking service (SNS), including social networking sites, microblogs, online communities, etc., has gained a dramatically popularity around the world, especially among young population, one of the main including target groups of Greenpeace. It's undeniable that SNS has brought significant change to daily life, in terms of the practice of social surveillance, redefinition of information sources, and motivation of collective activities. These changes are not only influential in interpersonal communication for the young population, but also increasingly significant to organizational level for the general public. With the help of SNS, global activists have not only figured out how to communicate with each other in a more effective way, but also how to get their message into mainstream agenda of the society, even influence the traditional mass media channels as well.

As there is little existing literature has linked SNS uses to NGO practices, especially in developing countries, the present study aims to investigate the roles of SNS within the particular context of contemporary China: 1) in promoting Greenpeace environmental protection campaigns; 2) in communicating with publics especially the young generation; and 3) in helping Greenpeace effectively recruit, maintain, and mobilize its supporters, members, and other social activists in both virtual network and actual social networks. By analyzing the first hand qualitative data collected from Greenpeace China team by in-depth interview and online ethnography, the paper links the functions advantages of SNS to the strategies of NGO campaign practices and discusses its impact to network structure (both power and resources), social actor's autonomy, as well as the multiple parties communication pattern, which examines the role of SNS in empowering and mobilizing social activist movements, as well as that in cultivating citizenship/ civic awareness .

Different from previous studies mostly investigate the on-campus settings (with students as main research objects), we hope this study could contribute to the field by extending the implication of SNS impact within specific social, psychological, political and media environment contexts. It is important to study the relation between using SNS and cultivating/developing attitudes and behaviors that promotes social movements/activities and democratic citizenship.

Author(s):
Katharina Lobinger
Friedrich Krotz

Title:
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.

Abstract:
We live in an increasingly visual culture in which the growing use and relevance of pictures in media environments as well as in everyday life is closely related to our vision of the world and of vision itself. By employing qualitative heuristic methodology the present study focuses on how people make meaning and sense of visual images. The approach of Mediatization, which focuses on the interrelations between media change and socio-cultural change, as well as cultural studies provide the theoretical frameworks. Cultural studies have for a long time argued that media messages are actively appropriated by audiences. Hence people interactively make sense and give meaning to mediated messages and media artifacts. Also in a phenomenological conception, meaning is not inherent to a certain picture or artifact. Instead meaning is given to it by the subjective experience of its beholder. Alfred Schütz even argues that “it is the meaning of our experiences and not the ontological structure of the objects, which constitutes reality” (Schütz, 1962). The present study is interested in how people interpret and make sense of highly polysemic visual messages and how they relate the actual visual experience to previous experiences. Qualitative interviews that follow the rules and guidelines of qualitative heuristic methodology (Kleining 1995; Krotz 2005) are conducted. Qualitative heuristics demands e.g. for a maximal variation of perspectives and an analysis of homologies. Therefore respondents of different visual expertise, different age and different gender are interrogated in open interviews (e.g. students, artist, Art Historians). Additionally, the discussed pictures and their verbal context are varied: A current media image (a photo of the riots in London) and a historical image (a visual allegory by the Italian painter Lorenzetti) are presented each with and in some cases without caption. Verbal captions typically provide additional information about how to interpret a polysemic image by restricting the openness of the picture. In this study it is of particular interest which stable element of meaning and meaning making can be detected in spite of the varying verbal contexts and varying respondents. Some of the empirical results regard difficulties of interpretation and their causes: If media messages for example cannot be related to previous experiences (e.g. to prior knowledge) people have great difficulties in making sense of visual content even though the motifs themselves are easily recognizable. One of the respondents in the interviews explicitly refers to these problems and argues that she cannot make sense of the motifs and their meaning in the historic painting. She explains that it would be much easier to interpret the picture if the depicted donkey instead was a FIAT car and the depicted horse was a Mercedes-Benz. In this case she would be able to relate the perceived elements to prior experiences and knowledge about the meaning of different kind of cars and their status. Altogether, the study aims to theoretically conceptualize meaning making of visual messages and its interrelations with verbal context in an increasingly visual and mediatized culture.

Author(s):
Huailin Chen

Title:
Impact of Media Use on National Pride of Chinese Residents after Beijing Olympic

Abstract:
The Impact of Media Use on Chinese Residents’ National Pride after Beijing Olympic   Prof. Huailin Chen   Department   of   Communication   The   University   of   Macau   E-mail: hlchen@umac.mo huailinchen@yahoo.com   Abstract Based on data from panel surveys in two major cities in China before and after 2008 Beijing Olympic, this study found that exposure to, information reliance on and media credibility of overseas media were negatively related to national pride caused by hosting the Game   With the theoretical perspectives of media effect as a guide, the current project intends to test whether the media use pattern during Beijing Olympic games will influence feeling of national pride among Chinese residents two economic centers in China, Shanghai (with monopolized domestic media) and Guangzhou (with easy access to Hong Kong television signals). A probability sample of 803 subjects in Shanghai and Guangzhou, China, were interviewed face-to-face in July and October 2008 in a panel survey. In both the pre-test and post-test, subjects were asked to report their general media use patter, their media reliance for Olympic related information, their perceived credibility toward domestic and overseas media. The open-ended

questions allow interviewees to freely express their opinion toward the Game. After a well-designed two stage coding, five categories were identified.

The key dependent variable of current study, National Pride, was a factor grouped by feeling of pride and feeling of favor. Correlation and multiple regression analysis on data with SPSS revealed that 1) the national pride was the dominant feelings expressed by residents from both Shanghai and Guangzhou; 2) the feeling of nation pride was significantly stronger among audiences in Shanghai than that of in Guangzhou; 3) Exposure to Hong Kong TV program was negatively correlated with national pride; and 4) Credibility to overseas media was also significantly and negatively related to national pride.

The project is still processing a comparative frame analysis on news frames in Shanghai, Guangzhou and Hong Kong’s media coverage on Beijing Olympic.

Keywords: National Pride, Nationalism, Olympic Games, Cross-border Communication, Media Effects, Frame Analysis.

Author(s):
Tatiana Alekseeva

Title:
Time and acceleration in the information society

Abstract:
Time in the context of the information society is generally conceived as being instantaneous, synchronic or even "chosen" (Giddens, Castells, Beck, etc.). Nations and peoples, from South to North, are said to be reflexively linked in "real" time, as occurrences taking place in one spot have effects in thousand of kilometers away. In this paper we contend that time/space in the information society has not primarily shrunk, but accelerated, and that such acceleration is not derived from the logical, evolutionary capacities of information and communication technologies, as it was some sort of final stage in the trajectory of human accomplishment. Quite the opposite, by acceleration we mean that the idea of time is gradually losing the mechanical feel of clock time, as something that symbolically covers an imaginary gap between two unavoidable points. As Marshall McLuhan pointed out, "all meaning alters with acceleration, because all patterns of personal and political interdependence change with any acceleration of information". "Acceleration" as the predominant mediation of time in the information age has arrived at its limits of exhaustion, so far that the idea of "progress" itself has lost temperament.

Written language, a communicative form which is static by its very nature and that activates progressive expectations in the consciousness of the receiver, can only achieve a very partial access to such development. In this paper we will appeal to the art of dance in order to better understand or evoke the notion of accelerated time. More specifically, we will use the work of one of the most celebrated contemporary choreographers, Edward Lock, to reflect about how the acceleration of time has radically changed the idea of progress in the information society.

Lock's "New Work", a piece for eleven dancers—five male, six female—fuses movement, music, video-art and scenography/lighting into a rich interdisciplinary discourse which fundamentally consists in the seemingly acceleration of the movement of classic balet . Here each aspect of the performance dialogues with the other producing an impression of aesthetic totality. The music—a deconstruction of Purcell's Dido and Aeneas and Gluck's Orfeo and Euridice by Gavin Bryars and Blake Hargreaves—is performed live by a pianist, a cellist, a violist and a saxophonist who, placed backstage, become an integral part of the work. Two high definition video screens are lowered side by side at three different points of the performance, each projecting an image of the same woman transformed by the passage of time. The stage is illuminated by circular spots of light that change in number and shape throughout the performance and the scenography consists of theatre wings that are lowered and raised at different points of the piece. All of these elements contribute, in one way or the other, to the reflection about the concept of time, revealing its nature as a social construct.

Author(s):
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Rousiley Maia

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

Abstract:
The aim of this paper is to analyze how affected people make sense of published opinions and eventually engage in the public debate concerning specific forms of injustice, in situations in which the media contest power relations in society and allow for the reinterpretation of norms. We analyze the case of the child domestic labor (CDL) in the city Belem, in the Amazon Region (Brazil) – a case of exploitation, marginalization and domination that is hardly regarded as injustice by the affected girls, in spite of the existence of laws, public policies and media publicity against CDL.

Our research is organized in two lines: (i) content analysis of discourses about CDL in major newspapers of Belém, between 01/2000 and 12/2004; and (ii) discourse analysis of informal conversations carried out by women who worked as domestics in their childhood about these media discourses, during focus groups held in the city above mentioned.

In theoretical terms, our work presents two main contributions. By exploring a case of media advocacy - journalists used as their main sources spokespersons from civil society organizations and also used their preferred frames to present the issue at stake – our work challenges the usual assumption that the mass media grant privileged access to elites and contribute to enforcing the *status quo*. Second, our research explores the distinction maded by Axel Honneth between "ideological" and "justified" forms of recognition and throws some light on problems of power rooted in daily practices that block the conversion of private experiences into a consciousness of injustice.

Our argument is that the women participating in our focus group develop a cognitive perception of their condition in a fragmented way. They identify, judge and criticize what can be taken as "injustice" in their lives, using mainly assumptions of "ideological recognition", but they also constantly express inconsistencies and contradictions that points towards fractures in such an ideological understanding.

Author(s):
Alper Altunay
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Title:
A Study on Video Sharing Sides of Turkey

Abstract:
In the early 2000s there was a serious process of changes in television broadcast technologies. This process of change took place not only in television technology, but also in the Internet, mobile phones and other mobile communication technologies. These developments imply that it is not so difficult to predict that television, Internet and other mobile communications services will be mixed together as a single communication platform in the near future. However, the most important issue in this transformation of communication is not about how different communications technologies merge, but how the different communication contents meet at the same point.

There are some serious questions that need to answered: how the contents of traditional television broadcasting and the contents of new media will overlap with each other; and how these contents will be hybridized while they are adapted for new media. As of today, there are still no well-accepted examples of content made for these three technologies that reach a wide range of audiences in Turkey. At this point, video sharing sites and mobile Internet video applications can be accepted as the early cue points of the future of the mobile and interactive TV broadcasting. The content components of Mobile TV applications as a new media can be explained in a basic sense through the uses and gratifications theory.

As interactive applications of new media, these video sharing sites can also reveal through the active audience theory that viewers that are not only consuming but actively producing and re-producing the content of the videos. Therefore, this study aims to analyze the content of Turkish video-sharing sites that

will shape the future of mobile TV broadcasts of Turkish new media. In this context, five video sharing sites will be selected and these selected sites will be analyzed based on the providers and genres of videos. The research queries are as follows: (1) Who are the producers of the content? And (2) Which genres are most viewed by the Turkish audience?

In this study, initially video sharing sites which provide Turkish content are going to be determined, then the user generated content which are the most shared on related sites are going to be classified and based on the active audience theory the most shared and watched videos by Turkish users are going to analyzed. Content analysis, participant observation and detailed interview are going to be used as the methodology of this study.   Thus, at the end of the this analysis, a projection will be attempted regarding how the shape of mobile television content might be formed in the future, based on the active audience theory. Through this analysis and projection, the functional properties of Turkish video sharing sites will also be exposed.

Author(s):
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Title:
Need for Cognition – an Elite Concept?

Abstract:
The construct of Need for Cognition (NFC) was developed by social psychologists in the 1950ies. NFC measures differences among individuals in their tendency to engage and enjoy thinking. To date, a 34-item scale as well as a short scale based on the work of Petty and Cacioppo (1982) serves as a standard for measuring NFC. Many studies have shown that NFC influences and partially explains cognitive effects in fields such as information processing, persuasion, or cultivation research. However, the validity of this scale can be put into question. We argue that NFC in its current form is no universal concept, but can only be used within specific target groups to assess intergroup differences.
In the initial development of the NFC-scale, Petty and Cacioppo (1982) used college students and non-students (assembly line workers). Those items significantly discriminating between the two samples were integrated in the scale. Consequently, the concept of NFC is built upon the significant differences between two samples, were the low-NFC group consisted of factory workers and the high-NFC of students. Further NFC-research was almost solely conducted with student samples. Thus, not the full variance of the scale was preserved. Instead, the validation was exclusively based on those already high in NFC: Strictly speaking, only differences between individuals high and very high in NFC were measured and validated.
We argue that students process information differently and in general show stronger information-processing skills. Thus, the underlying processes of the NFC scale are not the same for different parts of the population. Since NFC is a cognitive concept, it seems problematic to validate its measurement with participants structured cognitively (very) different from the general population. NFC in its current form can be seen as an "elite construct" as it is only suitable for participants superior in cognitive skills.

To test this assumption, a survey was conducted with a general population sample (n=788) and a student sample (n=69). A confirmatory factor analysis shows that there is no uni-dimensional factor lying behind that scale. Even more important, for the student sample, a different factor solution occurs than for the general population sample. This indicates that they indeed answer the scale's items differently and most likely also process differently. Consequently, the concerns about student samples being the wrong sample to test and validate NFC are strengthened.

Still, NFC provides good explanatory power and is an important concept in communication studies conducted with students. However, the current scale is not a valid instrument for analyses within the general population. Especially when NFC is treated as intervening variable of cognitive processing, invalid measurements will lead to biased results and in the worst case, wrong conclusions and thus to the empirical reproduction of inequalities. Possible further development for testing and validating NFC such as sampling issues, wording, and cross-validation with other scales more suitable for different population groups will be discussed.

Author(s):
Friedrich Krotz

Title:
A critical concept of Mediatization

Abstract:
The newly developed so called Mediatization approach is concerned with the interrelations between media change and the changes of culture and society. To grasp this, we understand Mediatization as a complex long term metaprocess that takes place in different dimensions, in different fields, cultures and historical phases. It must therefore be understood as a differentiation of media and in consequence, a differentiation of mediated communication into different forms and a differentiation of media related communication in a broader sense.

„Critical" then may mean different perspectives on Mediatization:

First, we could ask what happens with communication in case of being mediatized under the given conditions of capitalism of today. Here, a starting point could be that in the case of mediated communication, besides the communicating persons a third actor is active and tries to influence the communication process by his/her own interests, as it is for example the case if we need a provider for the entrance in the internet or, for example, visit the websites of Google or Facebook and similar „partners" in communication.

Second, we can refer to critical approaches like that of Pierre Bourdieu, who describes social and cultural change by changes of financial, social, cultural and symbolic capital. Here, for example, we may observe a devaluation of former important abilities, other processes of changing value and also the upcoming of new elites and new mechanisms to accumulate such capitals.

Third, we simply may ask for the consequences of media change for single individuals, for democracy or equal opportunities for the people. Here, for example, we may refer to the Frankfurt School of Social Science, e.g. Adorno and Horkheimer: They understood critic not to be a subjective perspective, but to come into existence by comparing the real existing with what is possible under the given conditions. This may for instance be helpful if we study the concept of participation via internet in its existing forms with what might be possible, today.

The proposed presentation will explain these different understandings of "critical" and construct examples for all. We also will discuss whether there is a possibility to bring these different positions together. We thus may develop a critical position to the ongoing process of Mediatization. We here will also use historical and empirical insights

Author(s):
Walter Peters

Title:
Communicating Neglegt: The Women in the Voortrekker Monument at Winburg

Abstract:
Proposed paper: Communicating Neglect: The Women in the Voortrekker Monument at Winburg.

Section: Gender and Communication OR Mediated Communication.

South-North migrations, gender relations and phallocentric imagery are the subject of an aesthetic analysis of a 1960s Afrikaner Voortrekker monument at Winburg in the geographic centre of South Africa. This will be communicatively analysed as tension between North-South, men-women, independence and empire.

Dutch-speaking (Voortrekker/Afrikaner) colonists trekked north from the Cape by ox-wagon into the interior of SA (1835-8) in search of freedom and independence from British authority. A century later, a committee visited sites of trek significance. The infamous Voortrekker monument at Pretoria was built 1938-1949, based on the Völkerschlachts monument at Leipzig, Germany, 1896-1913, to commemorate the defeat of Napoleon.

Two decades later a second monument was proposed at the small town of Winburg, in the Orange Free State province where the five bickering trekker parties had split. This time designs were called for in open competition and the jury looked for a design free of historic association, symbolic of the 5 parties and it was to commemorate especially the role of women in the trek. This was the early period of the Afrikaner Republic of SA, of large-scale public building, within a booming economy, the period of nascent grand apartheid.

Surprisingly, the winner was Hans Hallen, then aged 34, who hailed from English-speaking Durban and submitted an abstract design annotated in Afrikaans.

As the trekkers would 'circle their wagons' at night or when danger loomed to define a refuge or laager, Hallen's submission mimicked this in a compact grouping of five semi-circles turned outward, each representing a trekker party, with the inner space marking a laager. To create a landmark within the flat landscape of the Free State, and inspired by grain silos characteristic of the rural environment, Hallen projected the semi-circles as towering half-pipes of reinforced concrete to varying heights (around 24m), and he splayed the terminations upward to resemble sentinels looking out over the horizon.

A roof with relatively low ceiling height was scribed between the grouping yet designed as a rainwater collector, and five spouts reach out between the half pipes to discharge into troughs symbolic of the settlements establishment by trekkers which could only be sustained with a secure water supply. It is in this intimate interior space that the role of the women was to be commemorated.

To make patent the commemorative space for the women, the architect deliberately misaligned one half-pipe and provided a space for a statue of a woman which was to bask in direct natural light achieved by the roof being not being scribed here but cut back. However, the committee never commissioned the statue. It is this neglect that has to be communicated or mediated.
Bunn has pointed to the "phallic" and "male inseminating authority" of the forms and their off-shutter concrete finish. Other interpretations are both artistic and symbolic e.g., it was in the laager that women attended to the complicated means of loading the rifles of their men. These nuances are to be tested in terms of the theory of structured absences as developed by Tomaselli (1999).

Author(s):
Nuno Moutinho
Rute Verdade

Title:
Family and Mediatization: How to Communicate Christmas Events

Abstract:
It is very interesting to study the communication of Christmas events since it is oriented to families. This work is based on the study of audiences and communication strategy done by the authors to the event "Terra dos Sonhos" (in English, Dreamland), in 2010. This thematic park is located in the North of Portugal (Santa Maria da Feira) and it is very similar to other initiative carried out in the South (Óbidos, Vila Natal). It is open only in December, before Christmas and it is organized by a Public Municipal Company, "Feira Viva" (http://www.terradosonhos.com).

This study has several questions of investigation: The event has only northern visitors? Do they come in family? What is the complete profile of visitors? How the event is communicated: directly to children or to parents? How children deal with media and with the communication tools of this thematic park? We conduct a SWOT analysis and semi-structured interviews to the general manager of the company and to the director of communication. All interviews were recorded and we triangulated data to confirm information, fill gaps and inaccuracies. Interviews were used to build the questionnaire carried out to visitors.

All surveys were done mouth-to-mouth to 457 adult visitors in several days of December, 2010. Main conclusions are the following: 95% of the sample has at least 1 child; 85% come with other adult and at least one child, confirming the familiar nature of the event; 75% are outside municipality and 27% lives at more than 60 km; word-of-mouth is the main way of knowing the event: with 95% of confidence, the proportion of people obtaining information by this mean is from 30 to 33%; only 12% of the sample used the internet.

The communication department of the event focuses efforts inside municipality using traditional and digital media, including social networks. Interestingly, our quantitative study reveals that this is a wrong option, since the large majority of visitors are from outside municipality. Nevertheless, the communication strategy

used of focusing on both children and parents seems to be correct. It is not clear what is the member of the family who decides to come to the event and who deals with media. Therefore, it is better to use a mixed strategy.

Author(s):
Andreas Ytterstad

Title:
What could good sense do to gramscian media studies?

Abstract:
The concept of hegemony, derived from Antonio Gramsci (1971), has been very influential within media studies. Through the cultural studies tradition, beginning with Raymond Williams, Stuart Hall, and Todd Gitlin, we now know something about how hegemony works through the media, to produce conservative versions of common sense. My own work is a critique of the one-sided reading of Gramsci by these authors. They largely ignored good sense, a concept gramscian scholars in other fields have paid more heed to in order to explain social movements (Nilsen 2009, Carroll 2011). Their explanandum and their reason for summoning Gramsci was the need to explain the reproduction of power, not revolution. Most media scholars today employing Gramsci will certainly track social change in the media, but there is a determinist bent in the hegemony school of media studies (McQuail 1987, p 66). They tend to be predisposed towards seeing change coopted. My own work has tried to reintegrate the concept of good sense into a gramscian approach to media studies (Ytterstad 2004, 2008, 2012) and I would like to take part in a panel on Gramsci. Challenged from the floor at a previous conference, I would like to try and spell out what a theoretical understanding of good sense in its various analytical dimensions (interest in truth, relational, emergent and Marxist dimensions) could mean for media studies.

Author(s):
Corinna Lüthje
Irene Neverla

Title:
Mediated social memory and the perception of geohazards: The case of storm surges in Hamburg and the role of urban north-south conversations

Abstract:
The major geohazard along the coast of the North Sea, including the city of Hamburg, are storm surges. When the storm surge flooded Hamburg in 1962, the city was not at all prepared. The last severe storm surge dated back to more than 100 years earlier: awareness had disappeared and defences neglected. The response to the 1962 experience was a new and extensive program of dike construction. In the 50 years since, a gradual generation shift took place. The effective coastal defence has created a perception of absolute security. Meanwhile, new urban development projects are ongoing in the middle of the river Elbe – the HafenCity, and Hamburg's endangered river island Wilhelmsburg.

Whether or not a natural extreme event leads to a natural disaster depends on readiness of the society to anticipate this event, to adapt environmental conditions, and to develop strategies of prevention. However, a sense of threat from a natural phenomenon is a fundamental component. Such perceptions are bound to experience and to the memories of key events. Pfister (2009) argues that a "disaster gap" might promote the loss of the "disaster memory" and thus might lead to an increasingly disregard of the risks of natural hazards. Media do not only play an obtrusive role in covering extreme events such as natural disasters, but they are also central in the long term process of sharing and shaping the memory of key events and raising awareness of permanent environmental threats. Remembrance is not primarily related to the past but a 'process belonging to the present' (Zierold 2006). Social memory is a constructive and dynamic act involving various actors and agents, playing their roles in their respective cultural and social contexts. Social memory is the 'universe of constructing the past en passant' (Welzer 2001) mostly, as it were, unconsciously and unintentionally. But certainly, in a media society, the 'memory talk' is widely determined by the media. The audience, in a dynamic and transactional process (Frueh & Schoenbach 2005), participates in this memory talk, selecting and modifying the agenda for its own purposes. In this presentation we analyse the social memory of the 1962 Hamburg storm surge, the transformation of memory over time, and the function of mass media in this process. Half a century after the disaster the question arises, whether the 1962 storm surge has fallen into oblivion? Or has the memory talk split the past from the future?

In this presentation, we will investigate (a) the role that social memory plays in the act of perceiving regional geohazards and (b) the function of the media in shaping the collective memory. We will present results of our empirical research using (1) a long-term discourse analysis of the memories of the 1962 storm surge in the media coverage and (2) open group discussions with people who live in different quarters in Hamburg which are characterized by different concernments by the hazard due to the regionalization (along the south bank or north bank of the river Elbe). The second step focuses on the social practice of constructing the past which is stimulated by the media's memory occasions and mixes collective and individual experiences with the media's memory work. Open group discussions will offer the chance not only to reconstruct buried memories but also to observe the processes of constructing social memory simultaneously.

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Author(s):
Vasupradha Srikrishna

Title:
A study exploring concepts and complexities emerging from a discourse on capital punishment

Abstract:
The objective of this study was to delineate the intensifying complexities, concepts and association emerging by tracing the discourse on capital punishment in "Politically Incorrect", a talk show aired on NDTV 24x7 (on 2nd September 2011) in the Indian Media Sphere. The discourse in the "Politically Incorrect" talk show was predominantly dominated by two individuals: Mani Shankar Aiyar, a former diplomat and a senior member of the incumbent Congress Party and Swapan Dasgupta, a columnist and senior journal. The question raised for the debate was "If it is time to rethink death penalty" with the theme prescribed as "Has the death penalty debate been hijacked by the politics of ethnicity?" The debate revolved around the rejection of 'clemency petitions' for three Liberation Tigers of Tamil Eelam (LTTE) insurgents, responsible for the assassination of the former Prime Minister of India, Rajiv Gandhi. The rejection of their clemency petitions had fuelled debates on the ethical validity of capital punishment and if death penalty should be abolished. The debate although was situated in an Indian context, the discourse by the panelists clearly drew their raison d'être for abolishing capital punishments by illustrating how many countries in the Western world abolished and ostracized capital punishments. This was also indicative of the divide between developed nations like USA, UK and developing nations like India. The direction taken in this study was to consider the talk show as a base and understand the manifestations of meanings, concepts and complexities that emerge eventually from the discourse, which in turn could be applied and extended to other contexts in the media sphere. The study manifestly interprets the discourse using a Critical Discourse Analysis (CDA), with an effort to 'interpret' and 'explain' the audio-visual discourse by exploring the link between 'text and society'. The study also draws observations and inferences based on the works of Adorno, Horkheimer, Baudrillard, Foucault and Hebermas. The aim of this analysis was not only to identify the nature of communication in the discourse of capital punishment, but was more so in positing these emerging concepts as effective tools of deduction like "Sympathetic Imagination", "Ethical Consciousness" and "the concept of pain and torture" to name a few. This paper hence, is an attempt to present each of the concept(s) and trend(s) identified as 'Critical tool(s)' that can be used to decipher and understand the nature of communication in the media or public sphere.

Author(s):
Pianpian Wang

Title:
Media As A Leverage Of Hybridized Identity: Hong Kongers' Consumption Of Mainland China's Media and Influence on Social Identity Formation

Abstract:
Media delivers happenings in the distant place to people routinely. Though Hong Kong shares common traditional origin with Mainland China, two societies are controlled under distinctive political and economic systems. And had been colonized by Britain for about a century, Hong Kong is profoundly influenced by western customs and British culture in particular, and maintains its unique cultures even after more than a decade of return to China. Hong Kongners experience two different cultures in one location, and undergo a contradictory self-identification process, thus with the so-called "hybridized identity" (Fung, 2004). Accordingly they hold different perceptions of in-group and out-group norms. Particularly, in recent years while bonds with home countries are getting closer, conflicts increase. Therefore, the study on how people's perception of members in different related groups is influenced by media is highly needed.

When considering media consumption, though their mainland Chinese fellows have yet enjoy freedom of expression, Hong Kongners are embedded in such a free media environment and have full access to the Internet, therefore a diverse media reports about their home country are exposed to them. With such an unfixed identity, Hong Kongers' perception of media's influence on their referent group and themselves would be significant different, thus having a distinguishable identification of social groups.

From the lens of social identity, which is rooted in the work of Tajfel & Turner, some scholars investigated in the relationship between self and comparing groups. The conflicting self-identification may shape Hong Kongers' attitudes towards media effect, yet cannot be well explained by conventional media effect study. It should be discussed more precisely in the social identity perspective. Hence, an interesting and meaningful question to put forward is: how does Hong Kongers' consumption of Chinese's media as a leverage of their hybridized identity? And when concerning media effect of usage of Mainland Chinese media, this study also try to settle the question that will they perceive their fellows in China as their in-group members or out-group members? And to what extent does this social distance matter in their media judgment? Whether consuming of the negative contents from the media will enhance their own identification of hosting society? Will the exposure to positive media contents will enlarge their understanding of their mother country, which is formed by, however, not the most familiar culture to them.

A large-scale survey was conducted across China in 2006, and 499 Hong Kongers were randomly sampled and submitted their answers. On the basis of this survey, I will put forward a model containing both message-related factor and relationship-related factor to account for how Hong Kongers form their group identity. Furthermore, this study will expand the motivational-cognitional accounting by adding the **interaction** between them into model, in order to investigate the relationship between individual's agreements with the in-group and/or out-group membership and perceived media effect. In the guidance of the general question in this field, I would like to explore the significant determinants in the social identity formation, be it the mixed patterns of media consumption, as well as the impacts of referent group. And lastly, the study focus in Hong Kong will provide us a thorough understanding of people's media judgments influence on their perceptions of distinguishing while intertwining societies, thus gaining a fully comprehension how media play as a leverage of people's hybridized social identity.

Author(s):
Chiung-ching Tsai

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

Abstract:
This article exposed the process of internet communication on the Wild Strawberries Moverment started by college students to protest the government's over enforcing law in 2009, and tried to find out how the internet public sphere runs in Taiwan. Research analysis showed that the public sphere failed in providing the ideal forum to form the public opinion in Taiwan society both in micro views and macro views. According the results of social network analysis, content analysis and discorse analysis, we found the discussions on

internet forum showed not only the spiral of silence as Noelle-Neumann indicated, but also the phenomenon of group polarization remarkably. The research suggested that maybe the concept of agonistic democracy could explain the Taiwan society better than deliberary democracy. Beside, although the Internet quickly gathered variety of discussions and popularity on Wild Strawberries Movement, however, such social movement still could not form long-enduring pressure on the political authority without the sustaining attention from the mainstream mass media.

Author(s):
Janina Wozniak

Title:
An analysis of video activism against fracking in the Karoo, as posted on Youtube

Abstract:
Shell's history in exploring oil resources in Africa, particularly against the background of Nigeria's established oil industry, invites much concern about procedures relating to environmental preservation. Against the backdrop of rising oil prices and increasing global consumption, oil-bearing formations in Canada, in particular, have become attractive investments, spawning extensive exploration in Africa, as well.

South African residents in general responded very critically to the government's move to allow Shell to explore fracking options in the water-scarce Karoo region. Public campaigns against this possible project have involved diverse interest groups of citizens, using a number of channels for their protest.

The paper investigates visual representations by citizens on Youtube that may or may not be linked to formal citizen campaigns against the oil giant Shell, in conjunction with the media coverage of the proposed oil industry development. Mass Media representations of the communication by Shell and public opposition remain sensationalist and instil fear, while pro-fracking voices argue that the public needs to become better informed.

The paper is intended to investigate the video postings on Youtube in response to oil company and government discourses of energy shortage and technological development. The public concern will be assessed against crisis-driven reporting and well-founded environmental concerns, with reflection on theoretical approaches to environmental communication as well as networked communication.

Youtube as a social networking platform suggests a broad-based lateral communication process while Shell's marketing relies on vertical communication, but it remains to be questioned whether this activism indeed can have an institutional result.

Author(s):
Yunxia Pang

Title:
Mapping the Chinese Micro-blog: How the Opinion Leaders Act

Abstract:
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This study will explore the structure of Chinese opinion leaders(includes the organizations, such as traditional media and the NGOs) on the micro-blogs, and will analyze their micro-blogs' content using the social network analysis, term frequency and human coding.. I will identify a base net work of approximately more than 1,000 active Chinese opinion leaders' micro-blogs to do the analysis. The goal for the study is to produce a baseline assessment of the networked public opinion leaders' sphere and its relationship to a range of emergent issues, including politics, their resources of content and their attitude to some specific issues, like the moral attitude to virtue and evil and ect.

First of all, I will identify how the network of these opinion leaders are based. That means what's the criteria t hat differentiate the primary groupings. Is that the occupations of these opinion leaders? If so, what's the mai n clusters existing in Chinese micro-blogs and which one is the majority?

Second, what's the main issues that these opinion leaders are most concerned with? Do they just redeem mi cro-
blog as ways of their personal branding, or they put more emphasis on social development. Do they care mo re about politics or just economy?

Third, what's the main resources when they mentioned news or comments. As we know, bloggers in Arab m ay link to web 2.0 sites, such as Youtube and wikipedia more than other sources of information and news av ailable on the Internet, Al Jazeera is the top mainstream media source, followed by the BBC(Benkler, 2011). What's the conditions in China? Since we don't get access to Youtube, is there any substitute for us? What's the top mainstream media source in China?

Another interesting topic will be how the opinion leaders are influenced by themselves, is there obvious hiera rchy in these groups? I can create an account to follow all the opinion leaders I have chosen to do this resea rch, then use the UCINET to analyze their relationships.

At last I will explore how the micro-
blog issues influence the mainstream media and vise versa. What's their main difference on the topics? Arou nd the world, in open and repressive nations alike, Internet-
based communications provide new channels for citizen voices, minority viewpoints, and political mobilizatio n, and challenge the traditional regimes of public mass communication. Can these effects be seen in Chines e area?
Biography:
Graduated at Peking University, majored in History, now is a Ph. D candidate at School of Journalism and C ommunication at Tsinghua, China. From Dec, 2010 to Dec, 2011 as a visiting scholar at Purdue University in US.
Publication:

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Author(s):
Sharma Sharma

Title:
Justice for Bhopal: Contending Histories, Communication Challenge

Abstract:
The Orwellian year saw the world's worst industrial disaster when tones of deadly methyl iso-cynate gas leaked in Bhopal from a factory owned by an American multinational Union Carbide, currently owned by Dow Chemicals. The Bhopal Saga has revealed the worst face of neoliberal globalisation through the complexity of 1984 gas leak, out-of-court settlement, the ongoing nature of the disaster in form of groundwater contamination, second generation effects, civil and criminal legal suits and an ever illusive justice. Twenty seven years later Bhopal continues to unveil the double standards of North and the asymmetric relationship it shares with the South in terms of environmental degradation and justice. The most recent controversy regarding the 2012 Olympics, with Dow as a key sponsor, has brought Bhopal to the centre stage of politics of sustainability and development on one hand and that of solidarity on the other. This paper seeks to examine Olympics 2012 in London as the contested site with colliding interests of state, market and civil society using the case of Justice for Bhopal Movement and the issues raised by it. The different ways in which the Justice for Bhopal Movement's politics of remembering and communicating the disaster contest the politics of the state and the multinational is the key enquiry this article undertakes.

The article contributes to the growing literature on the politics of communication, memory and perception and the struggle between the powerful elites and the people in controlling this process. In particular, the study seeks to examine the struggle and strategies of Bhopal gas disaster survivors in communicating their story and in making sense of the world through media. This is a narrative of dissent, resistance and political mobilization in the face of neoliberal capitalist globalization. What story will be told and how, presents a constant struggle to challenge the "top-down" forces that often shape history and reflect our understanding of the past. With international debate brewing around Dow sponsored Olympics and wiki leaks exposing American Multinational Dow Chemicals setting up surveillance on Bhopal activists, it becomes important to see this as an ongoing process of competing historical narratives of communication between the north and the south.

Keywords: social movements, media, dissent, representation, narrative, memory

Author(s):
Lesley Cowling

Title:
Building a nation: The Sowetan and the creation of a black public

Abstract:
The Sowetan, a black readership newspaper established in the 1980s, grew to be the biggest circulation daily in South Africa in the 1990s. In the apartheid era, the Sowetan newspaper was seen to serve a marginalized constituency of black township dwellers outside Johannesburg, and to promote their interests in a society that granted them few rights and privileges. The project was not simply oppositional to apartheid policies, but also engaged in and encouraged certain kinds of community endeavors, dubbed nation-building. Nation-building had an engaged discursive element to it, as the "big idea" was discussed in ongoing articles and positioned as a conversation with readers. It also generated a proliferation of community projects, from choir competitions to landscaping projects, which it helped to fund and manage. This paper argues that, prior to the democratic elections of 1994, the Sowetan sought to convene an oppositional public of the disenfranchised majority and to give them voice. Led by its visionary editor, Aggrey Klaaste, the newspaper engaged in an ongoing process of social re-imagining, partly through its editorial columns, and partly through initiating and reporting on community projects. The Sowetan thus allowed a collective re-imagining of black public life that formed a counterweight to Apartheid representations of black Africans as rural and tribal migrants from ethnic "homelands", and facilitated public engagement with questions of citizenship and nationhood long before the inception of South Africa's constitutional democracy. The case shows some specific ways in which a newspaper can orchestrate counter-public modes of engaged, local, thinking and acting citizenship. The work attempts to link journalism values and practice to macro theories of the operations of social imaginaries in societies.

Author(s):
Katrin Etzrodt

Title:
Mediated Identities in Social Network Sites – More Than Just Self-Presentation!

Abstract:
Social Network Sites (SNS) such as Facebook or Google+ have become an integral part of the everyday life of many people. These networks allow users extensive communicative exchange and offer the opportunity to create digital representations of the self on their online profiles. By using various static and dynamic features such as photographs, videos and status updates, users inevitably engage in self-presentation, i.e. the tendency to control the impressions others form of them (Mummendey 2006). This digital self-presentation however is more than just strategic impression management – it also means that users are able to reflect and work on their individual identity in a very complex way: Firstly, conflicting aspects of one's identity may remain unrevealed since users are able to compose a consistent picture of themselves. In line with this, users secondly have the opportunity to work on different identity aspects (e.g. on different SNS) since they are able to engage in emphasizing specific capabilities or interests depending on the particular audience of the SNS (e.g. occupational attainment on XING). Thirdly, users can intensively elaborate on self-relevant information since online profiles serve as visualized chronological diaries of their own life (e.g. Facebook's wall or timeline application). They can comment on uploads or posts to contextualize given information. Another example is Facebook's information page, which contains the possibility to quote statements or

share philosophical thoughts beyond general information, such as age, gender or living place. Metaphorically speaking, users can take a step backwards and observe their entire 'identity' from an outward perspective as if they were another person. We argue that these three aspects of self-presentation on SNS are important parts of users' mediated identity work which will be defined in our talk as "anything people do [on SNS], individually or collectively, to give meaning to themselves or others" (Schwalbe/Mason-Schrock 1996). Assuming that identities are dynamic and evolve over time, our talk will reflect on the understanding of a patchwork identity, which can be acted out on SNS. People's identity consists of various partial identities with different qualities and issues at the same time but in different contexts (e.g. cultural or women identity). SNS offer a perfect arena for living out these PIs by using different applications and by choosing different audiences for different issues on one's SNS profile. The goal of this talk will be to explain how mediated identity work takes place on SNS and which potential these websites offer for the individual examination of one's self. To create a patchwork identity, people use biographical narration (Kraus 1999), that is to say they structure their own life into a story that encompasses all incidents and experiences. We argue that SNS offer a great potential for this biographical narration by its interactive and multimedia structure. The final goal of the talk will also be to show how this mediated identity work on SNS can be researched.

Author(s):
Nidhya Balasubramaniam
Periyasamy Govindaraju

Title:
Online Social Communication Pattern of College Going Students in Tamilnadu

Abstract:
Communication is a vital source for survival. We need to communicate for different reasons. Communicating in computer mediated contexts is somehow different than any other form of communication.CMC is an integration of computer technology with our every day lives. The field of CMC studies how human behaviors are maintained or altered by exchange of information through machines. Online social communication is also a form of CMC. Online social networking, blogging, voice chat, video chat and video conference are some of the examples for online social communication. As per Internet in India 2010 report, youngsters are increasingly using this form of communication. In India, 71% of the urban young users access internet for online social communication is considerable. More than 50% of India's current population is below the age of 25 and over 65% below the age of 35.

Online social networking websites are extremely popular among young college students as they find it as an interesting and easiest mode to communicate with their friends/classmates. According to Erickson theory, adolescents stage needs to develop a sense of self and personal identity and in the next stage they need to form intimate relationships, loving relationship with other people. Young adolescents and adult hood belongs to this social networking website as because they feel it is the space for them to construct their identity through profiles. In US and UK there are umpteen studies which revealed the psycho-social dimensions of accessing online SNS by college students. Despite the huge access of Internet among youngster still the research on usage pattern of SNS by college students in India is still in infancy stage. Tamilnadu, southern state of India is selected for this study. The state is known for its tradition and culture which has got 7.2 Crore as its population, sixth most populous state of the country, with 80.33% literacy rate.

This study will help to understand the online social networking behavior of college students from psycho-social, cultural and communication perspective. The scope of the study is to develop a model/pattern for the online social communication habits of Tamilnadu college students. Qualitative focus group discussions with college going students will be conducted to design an online social networking pattern.

Author(s):
Florence Chee
Stuart Poyntz

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

Abstract:
Within urban public spaces, digital technology is often thought to distance and sequester users in ways that undermine their participation in the thick of public life (Hampton et al, 2010). All too common have been the narratives of decline that present troubling dystopian scenarios of a digitizing world invading space. Our paper examines the relationships and tensions that knit together media use amongst young people in Seoul and the social space of the public as constituted in and through the spaces like the PC "bang" ("room" in Korean). We argue that these connected spaces are an ever-present site of social encounter, personal freedom, and play at the centre of the spatial experience of urban mobility in contemporary South Korea. In essence, the networked environment facilitated by such centres serves to further 'thicken up' rather than dilute the lived realities and relationships as they intersect and co-constitute one another.

Rather than perpetuate the notion of anomie that is typically dominant in Western discourses, Korean youth navigating their own modes of sociality – including those evident in PC bangs - are not Bowling Alone in the sense that online worlds somehow usurp offline realities. Rather, our contention is that "[s]patial practices and experiences of urban mobility in Seoul [are] not only … constitutive of the city but also give shape" to the way publicness as a central way of being is activated (Kim, 2010, p. 200). By conceptualizing urban publics as performative (Sennett, 2009; Bridge and Watson, 2011), rather than strictly rational, however, we highlight the dynamic relationships underlying the modern social geography of mobility in Seoul, indicating how "dense and intricate assemblages of actor networks" within urban gaming spaces create possibilities for new publics and new spaces of the public to come into being (Bridge and Watson, 2011, p. 382).

Given how mobility and transition have been knit into the fabric of Seoul's development, examining the rate of development over the last twenty years has been especially staggering. Through a critical examination of sociocultural theory and ethnographic insights, we combine and confront the ideas of how digital technologies undermine public space along with the everyday life of youth and their relationship with hypermodernity. Thinking of Seoul as performance space, in other words, we seek to show how "bodies can break down divisions by forms of disarming conduct in spaces of the city that are more mundane and are not specifically the spaces for public discussion or communication" (Bridge and Watson, 2011, p. 383).

Gaming in the ubiquitous PC bangs has been central to the experience of urban movement, and what an examination of the Korean technoscape implicates is a counterversion of publicness in the context of global modernities in the North, South, East or West. In this sense, technologies have been embedded in the development and how our understanding of culture and technology must accordingly evolve.

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Author(s):
Sonja Narunsky-Laden

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

Abstract:
This paper interrogates views of the market and consumption practices as 'profane' and antithetical to, the 'sacred' social values, family life, and emotional bonding; it does so in regard to mediated articulations of parenting and changing perceptions of 'the child' and the obligations entailed in parenthood among growing numbers of black South African households and families today. The paper is informed by the body of

literature that describes and analyses how in the West, from the 18th century on consumer goods began to redefine relationships between children and their parents, introducing new emotional bonds and pleasures, so that parenting was recast as a valid mode of consumer practice, and vice versa (Buckingham 2000, 2011; Banet-Weiser 2007; Cook 2002, 2004, 2008; Cross 1997; Gillis 1996; Jenkins 1998; Seiter 1993; Zelizer 1985). Applying a socio-semiotic approach, the paper focuses on some of the ways cultural practices, artifacts, and lived experiences relating to parenting and parenthood are being discursively (verbally and visually) re-mediated and renegotiated in post-transitional South Africa. It does so against the background of perceived historical differences between the ostensibly divergent concepts of African inter-household fluidity, changing domestic and family configurations, and childrearing practices among black South Africans, on the one hand, and predominantly Western constructions of the nuclear family and childrearing norms and practices among white South Africans, on the other. Drawing on a range of media representations of parenting based on 'cultural domestic roots, heritage, and age-old traditional wisdom heritage', whatever these might mean, and how these are currently being revisited and modified alongside notions of 'quality parenting' within South Africa's urban settings, the paper examines changing articulations of parenthood and parenting in the commercial print media (parenting and other consumer magazines) and in the recently consolidated annual event known as the Baby Indaba, a baby expo held annually (since 2oo5) in the leading South African cities of Durban, Cape Town, Pretoria and Johannesburg. The Baby Indaba, I contend, crystallizes how the interlinking of parenting with spending power and consumption has become a new, and by now widely-accepted way for black South Africans to reshape, and delimit, their parenting practices. Using a qualitative approach, the analysis will combine discourse analysis and structured interviews. The author will conduct critical discourse analysis of parenting sections and selected feature articles in a sample range of consumer magazines such as Thought24 publications Move!, True Love, and Real, as well as parenting norms and values promoted in two parenting magazines, namely Mamas & Papas (published by Kwenta Media) and Your Baby and Toddler (a Media 24 publication). The author will also conduct interviews (individual and group) with leading organizers of the Baby Indaba, marketing specialists, sponsors, and attendee parents over the past 3 years (2008-2011). Data from interviews with the manufacturers, suppliers and retailers of baby care products will be correlated with interviews with Indaba. It is hoped that this paper will pave the way for extending research into the ways mediated modalities of consumption practices and consumer culture are interwoven, for better or for worse, into the everyday-life fabric of growing numbers of black South African households, parents, and their children. In this sense it should make a viable contribution to the theoretical and empirical discussions between South and North conversations in the contemporary world, and how these might clarify various aspects of social change.   .

Author(s):
Sara Mourad

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

Abstract:
In its 97th issue, Adbusters, the international anti-consumerist magazine, published a poster of a ballerina dancing on the back of the renowned bull sculpture near Wall Street, launching what came to be known as the Occupy Wall Street meme. Visitors of the magazine's website were greeted with the #OCCUPYWALLSTREET Twitter hash tag and a message that read: "Are you ready for a Tahrir moment?" Kalle Lasn, editor-in-chief of Adbusters, and his colleagues were calling on people to flood into Manhattan's financial district on September 17, setting up tents, kitchens, and barricades to occupy Wall Street. This was, according to Lasn and Micah White, the magazine's senior editor, a "Tahrir moment on Wall Street." The poster and hash tag were aesthetic tools to begin remodeling the "mental environment" and to create a new "meme."

This paper attempts to understand how Tahrir Square became such a potent frame of reference, a cultural meme, for the Occupy movement. How does the mainstream Anglo-American press use "Tahrir" to frame the Occupy movement? And how, through comparative frames, do they shape public opinion and understanding of social movements? I answer these questions by conducting a discourse analysis of approximately 40 news articles from the American and British mainstream press collected between the months of October and November of 2011.

My findings suggest that the media used two main recurrent discursive frames, what I refer to as "This is Tahrir" and "This is not Tahrir," to make sense of the Occupy movement. In both frames, there is an inherent attempt to compare the Occupy movement to Tahrir Square which became a rhetorical tool to evaluate the movement's authenticity, legitimacy, and significance. Both those who supported and defended the

movement and those who opposed and discredited it used Tahrir as a spatial frame in their critique. On one hand, this signals a shift in the usual comparative frames employed to understand social movements, namely the historical temporal frame. On the other hand, it indicates a shift in the assumed directionality of development and political change – from the West to the rest, from North to South. Ultimately, these discursive frames bring to the center otherwise marginalized geographies: the Arab world as a locus of historical agency and "space" itself as a theoretical comparative framework. These frames also feed into the broader theme of North-South conversations as they are shaped by and framed in the media.

By employing widespread media frames, journalists select, exclude, emphasize, and interpret verbal and visual cues in particular ways. Individual frames, composed of metaphors and catchphrases - such as "this is just like Tahrir" - are grouped together as "media packages," eventually becoming interpretive schemes through which the public makes sense of social movements like Occupy. Media terrains thus constitute symbolic battlegrounds for the politics of signification. In the contemporary media terrain where web 2.0 technologies gave rise to the pervasiveness of user-generated content, media-savvy activists have an increased say in their own representation which is increasingly becoming global in scope. .

Author(s):
Cibele Mariano Vaz de Macêdo
Regina Gloria Nunes Andrade

Title:
Notes about Participative Research in Social Psychology

Abstract:
In a Social Psychology Program the Participatory Research is used in field with the community. This method tries to seek for the purity of the place and don't distort the behavior of the people living there. In other words, is the social investigation that aims the participation of the citizen in the analysis of it's reality focusing in issues of social relevance. Researchers should be aware of the local singularities when the study objects are poor people composed by vulnerable citizens that are ample culture generators (as in brasilian carnival) but that never retains full control of it's production In this context, let us take asexample the participatory research with youngsters living in Community of Mangueira - Rio de Janeiro in which there is a cultural center with an intense music production called CENTRO CULTURAL CARTOLA. There are precarious living conditions, such as can be seen in any other favelas in Rio de Janeiro or São Paulo. The culture of different groups living at the favelas (ie: male and female workers, house keepers, youngsters, protestants, umbandistas) does not exist as an homogeneous unit and is of great importance understand the contradictions found. Understanding these contradictions does not mean forgetting them or hiding them. Researchers should integrate them into their intervention programmes and their preliminary observation stages, interviews, negotiations and participative feedback (Stuart Hall- 2002). This is the indispensable condition of participative research that wills to transformation. But the issue can not be resolved with such a naive statement. We should not ignore the cultural codes, which can be extracted with the action research and the participatory research.Many researchers, are not to able to recognize the cultural differences and power struggles inherent in their research groups and are not able to abandon the logocentric approaches. In Participatory Research arise new cultural coldes, such as: new visual expressions , as new communication forms, and new music styles. All those aspectes constitute people's daily lives.

Participatory Communication Research Section

Author(s):
Leonardo Menezes

Title:
Another look? Authorship's slip on audiovisual participatory journalism

Abstract:
We have entered a time where, in common sense, new electronic media are celebrated by their potential of consumer participation, possibly even influencing the "old" media to draw different strategies to engage its public. Journalism has been no different. Several newspapers, news channels and websites are dedicated to open spaces dedicated to the collaboration of its readers/viewers. But if the place of speech of the

professional journalism generally enhances the credibility of the work of checking and verifying of data and sources played by large media groups, how audiovisual journalism has configured the engagement with its audience? How and to what extent the interaction occurs between the editors and members of civil society? Does the use of new technologies enables a reconfiguration of the place of authorship in audiovisual participatory journalism narratives? These critical questions move us toward possible changes in the media landscape, making us reflect on the participatory aspect of contemporary audiovisual media organizations in different supports, from TV screens to computers, cell phones and tablets, used increasingly in a simultaneous way.

Regarding audiovisual narratives, the concept of participation can be thought as an alternative production process. That is, for which several social actors (individuals or institutions) were engaged in order to set up a result that reflects the convergence towards a certain consensus of production meaning admitted by all those involved. Thus, the use of the term "participatory production" to name only the exhibition of audiovisual products whose authors are third parties, but that does not result in any kind of interaction between the media group and its audiences, should be avoided. An alleged co-authorship would be one of the most important characteristics of this mode of creation and production of audiovisual narratives. But is this dual authorship fully configured in participatory audiovisual discourses broadcasted on TV and the internet?

For this approach, we propose to analyze, for a month, the journalistic segment "Another Look", broadcasted by state owned TV Brazil. More than 300 videos were produced in different formats (interviews, institutional projects, event reports, campaigns) and through various equipments (professional and semi-professional cameras, mobile phones, photo cameras). All videos are from independent producers, cultural institutions, cooperatives, private citizens, ethnic groups and social movements from different parts of the country. The theoretical discussion will be developed through the use of categories such as Multimidiality, understood as the content process flow across multiple media platforms; News Value, measuring the segment exhibition frequency and the temporal relationship within the events narrated; and Interactivity, the establishment of a symmetry relationship between production and reception. In order to design ways to approach these questions, we will use as methodology quantitative and qualitative analysis and parameters from journalism researches and cultural studies. The objective of this study is to investigate whether the public ownership of digital technologies in audiovisual journalism generates a new configuration of the authorship of these narratives.

Author(s):
Pradip Thomas

Title:
Participatory Communication & Communication Rights: Learnings from Social Movements

Abstract:
The mainstreaming of participatory communications, it can be argued, has been achieved at a price. While the recognition that it has received from governments, international NGOs, foundations, development agencies has facilitated the global dissemination of an ethic that places people and their communicative acts and involvement in communication processes at the heart of social change, it can be argued that participatory communication as a formulae has led to a controlled and contained 'participation' in terms of theory and practice. In the context of extensive development the primary focus today is on changing behaviour at the level of the individual. Changing the political economy and the cultures of oppression that continue to be present as a shaping force in development has increasingly become either a distant secondary focus or entirely non-existent.

Based on a study of communication rights movements in India, I argue that there is a lot that participatory communications can learn from such movements. From my study, it was clear that communication rights movements that were based on locally defined needs and whose movement specifics were shaped in context, had a better sustainability ratio than those that were imposed (however well intentioned). These movements also demonstrated the fact that understandings of and the practice of participation as an ethic and process varies according to environment and circumstances. The fact that the Right to Information and Free and Open Source Software movements in India does have its leaders and evangelists did not compromise the many levels of cooperation in the planning and operationalisation of these movements albeit based on different modalities of participation. The study of these movements suggest that the theorisation of participation needs to emerge from with the context of concrete realities. In the case of the Right to Information movement in India, the theorisation of Voice in the context of the need for Self-Respect is an important basis for 'participation' while in the case of the FOSS movement, participation is expressed

through actions by civil society and the state and 'recursive publics' involved in cooperative software making in a context characterised by digital enclosures. These movements also demonstrate that structural change brought about at the level of policy, through education, and the extension of legitimacy through support for practical projects are fundamentally important to the long-term success of these movements.

Using examples from the field and based on both theory and practice, this paper will attempt to assess learnings from communication rights movements and engage with how participation can make a difference in the context of communication initiatives in development and social change.

Author(s):
Nurul Hilmiati

Title:
Communication for practice change in rural development initiatives: a tool of message delivery vs capacity building, a comparative case study from eastern Indonesia

Abstract:
The concept of development and communication has been constantly complex due to the social change, the world system and its interdisciplinary nature (Servaes, 1999. P.3); from modernization (1950s) targeting southern countries aiming for economic growth to the search of alternative concepts (1990s) for a more balance social dynamic, political, economic and environment in sustainable manner (Long, 1992; Tucker, 1999; Sardar, 1999). Embedded to the development concept, the approach for rural development has also been shifted; from the transfer of technology (1960s to 1980s) to modernize farmers into more community/farmer participation in the processes. At the same time, communication has been used to achieve the goal of development initiatives. Consequently, the approach of development communication has also been shifted; from diffusion of innovation model that trickles down the information for practice change, into participatory communication that puts concern on the process and context.

This article examines the use of communication in agricultural research for development initiatives and how it impacts farmer as individual and their practice. This paper is based on a comparative case study conducted from 2009 to 2010 on two research and development projects in eastern Indonesia. Qualitative data were collected using participatory techniques of focus group discussion, direct observation and in-depth interview, analyzed using interpretive thematic analysis. The study shows that the first project used communication as a tool to deliver its innovation content for partner farmers to follow by project field assistant frequent visits and taking farmers to a prototype place. By so, partner farmers were expected to change their practice and spread it to neighborhoods. In contrast, the second project used communication to involve partner farmers in the project processes. After gaining farmer engagement, communication was then used to improve farmers' confidence to speak and enhance their analytical skills.

Those two approaches depicted distinct impacts on farmers as individual and their practices. In the first project, partner farmers changed their practice because of material incentives received while the scope of practice change was limited within the partner group. The second project on the other hand showed that partner farmers changed their practice because of self motivation and understanding on the value of the new practice. Partner farmers confidently share their new practice to neighbor that was then followed widely in the village because of the tangible results. Apart from the improved farming skills, partner farmers also showed change in selling attitude towards more profitable selling practice. It is concluded that using communication as a tool for message delivery provides limited impact on farmer as individual and the scope of practice change based on incentive received. In contrast, employing communication as tool to engage with farmer and to enable them contribute in the processes can improve their capacity as individual that provides greater possibility for further positive impacts.

Keywords: participatory communication, practice changes, impacts, rural development, farmer.

Author(s):
Joe Khalil

Title:
Youth Generated Media and Cultural Globalization

Abstract:

Against the backdrop of youth-led movements over the past decade, this paper conceptualizes young people's communicative activities of societal conscientization, emancipation and liberation. As the means of producing and distributing media become cheaper, smaller and more accessible, youth are appropriating these tools to produce self-expressive messages. Building on theories of participatory communication, this paper introduces *youth generated media* at the nexus of cultural politics and material possibilities. As a phenomenon, youth generated media is the result of an increased access to cheap media making tool kits and amplified networks of media exchange and circulation of all kinds. As a notion, youth generated media is a reflection and refraction of societal structures, political struggles, cultural tensions, economic uncertainties and new media possibilities. At the core, youth generated media are associated to questions of cultural globalization particularly issues of dominance, resistance and hybridity. By operating alternative and parallel networks of self-expressive media development and circulation, young people have achieved an environment for participatory communication. Inline with the Freirian argument, young people are reclaiming their rights to be treated as human beings in solidarity with others around the world. Usually restricted in access to content production of mainstream media, young people are developing media characterized by its proactive *creativity*, *artifacts, energy* and its association to a *sequence* of activities. Youth generated media are not only limited to a specific social, cultural, political context. They do not only figure in the Global North or South but have also been flourishing in both liberal and extremist circles. Previous and current fieldwork suggest that youth generated media are located across a spectrum of possibilities depending on their independence from adults. On one end, a 'sponsored development' approach suggests that youth media should be modeled after adult media and with adult involvement. Examples of these are after school projects, student newspapers, political newsletters and church group performances. On the other end, an 'organic' approach indicates that youth media are developed from within and independent from adult involvement. Examples of these could be blogs, graffiti, and some culture jamming activities.

Author(s):
Jieying Wang

Title:
The Making of "We" through Cultural Practices in Social Movement

Abstract:

In this paper, a case of the Hong Kong 2010 anti-express rail link movement will be examined. The foci of this study are on "how do the post-80s young activists utilize the cultural practices to build up their collective identity" and "through the cultural performance, what is the collective identity conveyed by the post-80s activists". In-depth interview and participant observation are the major methods to investigate the young activists' political engagement through different forms of movement strategic plans. The constructed spatial meaning, the cultural narratives, and the empathy are the major analytical aspects. Results show that, with the intentional or spontaneous spatial plans, action designing, universal or localized narratives from the cultural toolbox, and movement artifacts, the Hong Kong young generation of activists form the sense of "togetherness", embracing the common goal of opposing the injustice legislative body and the authoritarian decision on the railway project. A demarcation between the "we" (as the oppositional force) and the "they" (the authorities) is demonstrated. Through cultural practices, the young activists exhibit their being with the majority public, consideration to the people's genius life world. What's more, emphasizing the civic empowerment and direct action, the post-80s bring forth a new flow of force to Hong Kong's conventional movement arena and broaden the horizon of Hong Kong people who get used to the disciplined protest and the representative politics.

Author(s):
Thomas Jacobson
Tom Weber
Lingling Pan

Title:
Communicative Action and Democratic Legitimacy: The North Coast Case of California's Marine Life Protection Act

Abstract:

One of the most salient challenges for democratic societies is to make competent administrative decisions about controversial topics while improving public perceptions of democratic legitimacy. When federal

agencies in America asked the United States National Academy of Sciences about how to obtain public consent, the study panel recommended that agencies focus on involving all interested and affected parties in meaningful, open, face-to-face dialogue. This raises some questions: What is meaningful, open, face-to-face dialog? How do you know it when you see it? And it is possible to know this using quantitative tools? This paper reports a study employing Jurgen Habermas's theory of communication action to define empirical measures of dialog conditions as perceived by citizens participating the implementation of California's Marine Wildlife Protection Act. Habermas argues that knowledge of whether dialog is open and meaningful must depend on actor meaning frameworks, i.e. it is best to ask them. Two sets of independent conditions were measured. Perceived validity conditions measured citizen belief that public authorities knew the relevant science and facts, acted appropriately with relevant legal and cultural frameworks, and were sincere in seeking public input. Perceived speech conditions measured citizen feelings that the authorities provided sufficient opportunities for citizens to speak out on their views, that all subjects were on the table for debate, and that subjects raised for debate by citizens were fully addressed. Democratic legitimacy, the dependent condition, was measured as citizen acceptance of the decision and belief that it fairly addressed competing interests. Two hypotheses were tested. Hypothesis 1 predicts that positive assessments of the validity claims and speech conditions embodied in the MLPA public consultation process will be positively associated with decision acceptance. Hypothesis two predicts that speech conditions will have a positive moderation effect on the relationship between validity claims and decision acceptance. In other words, perceptions that speech conditions are open and communicative will positively affect citizen beliefs that public authorities know the relevant facts, behave appropriately, and are sincere. Survey data were gathered from a self-selecting group of 201 adult citizens via a combination of mail and online surveys. Findings indicate that both hypotheses were supported.

Author(s):
Dr.M. Kashem

Title:
Effectiveness of Mobile Phones as Communication Media to the Poultry Farm Owners in Bangladesh

Abstract:
Bangladesh has a population of about 165 million in an area of 147,570 sq km. More than 84 million people are mobile subscribers. People use their mobile phones in many purposes, such as talking with friends and relatives abroad through Rural Information Centre (RIC) administered by D-Net, getting medical and health related advice through SMSs, paying electricity, gas and water bills in the bank, transferring money, forecasting on disasters, students' submission of admission documents to universities by sending SMSs. Through RIC farmers' get opportunities for solving practical problems, e.g. diagnosis, control of pests and diseases of crops, animals and fishes. Through video conferencing doctors diagnose problems and send SMSs or advise through mobile phones for treatment. However, no research study has been reported to determine the extent of effectiveness of the mobile phones as communication media. Hence, the present study was undertaken to ascertain the effectiveness of mobile phones as communication media to the poultry farm owners in Bangladesh. Data were collected during 10 April to 16 June 2011 from 103 poultry farm owners, out of 550, of Sripur Upazila (lowest administrative unit) under Gazipur Upazila of Bangladesh who frequently use the mobile phones, along with other available contact media, for collecting information from different communication sources. The sampled poultry farmers were asked to indicate the extent of effectiveness of 15 selected communication media in a five-point Likert scale. They were asked whether the effectiveness of the medium was *very high*, *high*, *moderately high*, *little*, or *very little*; the weights assigned to the responses were 5, 4, 3, 2, and 1 respectively. Communication media effective index (CMEI) was computed for each of the medium by multiplying by 5, 4, 3, 2, and 1 for very high, high, moderately high, little, or very little responses against each of the medium. The CMEI could thus vary from 103 to 515, 103 indicating the effectiveness of the medium as very little effective while 515 indicating the effectiveness of the medium as very high.

The findings indicate that the mobile contact by the poultry farm owners to poultry feed dealers ranked 1st (CMEI= 358) followed by mobile contact to Veterinary Surgeon (CMEI=330), mobile contact to Field Assistant (CMEI=324), mobile contact to dispensary for medicine (CMEI=312), and personal face to face contact of the poultry farm owners to the Field Assistants (CMEI=297). This clearly indicates that mobile phones are now very effective communication media compared to other conventional, print and electronic media. The CMEIs have been computed for all the 15 communication media and a comparison has been made through colourful graphs. Reviews of other relevant studies have been made and conclusions have been drawn based on empirical evidences.

Author(s):
Ogu Enemaku

Title:
Application of Participatory Communication Principles for Promotion of Biosecurity and Prevention of Conflict by the FAO in Nigeria, 2009-2010

Abstract:
In 2009, the Food and Agriculture Organisation of the United Nations (FAO) implemented a pro-poor biosecurity project for small scale backyard poultry farmers, live bird marketers, transporters of poultry products and processors of poultry products in three states across Nigeria. Anchored on the use of participatory communication methodologies, the project sought to among things promote the implementation of simple and sustainable biosecurity measures while at the same time ensuring that conflicts were not ignited in the process of trying to change the behavior of the project's target beneficiaries.

To ensure that the project was successful, the FAO engaged the services of veterinarians, communicators, anthropologists and other professionals in a novel approach to programming that threw up several questions while answering many others.

The proposed paper attempts a critical analysis of the participatory communication methodology used in the project, the solutions it offered, the challenges it threw up as well as the lessons learned by the communication specialists on the project team.

Research Questions

1. In what way or form was participatory communication used in the FAO's pro-poor biosecurity project in Nigeria?

2. Why was participatory communication used, and what were the outcomes?

3. What were the challenges faced, and how were they resolved?

4. From the participatory communication perspective, what were the lessons learnt and how generalisable are these?

Methodology

Data for the proposed paper were generated from diverse project documents produced before, during and after the implementation of the project. Direct observations were also made by the researcher during the implementation of the project. Finally, a series of Focus Group Discussions conducted with project beneficiaries in the course of the project yielded data for the paper.

Data generated at different targets levels were triangulated to reveal the divergent perspectives of the various target populations that participated in the project.

Author(s):
Patience Mushuku

Title:
The fallacy of participation in behaviour change programming. The case of GWAPA, Zimbabwe

Abstract:
Gweru Women AIDS Prevention Association is an organisation that works with commercial sex workers in the Midlands Province to try and stymie the tide of HIV/AIDS. The organisation premises its activities based upon the belief that sex workers are forced into prostitution by poverty and thus offers them alternative livelihood strategies such as piggery projects, chicken rearing and vegetable vending projecta as well as seed money with which to start flea market projects. The organisation also runs a condom promotion project, a legal literacy project and an advocacy project, all in a bid to empower the sex workers cognitively. The study was carried out between April and October 2008 using bar-based observations, interviews, focus group discussions and documentary evidence. The study found participation to have been more of a fallacy in as far as programming depended more on the whims of donor funders than the actual needs of

programme beneficiaries. In the top-down manner that is typical of development communication, the organisation would engage donors and secure funding for certain projects which they would then try to convince the sex workers to take up, with mixed results. The research also found limited evidence of real empowerment of beneficiaries in the long run, with the sex workers themselves insisting that the 'piece-meal' efforts of the organisation were not sustainable enough to induce them to abandon sex work altogether. The study did however find that the organisation and its programming had actually managed to score notable success in promoting safer sex within the context of prostitution, albeit without eradicating sex work altogether.

Author(s):
Louise van Dyk

Title:
Corporate social responsibility – the common ground for capitalist stakeholder ideas and participatory development ideals

Abstract:
Poles apart in core-values, the capitalistic stakeholder concept and the participatory communication ideal for social development are linked in the communication environment of corporate social responsibility. Both these theories include principles like ethics, responsibility, power-sharing and sustainability in their application, but the stakeholder theory is based on economics while participatory development communication centres on empowerment and holistic views of individuals, their families and communities. Corporate social responsibility, as part of the broader notion of corporate governance, supports the idea that corporate companies should contribute to the community and environment in which they operate. This relationship between corporate company and community shows principles of both participatory communication approaches and the stakeholder theory, but it does not seem to conform to either idea completely; corporate social responsibility mandates corporate companies to be responsible for stakeholder groups that otherwise would not be regarded as legitimate stakeholders. Additionally, participatory communication principles cannot be adhered to as corporate companies must comply with certain standards and codes, and cannot let the development efforts be lead by the community. This paper gives an overview of the predominant theoretical arguments that guide stakeholder theory, participatory development communication and corporate social responsibility. It provides a comparison between the economic, albeit ethical nature of the stakeholder concept and the idealistic nature of true participation as well as insight into the corporate social responsibility realm where the capitalist and development theories overlap. Adding to the exploration is corporate social responsibility literature and the codes and guidelines that steer corporate social responsibility practice. Hereby the present paper provides a glimpse at how stakeholders are defined and how participatory development communication is viewed in the applied context of corporate social responsibility. The vastly different paradigms from which corporate stakeholder ideas and development ideals of participation stem are visible in the literature on these subjects and it is clear that an expanded view on both theories are needed for a corporate-society relationships as governed by corporate social responsibility practices. Both these perspectives are valuable and limiting in describing corporate-society relationships. Considering an expanded view and common ground between them could start a discussion on co-option among theorists and practitioners to expand their capacity to bring about real social change in developing societies.

Author(s):
Elske van de Fliert

Title:
Participation in development – where communication can go terribly wrong

Abstract:
The application of participatory approaches in development projects has been a requirement by many donor organisations for the past 10-20 year. The assumption is that participation of stakeholders will make decision making processes more inclusive and, therefore, instigate ownership over development processes leading to more sustainable impacts. Not uncommonly, however, participation in development is limited to proposal jargon or "quick and dirty" stakeholder consultation, set within the frameworks for change of the proposal designers and funders who have a stake in things being done their way. There is often lack of funds, skills or desire to incorporate the design, implementation and evalation of communication processes, required to allow for genuine engagement of stakeholders in decision making, as a specific component of a project.

Communication is not considered an agenda in itself but rather a tool. This paper will analyse how communication can be used, and how it is often abused, to operationalise participation in development.

Author(s):
Lauren Dyll-Myklebust

Title:
'Lodge-ical Thinking': A Public-Private-Community Partnership Model for Participatory Lodge (Tourism) Development

Abstract:
Schematic models provide structures that aid discussion and investigation by providing frameworks that allow for explanation and prediction. This paper presents a generalised public-private-community partnership (PPCP) development communication model that has been generated through a longitudinal study of the community-owned and privately-managed !Xaus Lodge in the Kgalagadi Transfrontier Park. Its construction is informed by different partner expectations and roles. The model thus identifies the attributes of all partners in the development process, including the indigenous community, who may be thought of as representatives of the "Global South" in this particular location or study. It incorporates principles and processes of the participatory development communication approach including the need for dialogue, particularly where there may be a difference in ontology (indigenous and Cartesian) and rationality (sacred and profane) between partners. Although developing communities are increasingly recognised as stakeholders by corporations, the challenge is to build a sustainable partnership with such communities in order to best negotiate the demands of both commercial viability and cultural/contextual sensitivity. The solution presented here extends the Communication for Participatory Development (CFPD) model (Kincaid & Figueroa, 2009) in relation to PPCPs in lodge development, with an objective to facilitate agency and empowerment for all partners.

The PPCP model will not always be operationalised in exactly the same way as outlined in this paper, as different contexts alter the development process. However, the model presented here crystallises my study's findings in the best practices of establishing a lodge to the stage where a lodge becomes operational. There is no closure to this model, and like the CFPD model, it acknowledges that there is a need for continual improvement as the transformation of a community into a "learning organisation" that continuously seeks ways to advance. Maintaining stable operations will require further dialogue, negotiating tensions between structure and agency, strategic communication and dedication to an adaptive management approach that embraces multiple values and expectations.

Author(s):
Melissa Tully

Title:
Fist to Five for Change: Analysis of the Effectiveness of an Integrated Media Strategy to Promote Conflict Resolution and Peace

Abstract:
This paper describes and analyzes "A Platform for Dialogue towards National Integration and Cohesion," a media intervention consisting of talk shows and community outreach activities aimed at facilitating dialogue about the 2007–2008 Kenyan post-election violence, and promoting reconciliation, healing and moving forward. Applying a number of factors, previously used to assess development media programs and later applied to peace-building media (Becker, 2004; Fisher, 1990), to evaluate the program's effectiveness, I argue that the program successfully incorporates mass media (talk shows) and participatory communication (facilitated screenings and workshops) to reach a large, diverse Kenyan audience. The *Fist to Five for Change* television program and the series of community screenings and workshops designed around the program gave Kenyans the opportunity to discuss the root causes of the post-election violence, their experiences, and their ideas for moving forward as a nation. The show and the workshops were designed to engage Kenyans from eight areas affected by the violence in a participatory conflict-resolution process. Although the program had a number of strengths, including its wide reach, inclusion of Kenyans from different walks of life in the planning and execution, and its use of multiple media and languages, it had a number of weaknesses that limited its effectiveness.

Using data from a number of sources – interviews with workshop facilitators and participants, observations, internal documents from the producers, and the talk show – I evaluate the strategy and effectiveness of the

program. I analyze the program's strengths and weaknesses across ten factors: (1) intensive research into needs of target group prior to the project; (2) accompanying research throughout the project to guarantee effectiveness and keep sight of the needs of the target group; (3) participation of the target group in the production of the program; (4) interaction between project staff and target group; (5) communication solely in the language of the target group; (6) balanced combination of information and entertainment using mainly local program material; (7) intensification of all mass media work through personal, face-to-face communication at the local level; (8) well-trained employees; (9) inclusion of local groups in the construction and the financial support of the radio station's (media house) infrastructure; and (10) cooperation with government offices. I discuss this case in the context of media for peace and conflict resolution research and practice.

Author(s):
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Title:
Protesting in a Cultural Frame: How Social Media is Being Interpreted and Used by Portuguese "Geração à Rasca" Activists

Abstract:
The way social media and the Internet are interpreted and used by protesters and activists is largely dependent on national and local cultural contexts. These can influence significantly how actors perceive and use ICTs and how those tools are related to the movement´ objectives and tactics. In this paper, the authors intend to analyze in an empirical and theoretical basis, the ways Facebook, Twitter and other Web 2.0 tools were interpreted and used by the Portuguese activists of "Geração à Rasca" movement (one million protesters on 14th March, 2011) and how these practices affected the movement's tactics and political objectives. Furthermore, the authors will be interested in knowing how the emergence of new transnational alliances and networks influenced those perceptions and social uses, thus transforming local practices. A pure strategic model of technological affordances will be used as a benchmark for the analysis, while paying attention to its limitations and heuristic value. Two principal methodologies will be used in this paper: web mining and link analysis. Due to its fast recent development, Web mining is now an indispensable tool for tracking and exposing digital action. Using web crawlers, or spiders, researchers are now able to get a more complete picture of what is happening on online and track online choices and behavior patterns. Link analysis can be an appropriate technique for analyzing the relational nature of those choices and behaviors. As online choices and decisions reflect and depend on many variables as well as on interpretations and cultural resources, link analysis can help us understand why and how individuals relate to others and to themselves through technology and how those associations can influence them. This work will be structured as follows: in the first section the "Geração à Rasca" movement will be presented: its principal actors, networks and the political and social contexts in which it emerged. The following section will deal with methodological stances. Web mining, link analysis and the technology affordances model will be presented and briefly discussed. In the third section, those methods will be applied in order to understand the connectivity signature of the movement, as expressing the online choices and preferences of activists. Some of the key research questions are as follows: How those choices and preferences were made, and eventually transformed during networking and social action? How activists interpreted their relation to ICTs and Web 2-0 technologies? What was the role of the new partners on updating, and eventually transforming, those understandings? How ICT's uses and interpretations influenced the movement's objectives and tactics? This empirical step will be carried out in the second part of the section. Finally, the conclusion will discuss the importance of locally constructed meanings on protest politics, and on how these can change over time and have an impact on political outcomes and on the movement itself.

Author(s):
Musara Lubombo

Title:
Participatory communication for social change: Normative validity and descriptive accuracy of stakeholder theory

Abstract:
There is consensus in development communication field about community participation being a holistic approach required to address social development challenges. Participation, also known as another development, is considered invaluable in the social change process. While participatory principles have enjoyed increasing influence over the work of development organisations, there is still confusion as to what really participation is and how it must be applied as an approach to social change. As a result, development in (marginalized) communities has remained what I would call a Sisyphean task despite tremendous funding and effort being put towards development. This study is motivated by three factors relating to the practical and theoretical issues characterising participation. First is the acknowledged lack of a consistent definition as well as inconsistencies characterising the application of participation. The second factor is the contention that participation has remained undertheorised and the third is what can be arguably conceived as the influence of 'stakeholder theory in development communication discourse. This study is an attempt to address these problems. It introduces and examines the relevance of Edward Freeman's (1984) Stakeholder Theory in defining and applying participation in social change initiatives. Three development agents namely OneVoice South Africa (OVSA), The Valley Trust (TVT) and Drama for Aids Education (DramAidE) are used as a case study of the concept of participation. The study begins by a critical exploration of the complex participatory communication for social change narrative discussing key ontological and epistemological assumptions as well as a pastiche of approaches often reified as participation. It goes on to present a comprehensive review of the stakeholder theory and its critique, followed by an exploration of how the three development agents develop, implement and manage their respective participatory programmes. It concludes by applying stakeholder theory to the analysis of these programmes to determine whether the theory can be conceived as an accurate descriptive tool of the participation process and if its normative tenets are also valid to the process.

Author(s):
Shanthini Sarah
Govindaraju Periyasamy

Title:
Is the voice truly 'the voice of the voiceless'? - An exploratory study on the participation of the community in their community radio projects

Abstract:
In India, Community Radio Stations (CRS) came to reality only in 2004 in subsequent struggle to open monopolized airwaves to the public. As on 1.06.2011, there are 110 operational CRS in India, LOI has been issued to 278 organizations and GOPA has been signed with 135 organizations. 383 applications for CRS license is under process in the Ministry of Information & Broadcasting. Community media projects are gaining a momentum as government had envisioned implementing nearly 4000 CRS in near future. Since its inception Community radios were predominantly instilled in educational institutions called as '*campus based community radio'* where they promise to serve the neighbourhood communities. Initially the guidelines were stringent enough to keep aside the civil societies and the civil societies fought back getting the community radio viable in 2008.The researches have revealed that the campus based community radio lack participation from the community, which is a key element in community based project. Despite of its quantitative growth, the qualities of the CRS is at stark. The country is yet to frame a communication policy cohesively to carve a space for this people's media and this becomes the major hindrance for the sustainability of these community projects at all levels. Hence there is a need for a critical review of the existing CRS and inquiry into modality of the acceptance of this medium and its effectiveness in fostering development. This study would trace the level and notion of participation of the community which is very much in the policy of the community media projects yet getting realized at the ground level.

Community media are characterized by a high degree of horizontal communication paving way for the participation which is the utmost need to challenge the dominant paradigms of development communication. Participation is a dynamic concepts as White A. Shirley defined *"The word participation is kaleidoscopic; it changes its colour and shape at the will of the hands in which it's held. And just like the momentary image in the kaleidoscope, it can be very fragile and elusive, changing from one moment to another".* The study would draw in participatory perspectives and would analyse the dimensions of involvement by the community.

At this juncture this study would examine the status of the CRS in Tmailnadu, one of the states located in southern part of India which has got the highest number of CRS. The study would expose the notion and the nature of community people's participation in comparison with the campus based CRS and civil societies enabled CRS. Four CRS are randomly chosen for the study out of which two would be campus based and

two from any grass root organization that runs CRS. The researchers had employed *Mixed Method Research* as the study demands the approach of both quantitative and qualitative aspects. As the community media projects by default claim it to be *'the voice of the voiceless'* this study would focus on analyzing whether the voice heard is truly the voice of the voiceless?

Author(s):
Chiara Baeza

Title:
Televisión Digital y Sociedad Civil en Chile: avances y retrocesos desde el punto de vista de la democratización mediática

Abstract:
Durante el gobierno de Bachelet ingresó al parlamento chileno la ley que permite la introducción de la televisión digital terrestre (2008) y se adoptó la norma japonesa (2009), todo ello sin ningún debate público al respecto. Pese al apuro por aprobar la ley por parte del parlamento y del actual gobierno (Piñera), el proyecto en su estado actual presenta deficiencias que amenazan con prologar un modelo televisivo que no asegura el ejercicio legítimo del derecho a la comunicación de una gran cantidad de actores y sectores que no tienen posibilidades de desplegarse en el actual sistema: la televisión comunitaria, educativa y cultural, los productores audiovisuales independientes, los pueblos originarios, entre otros. Diversos autores (Delamaza, 2005; Del Valle, 2004) coinciden en señalar que Chile padece un déficit democrático histórico respecto de la participación ciudadana en la generación de políticas públicas, que vemos repetirse en el caso del debate legislativo que servirá de base para el desarrollo de una política de TV digital. Esta comunicación describe el proceso de transición a la TV digital en Chile, desde el punto de vista del trabajo de la sociedad civil organizada, en torno a la Mesa de Ciudadanía y TV Digital, que representa a unas 150 organizaciones que desde 2009 ha estado en una campaña sistemática de incidencia para que este cambio tecnológico y las políticas que lo acompañen tengan impacto sobre la democratización del sistema televisivo. Su labor se ha expresado tanto a nivel de la discusión jurídica como a nivel de las acciones de visibilización del tema en la esfera pública (spot y campañas; consulta ciudadana en línea; exposiciones ante el Parlamento, el Consejo Nacional de Televisión, Universidades, etc). Para ello, se problematiza el modelo de digitalización televisiva que supone el proyecto de ley en debate parlamentario y las amenazas que conlleva para el ejercicio pleno del derecho a la comunicación, respecto de temas tales como: derechos laborales de los actores, cuotas de pantalla para la producción audiovisual independiente, reserva de espectro para un tercer sector de la comunicación, prevención de la concentracón económica, financiamiento de infraestructura y contenidos para proyectos televisivos sin fines de lucro, dividendo digital, reconocimiento de televisiones comunitarias actualmente existentes (alegales), desarrollo de meta-datos con propósitos no-comerciales y accesibilidad para discapacitados. Por último, el estudio reflexiona sobre la defensa del derecho a la comunicación por parte de la sociedad civil en la experiencia internacional comparada y los aprendizajes posibles de aplicar al proceso chileno de digitalización televisiva Junto a una reflexión teórica sobre políticas públicas, comunicación y participación, el enfoque epistemológico corresponde al de la Investigación Acción Participativa (IAP), dado la doble condición de la autora como académica y participante activa del proceso de construcción de la perspectiva ciudadana en TV digital en el país.

Author(s):
Pradip Thomas

Title:
Voice, Participatory Communication & Social Change: A Panel Discussion of Nick Couldry's 'Why Voice Matters'

Abstract:
Theorisations of Voice do have the potential to contribute to a deepening of understandings of participatory communications. Couldry's book *Why Voice Matters* explores Voice in the context of neo-liberalism's undervaluation of Voice, the drowning out of Voice by the power and force of the Market and the resulting inability of people to 'give an account of themselves'. He argues that Voice needs to be seen as an essential aspect of the Social, as the enacting of reflexive agency and an embodied process. Voice however, is routinely undermined by neo-liberal, voice-denying rationalities.

Voice matters to participatory communications. In fact, one can argue that the valuation of Voice has been a prominent feature in the theory of dialogic and participatory communications, especially through the writings

of Habermas, Paulo Freire, and more recently, through the grounded writings of Ricardo Ramirez and Wendy Quarry. Listening to Voices in environments supportive of hearing Voices is critical to human freedom.

This panel will engage with Voice as theory, practice and process. While engaging with the book, it will locate Voice in context and explore the potential for Voice and the challenges that face the enabling of Voice.

Panellists:

Thomas Jacobson, Temple University
Florencia Enghel, Karlstad University
Arne Hinz, McGill University
Pradip Thomas, University of Queensland

Author(s):
Pragati Bhalla
Dr.Anjali Capila

Title:
Street Theatre for Social Change:A Participatory Research

Abstract:
Youth are the biggest reservoir of human resources and are the future of our country. They are not only leaders of tomorrow, but also partners of today. They constitute an important section of our society. Their development has direct affect on the development of the nation. Street Theatre is not a moment's act. It is a participatory approach which deals with fictional narratives and thus used for communicating important societal issues. It allows individuals to express themselves in their own unique way through their active participation. The freedom to participate is always there. The influence of Theatre activities on development can be seen as it stimulates life skills and challenges the attention of the participants and audience.

Life skills are developed through experiential learning. Skills are always developed through active participation in activities that enable young people to sharpen their thinking, social and self-management skills. The context and environment in which activities take place influences the outcomes not only in terms of building life skills but also sensitizing the youth on the issues that are focused in the activities.
The present study entitled Street Theatre for Social Change: A Participatory Research was conducted with the active participation of young people who developed Street Theater to communicate messages among audiences.

The main objective of the study was to explore the relationship between street theatre for edutainment and youth development.

Street plays are effective means of edutainment. Using knowledge level, life skills and resources students of the Lady Irwin College, New Delhi were involved in evolving a street play on the theme of public health system .The existing knowledge of the participants of various colleges of Delhi about street theatre was also studied. The impact of street theatre was studied on the audience who completed the process by watching the play. The time line for the entire process was three month. The process comprised of various stages:
Planning - involved understanding the issues - reasons for detioration of public health systems, process of campaigning and problems faced by people at the time of public health services. Theatre workshop enhanced performing skills and deliberated on the messages to be communicated through the street play. Scenes were developed through improvisation developed into a script. The deliberations for deciding the characters, situations and messages enhanced thinking skills – critical thinking, creative thinking, problem solving, decision-making, planning and goal setting.

Performance – the play was performed at several places with the target audience of young people. Adaptations had to be made to contextualize it and roles of some key performers had to be switched to fill in the gaps. Social skills were enhanced in the process – interpersonal relationships, effective communication and team building. A democratic and transparent process provided opportunity for building negotiation skills.

Post performance dialogue – theatre engages the audience, focusing their attention and actively involving them in an experience. Dialogue after the performance focused on issues related to the theme as well as depiction of scenes and characters in the play.

Author(s):
Helene Thomas

Title:

Recovering the African Voice from Eurocentric Storytelling: A Collaborative and Collective Journalism Project

Abstract:
Let everyone, then, have the right to tell his story in his own way.
 (Ignazio Silone 1981)

The rich and storied landscape of the African continent attracts an endless stream of writers, journalists and media producers. However, when they are working within the dominant mainstream media model the stories produced are often interpreted through a limited frame of reference that prescribes which African stories to focus on, which ones to exclude, and how to relay them. Thus, while the digital mediasphere offers an opportunity and a space for the "spoken about" to speak and for the counter-stories to challenge the "majoritarian stories" (Solorzano & Yosso 2002), within the mainstream media, it is the Western journalist who continues to wield substantial power in determining, defining and mediating the story of the Other. It is this kind of reportage that has set in place a grand or master narrative of Africa that oversimplifies and essentialises the subtleties of the continent's rich linguistic, historic, cultural, political, geographic, religious and ethnic differences. This project aims to challenge this master narrative by exploring ways of revealing a more authentic African narrative, one that represents and reflects the diverse point of views of the people living in Africa today.

This action research project based in Rwanda seeks to reposition the role of the Western journalist (Jackson 2002), from the centre to the periphery, welcoming the "grassroots perspectives of ordinary people" to "create a new genre" of reportage, specifically for and about Rwanda (Balinksa 2010). It seeks to recover the Rwandese voice allowing ordinary people to tell their own stories free from the constraints of Eurocentric journalism, and to integrate these stories into the "collective consciousness" of the mainstream media.

The paper will describe the methodology that has been devised to examine and explore non-conventional modes of reportage that may lead to alternative- and counter-narratives that more accurately reflect Rwanda's reality and diversity and that lead to a more nuanced understanding of Rwandan issues and events. Using a collaborative and collective storytelling model, the project relies on the inclusion, participation and empowerment of marginalized communities.

The project will draw on autoethnographic, insider, participatory and collaborative methodologies to ensure a "shared, critical space, a space where the work of resistance, critique, and empowerment can occur" (Denzin & Lincoln 2008). It is a process that is committed to dialogue, that is participatory, and that resists narratives that confine reportage to a single paradigm or interpretive strategy (Denzin & Lincoln 2008).

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Author(s):
Elbé Kloppers
Lynnette Fourie

Title:
Participatory Communications in Africa: CSR in the South

Abstract:
The relationship between Corporate Social Responsibility (CSR) and development has been debated for some time, and still no consensus has been reached regarding this issue. This may in part be contributed to the lack of universally accepted definitions for both CSR and development, the result of which is that different studies define the concepts differently and therefore produce different results on the relationship between CSR and development. On one end of the spectrum, arguments are made that CSR can, and in fact should, contribute to sustainable development in the South (ISO, 2010; SANS, 2010; Ford, 2010; Mazurikwicz, 2007; Werther & Chandler, 2005; Inter-American Development Bank, 2004; Hamman & Kapelus, 2004; Smith, 2003). The reasoning includes that CSR can serve as a vehicle for development, since successful companies are those who can respond to the demands of their stakeholders. It is also argued that, especially in developing countries, large companies have more power than governments and therefore also have a greater responsibility and ability to address development issues.On the other end of the spectrum, it is argued that CSR cannot truly benefit development and can even be detrimental to the development goal in the South (Khan & Lund-Thomsen, 2011; Marino & Valor, 2011; Idemudia, 2011; Hamann, 2006; Jenkins 2005; Blowfield & Frynas, 2005; Frynas, 2005; Utting, 2003; Fox et al. 2002). Many arguments are made in this regard, including that CSR is a Western concept and that the CSR agenda worldwide is being driven mainly by the North, therefore reflecting the agendas of Western societies, whilst not taking into account the real problems, priorities, concerns and context of developing countries. The one-size-fits-all approach to CSR is widely discredited, and even the idea that it is at all possible for corporate organizations to contribute in any way to development is often challenged. Arguments against CSR as a vehicle for development can be categorized as issues of implementation, conceptualization and ideology (Merino & Valor, 2011).The need for a more development-orientated, South-centered CSR agenda is identified by many scholars. It is argued in this paper, that participatory communication can form part of a solution where CSR can contribute to sustainable development. Since participatory communication is focused on participation, engagement, dialogue, empowerment, sustainability, diversity and cultural identity through a bottoms-up process of communication, it is argued that when development programs, such as CSR programs is, truly utilize this kind of development communication it has a strong likelihood of contributing to development. The majority of criticism against CSR as a vehicle for development (especially implementation and conceptualization issues), can be countered by true participatory communication practices in all phases and aspects of CSR. Only through participatory communication can CSR address the real issues and concerns of local communities by focusing on local development agendas, be indigenous and localized, address unequal power relationships, be culturally sensitive and relevant and in this way contribute to sustainable development. The aim of this paper is therefore to explore through a literature study how the practice of participatory communication can counter the criticism against CSR as a vehicle for development, and assist CSR initiatives to contribute to sustainable development in the South.

Author(s):
Bheki Sibanda

Title:
Sipopoma community project: mind the gaps, 1991 - 2012: Twenty one years of project tribulations. A participatory communication for development case study.

Abstract:

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Professor Bhekimpilo Sibanda has been involved in participatory development communication since 1991 while at the University of Zimbabwe. An experimental unit was set up through the assistance of the FAO. The result was the SADC communication for development centre. Over the years he has been involved in teaching and researching a variety of media issues, which include, journalism, media economics and communication for development. He has been Head of Department in several media departments: University of Zimbabwe, Limpopo, National University of Science and Technology and the University of Fort Hare, SA.

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NORTH – SOUTH CONVERSATIONS
FOCUS: Participatory communication and the marginalised.

Development communication Scholars and practitioners from both the North and the South are now aware that hypodermic needle approaches to development have limited impact. Paulo Freire was among the first to recognise this when he wrote his seminal works, the pedagogy of the Oppressed and the Pedagogy of Hope. Sympathy for the marginalised and poor communities often is not enough to sustain projects. Even Jan Servaes' diffusion theory soon hits a brick wall if people do not feel that they own the project. The twenty one year old project case study discussed below uproots some of the mistakes made. Very few are adopting the ideas used in the project for themselves.

Sipopoma is an area about twenty square kilometres. It is located about one hundred and sixty one kilometres north of Bulawayo, in Matabeleland, Zimbabwe. The community is composed of a mixture of small holder farmers created during the land tenure legislation in the early 1950s. Along the Mbembesi river, to the north are communal farmers. In 1983, the "Gukurahundi "political menace saw many villagers killed by government forces. Tremendous suspicion among villagers developed during and after the incidents, which went on until Unity was forged between ZANU and ZAPU (Mugabe/Nkomo unity) on the 22nd of December 1988.

In order to stimulate development and bring people together again, participatory communication methods were used. This was also to try and identify what the deep rooted community challenges were and what could be done. A variety of problems and solutions were suggested. The problems identified seemed common enough: water, poverty, lack of appropriate reading material, unemployment, AIDS, health and a whole host of ailments that affect poor and marginalised people.

A donor was identified and a community board put together. Funds were received to build a library and to develop a horticulture project. Soon a school feeding scheme was started and things went well. But soon problems developed. These included misappropriation of funds, abuse of library equipment and so on. After five years, leadership was changed but problems persisted as the founding chair insisted on holding on to the books. The project engine broke down and was stolen and found through participatory investigations

The fighting got so bad that the project on several occasions was dormant as long as three years with a little going on. Many interventions through The Rural Library projects were made but in vain. Experts soon left the villagers to their own depths. The greatest problem is ownership and the handling of funds. Everyone claimed a stake in donated funds but no one wanted to pay for anything. Most of the productive work was on individual plots and not on the communal ones.

When the founding members all died, the facilitator encouraged a new generation of leaders to rejuvenate the project. For a while things went well, but the library was left to decay. Leadership problems emerged again and the project lay dormant again. It is currently more or less dormant.

The paper attempts to answer the key question on how to sustain the project through participatory means.

Author(s):
Lynnette Fourie

Title:
Participatory Governance: A participatory communication for social change perspective

Abstract:
Participation has become a buzz word within the broader realm of development studies and is widely accepted as the normative approach to development (Servaes, 1995;, Huesca, 2008). It is thus not surprising that most policy documents in the development sector refer to participation and advocate a participatory approach to development (Servaes, 2008:202-203).

The South African government describes itself as a developmental state and therefore commits to addressing certain development goals. South African Local government is seen as the tier of government that should address developmental issues at grass roots level. Participation is emphasised in the White Paper on Local Democracy (1998) and Local Government Municipal Act (Act 32 of 2000). The White Paper underlines that Government needs to engage with communities . . . *to find sustainable ways to meet their social, economic and material needs and improve the quality of their lives*.

In the Municipal Systems Act (Act 32 of 2000) it is emphasised that participation is not limited to elections but the concept of participatory governance refers to the manner in which municipalities facilitate participation between elections and very specific requirement for participation are outlined. The structures and processes to meet these requirements are mostly in place but are managed by politicians rather than communication experts. It is important to assume that participation needs to be facilitated by a communication process. Although the legislative requirements are met, various studies (see Everatt, Marais. & Dube, 2010; Fourie & Kloppers, 2011) have indicated that communities do not sense that government actually engage with them.

This links with the problem that there are different perceptions of participatory communication, which range from participation as a means to participation as an end. In the former case, lip service is given to the notion of participation, while in the later the focus is on the process and this implies that people at grass roots have control over their own decisions (Morris, 2003:226-227; Everatt *et al*., 2010). This line of reasoning is also reflected in the "ladder" of participation distinguishing between different levels of participation (Anrstein, 1969). In accordance with the general critique against the participatory approach (see Waisbord, 2001:21-22; Cleaver, 2001:792; Cumasio-Dagron, 2009:454), the feasibility of authentic participation is also questioned within the realm of local government as communities lack the capacity to participate. The key is that there needs to be some form of empowerment of communities (which imply some loss of power by government) in order for communities to authentically participate.

The central argument of this paper will be that participation in the context of local government needs to be facilitated by participatory communication for social change. Specifically the issues regarding the definition and feasibility of participation, the role of participatory communication in facilitating participation and empowerment in the context of local government will be analysed.

Author(s):
Tanja Bosch

Title:
Community radio and the democratic public sphere in South Africa

Abstract:
Community radio emerged in South Africa shortly after the country's first democratic elections in 1994; and as such was a key strategy in the repositioning of the apartheid state media landscape. While some stations and radio projects in Cape Town attempted illegal broadcasts as early as 1993, it was only in 1994, after the first democratic elections, that legal provision was made for community radio. Through a qualitative broadcast content analysis and interviews with community radio journalists, the proposed paper explores the current status of community radio in South Africa as a tool for development. Moreover, the paper uses various theoretical notions of the public sphere to explore the role that community radio places in terms of political processes and participation.

Community stations are defined as those run, owned and controlled by community members or organizations, for their own communities, and funded by grants, sponsorships, donations and advertising, with profits ploughed back into the community. In other contexts such stations have been referred to as citizen's media (see Rodriguez, 2010) or radical media (Downing, 2001), but the term community radio has been widely used in South Africa, despite the usually racialized and politicized understandings of the term 'community'.

As subaltern counterpublics, community radio stations have great potential to increase diversity in South Africa's media landscape, and to drive social agendas not influenced by government or commercial imperatives. However, an inadequate funding system means that stations rely on government funding and commercial interests, which may affect programming output. In an attempt to compete for advertising, stations are adopting programming formats, which are more similar to commercial music radio, rather than maintaining their full-spectrum formats to allow a wider range of debate and dialogue.

The continued existence of community radio is a key part of the media landscape in post-apartheid South Africa. With the increased centralization of media ownership and the growth of music radio, community radio remains a key space for alternative voices, for deliberative talk and dialogue; but also a space for the rise of civic-journalism and a move away from the myth of journalistic neutrality. Community radio stations demystify media by potentially turning media consumers into media producers, and training them to produce radio programmes. There may not be consensus on the role of the South African media in the formation of a Habermasian public sphere, but the continued existence of community radio certainly implies the possibilities for subaltern counterpublics where subordinated social groups can create and circulate counter discourses.

Author(s):
Emmanuel Das

Title:
Effectiveness of Information Sources in Adoption of selected Farm Innovations.

Abstract:
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The release of large number of Agricultural Innovations by Agricultural Universities, Research Institutions which are being communicated to farmers by different communication channels but the effect of such innovations and the communications are not always well pronounced and sometimes negative attitude lodging to delay or no action by farmers. In Agricultural development dissemination of new ideas is very important. Farmers do not adopt any innovation simply after hearing about it. This process goes in different stages before final adoption of any innovation. Many sources of information and different channels are used by farmers in adoption of new agricultural practices. Certainly in developing countries transfer of technology from person to person is important. Communication is a complicated process. It is not possible to convince every farmers about adoption of an innovation without suitable source of information or channel. There is interrelationship between adoption and a good source of information. There are some good source of information like progressive farmers, friends, relatives, subject matter specialists, TV and Radio. these are found to be effective in transfer agricultural innovations. Among all source of information influence of local leader is found to be most important. to great extent adoption of new ideas depends upon credibility of the source of information among different channels used to influence farmers.

Keeping these things in view the present study was conducted with following objectives:

1-   To identify the socio-economic profile of the respondents.
2-   To measure the effectiveness of information sources   in adoption of selected farm innovations.

Methodology:

The study was conducted in J. P. Nagar, District of Uttar Pradesh, India. Joya Block of J.P. Nagar District was selected purposively for present study. this block has 133 villages out of which 8 villages were selected randomly. From these 8 villages 25 respondents were selected from each village by Tippet Random Method. Thus total number of respondents were 200.

Conclusion:

As far as effectiveness of information sources on adoption of various innovative practices of wheat is concerned 34.0 percent respondents adopted soil testing through progressive farmers. 25.0 percent through relatives. 15.0 percent through neighbours and 7.0 percent through local leaders. As far as high yielding variety of seed is concerned 77.0 percent respondents adopted it through progressive farmers, 7.0 percent through neighbours and 4.0 percent through local leaders.

As far as nitrogenous fertilizers are concerned 58.0 percent respondents adopted it through progressive farmers. 27.0 percent through neighbours and 3.0 percent through local leaders. For phosphatic fertilizers 62.0 percent respondents adopted it through progressive farmers, 5.0 percent through neighbours and local leaders.

As far as effect of mass contact is concerned 32.0 percent respondents adopted soil testing for wheat by listening radio. 25.0 percent by watching TV whereas 17.0 percent adopted by reading agricultural magazine. For high yielding variety of seeds 40.0 percent respondents adopted it by listening radio. 20.0 percent by watching TV and 29.0 percent by reading agricultural magazines.

As far as nitrogenous fertilizers are concerned 45.0 percent respondents adopted it by listening radio. 25.0 percent by watching TV and 12.0 percent by reading agricultural magazine. For phosphatic fertilizers 50.0 percent respondents adopted it by listening radio. 24.0 percent by watching TV and 10.0 percent by reading agricultural magazines.

As far as effect of extension contact is concerned 42.0 percent respondents adopted soil testing for wheat through V.D.O. (Village Development Officer). 33.0 percent through SMS (Subject Matter Specialists) and 14.0 percent through Agricultural Officers. For high yielding variety of seeds 53.0 percent respondents adopt it through V.D.O. (Village Development Officer). 39.0 percent through SMS (Subject Matter Specialists) and 12.0 percent through Agricultural Officers.

As far as nitrogenous fertilizers are concerned 78.0 percent respondents adopted it through V.D.O. (Village Development Officer). 12.0 percent through SMS (Subject Matter Specialists) and 40.0 percent through Agricultural Officers. For phosphatic fertilizers 37.0 percent respondents adopt it through V.D.O. (Village Development Officer). 42.0 percent through SMS (Subject Matter Specialists) and 7.0 percent through Agricultural Officers.

Author(s):
Ricardo Fabrino Mendonça

Title:
Online public consultation at the Legislative Assembly of Minas Gerais: deliberation or participation?

Abstract:
The State Legislative Assembly of Minas Gerais (Brazil) has experienced a process of deep restructuration over the past two decades. This process has fostered the professionalization of the House and its porosity, through the establishment of a number of participatory experiments. Thousands of civil society entities have been invited to take part in a series of events devoted to debate key issues, ranging from political reform to environmental policies.

A new institutional strategic planning written in 2010 has emphasized the need for the Legislative Assembly of Minas Gerais to foster its participatory experiments through the use of Technologies of Communication and Information (ICTs). Such strategy seeks to enhance the capillarity of the institution throughout the state and to enable the participation of ordinary (demobilized) citizens. A key experiment in this direction is the online public consultation, which invites citizens to debate specific and controversial issues that will be soon at the House's agenda. Four online consultations have taken place so far, involving hundreds of citizens.

This article aims to discuss the process of implementation of such online experiments. More specifically, it aims to analyze them through the lenses of deliberative democracy. Deliberative democracy is here understood as a model of democracy, which connects legitimacy to a broad public debate marked by rationality, reciprocity, publicity and equality (Dryzek, 2011; Bohman, 2007; Gutmann & Thompson, 2004; Chambers, 2003; Habermas, 1996). Online public consultations were conceived of to be a participatory arena that would allow citizens to discuss their views and perspectives. However, they are usually used as a mere billboard for publicizing opinions and complaints. My hypothesis is that these arenas have offered a new participatory arena, but not a space for public deliberation.

In order to test this hypothesis, the paper analyzes a sample of one thousand posts, so as to comprehend the discursive grammar employed on them. In order to do so, it uses categories developed by Wales et al (2010), Bächtiger et al (2008) and Stromer-Galley (2007) adapted by Mendonça and Pereira (2012) to the study online foruns. These categories include: inclusiveness, reason-giving, reciprocity, mutual respect and orientation to the common good, besides the articulation of different arenas and the provision of information. My aim is to reflect on the deliberative potential of institutionally hosted participatory arenas in countries of the South, such as Brazil.

Author(s):
Ullamaija Kivikuru

Title:
Newsification: Journalism in the service of promotional culture

Abstract:
The access to the web has opened a route for the ordinary person to express his/her views on public matters. Today the man-on-the street gets space also in conventional journalism. This has been interpreted as an indication of increased democracy. Interestingly, an opposite development has avoided attention: a phenomenon called newsification. The news format – the inverted pyramid with modifications – is used to assist material over the news threshold. The format helps in collecting of legitimacy and credibility. Receivers are assumed to recognize the genre and accept the substance as news. Newsification is mainly constructed to market goods and services, but also opinions. Newsification is strongly linked with the advancement of PR. Aeron Davis (2007)[1] has frequently talked about the promotional media culture in the U.K. According to him, every second news dispatch in the U.K. has its origin in various PR activities, although the text is often filtered through a "laundry" at a news agency.
Newsification can be viewed as a counter-force to participatory journalism and inclusion of ordinary citizens in the media sphere. The newsification format raises the status of the sender and leaves the media user in an inferior position. The idea is not to alert the recipient but to make him/her accept the package of information in his/her daily news diet. Newsification operates in two dimensions. It promotes a phenomenon or issue, but it also reinforces the conventional news format. The aim is not to activate the receiver. Newsification efforts depend on the assumption that receivers simply recognize the format.

Newsification takes various forms in different mediascapes. This paper discusses the phenomenon in Finland and in Namibia. The material is collected from two newspapers in both countries[2]. The media in these countries are developing to different directions. In Finland, the agenda-setting power of journalism is weakening with the expansion of new information channels. However, the news format is engraved in the collective memory of the population. The agenda-setting power is in Namibia weaker but growing with better access to the media. Again, it could be claimed that if any media form is recognized among the population it is the news format

In Namibia, newsification perhaps promotes more politically inclined phenomena, while in Finland it aims at marketing consumerism. However, hasty conclusions are dangerous. For example, a study[3] found in Finland most newsification efforts around high culture publicity, while the Namibian mediascape has a tradition of alertness and readiness of criticizing leaders straight as in the radio programme "People's Parliament" (now called "Chat Show") and *The Namibian's* SMS pages.

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[2]   In Finland the biggest morning paper *Helsingin Sanomat* and the afternoon paper *Iltalehti,* in Namibia the privately-owned *Namibian* and the government-owned *New Era.*

[3] Ullamaija Kivikuru (2011): "Nyhetsering: en allätande genre". In Kivikuru, U. (ed.): Medier, makt och mammon. SSKH Meddelanden.

Author(s):
Wei Bu

Title:
Empowering Migrant Workers through Participatory Communication in China

Abstract:
Since 1978, China has begun to reform and open up. Many rural people have entered into the cities for seeking new opportunities. According to national statistics, there are about 260 million rural–to-urban migrant workers in China. They have made great contributions to economic grows in our country during 30 years, while their socioeconomic status is relatively low, and their political and cultural rights are insufficiently guaranteed. In urban industrial areas and suburban districts where gathered many migrant workers, some migrant worker's NGOs were established and they pushed the communication campaign on working class culture. This paper will take a NGO-Beijing Migrant Workers Home as an example to explore how migrant workers empowering themselves through participatory communication. Worker's participatory communication will be presented as three important parts: awareness raising and capacity building through media literacy; negotiating with the mass media to change the representation of migrants; and developing worker' alternative media. Based on development communication theories, the author will rethink and discuss the definition of participatory communication and the relationship between participation and empowerment.

Author(s):
Chris Paterson
Simone Doctors

Title:
Title: SMS-based Participatory Journalism in Mozambique

Abstract:
A considerable body of research has already addressed the importance of mobile telephony as a "leapfrogging" technology, with potential to benefit the most disadvantaged social groups. This project examines its convergence with internet technology to facilitate participatory journalism in southern Africa. With widely varying degrees of popularity, but a consistent objective to present an information alterative, blogs relying on SMS-based citizen reporter networks seem increasingly influential. Individuals with mobile phones and other media tools are able to capture 'news' in real or close-to-real time - much more immediately and rapidly than professional journalists.

Emerging communications technologies have facilitated many alternative and highly participatory information flows in Africa. Local cultural practices, economic challenges and restricted democratic spaces have spawned a multiplicity of alternative communicative spaces that enable groups and individuals to participate and engage in political and developmental issues. While considerable attention has been focussed on the role of participatory, non-professional, and non-commercial informational communications in North African political change, there has been relatively little examination of emerging strategies for such flows in sub-Saharan Africa. A notable exception is the phenomenon of blogs populated by SMS news reports from a network of rural-based citizen journalists developed by a community radio initiative - Radio Dialogue - based in Bulawayo, Zimbabwe. The citizen news texts from rural areas have been then used by mainstream news media, which may develop more in-depth stories.

Very little attention has been paid to Lusophone Africa in contemporary communication research. This study addresses the phenomena of participatory, non-professional, and non-commercial informational communications in the case of Mozambique, where a popular blog is alimented with news by SMS from a network of citizen journalists throughout the country, including remote areas not usually covered by mainstream media. During recent political unrest this blog was the best (indeed in many cases the only) available source of information about protests and the violent State response to them, whereas established newspapers provided little coverage.

Importantly, these processes appear to be unfolding both where nations have limited political information due to repressive press controls and intimidation of professional journalists (as with Zimbabwe) and in Mozambique where, despite the 'official' press being firmly committed to the government agenda, other sections of the press are fairly editorially independent, but may not have the technical and human resources necessary to cover more remote rural areas. This paper examines this phenomenon by means of a focussed case study of this Maputo-based Mozambican blog and is based primarily on interviews with participants in these processes and on examination of the blog's discourse. This research in progress can be completed and available for presentation to the Participatory Communication Research Section in July.

Author(s):
Nicholas Benequista

Title:
Partcipatory communication in international development research

Abstract:
Some communication practitioners in the field of international development view research communication as a public relations exercise – as the product that comes in the final stage of a linear research process. Increasingly, however, development practitioners and researchers are using participatory communication that emphasises process above product, and iteration over transmission. Communication methods, tools and technologies are being used at every stage of the research process – from inception to evaluation – so the possible meanings and understandings of what constitutes development research communication continue to grow.

The papers in this panel will reflect on multiple experiences in countries across the globe to carry out innovative, participatory forms of communication in international development research. These reflections will draw on concepts and theories from international development studies, particularly from participatory approaches to development, to understand the emergent role of research communication in development.

Each paper uniquely acknowledges how research communication is beginning to reshape the production of development knowledge. The rise of new, participatory information and communication technologies now allows for the rapid, multi-sited and participant-driven production and communication of research. However, new technologies alone cannot be credited with the shifting terrain. There are, we argue, underlying factors in the politics of development knowledge that have played a key role in either encouraging or discouraging innovation and new approaches. Three factors which we feel should be highlighted here are the shifting role (or pluralisation) of "expert knowledge" in development, a growing emphasis on process over product in development research and new understandings of what drives social change and policy influence.

International development has been the source and the subject of multiple, important critiques to what constitutes expert or valid knowledge; the challenge to Northern expertise, however, has been given renewed importance as a result of these other trends. For development research institutes in the global North, there has been a significant restructuring in the practice of research, partnerships, funding, and communications, bringing an increased focus on knowledge sharing, social learning, and the roles of intermediaries and networks alongside more traditional "development research" activities.

These shifts have also meant that communicating research has, for many of us, become as much about process – translating, synthesising, and communicating knowledge in new forms for diverse audiences and outcomes, often in direct collaboration with the holders of that knowledge – as it is about product. This tension between process and product as points of focus can be both productive and problematic, as learning, exploration and empowerment take on new levels of importance, but sometimes at the expense of the gloss and predictability of "standard" communications.

Finally, our understanding of policy influence in research and communications has evolved away from solely linear and top-down models of influencing toward more complex and multi-sited theories of change - including via "unruly" politics and "influencing from below." A more complex reading of influence, paired with the growing accessibility of tools for multimedia production and dissemination, has also reminded us of the central importance to development of story, narrative and imagination.

Author(s):
Nicholas Benequista
Joanna Wheeler

Title:
Cartographers, Conciliators and Catalysts: A Praxis for Research Communication

Abstract:
This paper is intended to form part of a panel on "Participatory Communication in International Development Research."It proposes a framework for approaching research communication as a form of praxis, especially in the field of development studies. The framework incorporates theories and concepts that have been applied elsewhere to research communication with lessons learnt during a 10-year research programme that routinely encouraged reflection amongst its researchers on their own contributions to social change, and not just as researchers, but in all of their many capacities. A major insight gained through the review of this 10-year research programme are the varied and dynamic roles that researchers play in a complex web of relations, exposed through the research communication process. This framework, rather than focussing on finding the magic formula for assessing impact, maintains a critical focus on how researchers - in seeking to bring about change - often change themselves and their institutions. During the periodic reflections over the last ten years and in a series of interviews and reflection papers that contributed to this document, those researchers described their roles in a series of evocative metaphors that inspired this framework. So at the core of the framework is a typology of the roles that researchers occupy in their efforts to turn knowledge into influence. These roles are closely linked to how they conduct research, the kinds of knowledge they possess and to their personalities and social positions generally. Furthermore, each role appears to be associated with certain kinds of outcomes - suggesting the need for a more nuanced approach to understanding the impact of research communication.

Author(s):
Blane Harvey
Zachary Patterson

Title:
"Understanding context" in developing new approaches to communication: Making sense of a crowded field

Abstract:
Climate change is a fast-growing field of research and programming, meaning that the landscape of actors and initiatives with whom research communications must interface is in a constant state of flux. This paper will reflect on an innovative approach to research communications strategy being initiated by the Climate Change Agriculture and Food Security programme of the CGIAR centres in partnership with IDS, IIED and the University of York. This approach involves an in-depth scoping, gap-identification, and participatory strategy development process at the outset of developing a research communications plan, that focuses on better understanding existing needs and demands around climate change research communication, rather than simply effectively targeting supply at a given audience. Through a dialogue with key members of the CCAFS project team, we will reflect on the priorities and concerns that instigated this approach to strategy development, and anticipated benefits that it could offer. We will also reflect on the approach developed by the IDS/IIED research team, and the lessons that it might reveal, particularly around questions power and voice in climate change communications in the South, as well as the link between communication and social learning in this field.

Key areas of reflection that will be covered in this paper include:

- What does it mean in practice to take a "demand-driven" approach to developing a global research communications strategy? What are the costs and potential benefits that this might bring?

- Whose voices are currently being heard on climate change communications in the global South? What are the implications of the current landscape of communications and learning for meaningful action on climate change?

- How might strategic investment into research communications best bridge some of the gaps in the current climate change communications that we have identified? What might the challenges be?

Author(s):
Tessa Lewin
Andrea Cornwell
Jenny Edwards

Title:
"Communicating Women's Empowerment" through film: Reflecting on the Pathways of Women's Empowerment 'Real World' Documentary Scheme

Abstract:
Pathways of Women's Empowerment is an international research and communications programme established in 2006 which links academics with activists and practitioners to find out what works to enhance women's empowerment. The consortium has been identifying where women are achieving real gains, and discovering the positive and negative factors, which have influenced their journeys. 'Real World' - a documentary scheme set up along side the research project –links early-career documentary directors with academics from the consortium. We have produced films in Palestine, Egypt, Brazil and Sierra Leone. The films were part of an acknowledgement that popular culture is an increasingly significant 'player' in public engagement with research, and that visual arguments are often both more accessible and more compelling than written academic texts. Part of the work of the consortium has been to try to shift the horizons of the possible for women to inspire change, and to provoke conversations. One of the interesting aspects of the film scheme is that we have put 'Northern' documentary directors together with 'Southern' producers and academics. The topic of the films, and indeed much of their content, has been determined by Southern research agendas and numerous tensions have emerged through negotiating the development of the films.

Key areas of reflection that will be covered in this paper include:

- What is lost in translation when visualising research in film? What does the medium add to research communication?

- To what extent does traditional film making constitute participatory communications?

- What tensions between communication process and product are made visible through documentary production?

- What potential do new political economies of development communication have for levelling the playing fields between 'northern' and 'southern' actors.

- To what extent can representations of women in film deconstruct the narrative of 'Southern' women as mono-dimensional victims or heroines.

Author(s):
Patricia Curmi

Title:
Research communications in multi-organisational partnerships

Abstract:
This paper is one of four proposed for a panel on "Participatory Communciation in International Development."

Communicating research within (and beyond) multi-organisational partnerships can be a dialogue, or a monologue. Internal and external communications processes are likely to reflect the power dynamics and capacity of the partners, on both an individual and institutional level. Communications specialists, or knowledge brokers, in a multi-partner research project need to use different communications methods to:

a)   produce effective materials for the right audience

b)   disseminate ideas and research in ways that are accessible and technologically appropriate

c)   create a strategy for communicating ideas that is effective and focussed

d)   enable information flows within the partnership that create an atmosphere of trust, conducive to taking communication risks and trying new processes.

Done well, communication can enable greater ownership of ideas produced by research by both the partners involved and the target audience(s). At its worst, communication can strip research of meaning and cause tensions within a partnership and confusion in audiences.

This paper weaves together the author's experience of working as a communications specialist in two multi-partner research and delivery projects; and the experiences of communications specialists/knowledge brokers within multi-organisational partnerships in a range of contexts. It also draws from a body of literature in psychology, development and communications research.

At its core, this paper is about assessing the ways communicators can work with colleagues in different organisations, as well as their own team, to ensure communications is a useful central plank of any project, rather than simply an afterthought, or just done to appease donors. It unpacks the communicator-researcher relationship (where they are different people), as well as the relationship between communicator colleagues, and how these play out between different organisations with potentially differing objectives, audiences or capacities.

First I will give an overview of what research communications within multi-organisational partnerships entails. There are three models of multi-organisational partnerships encompassed in this paper:

Large Northern NGOs with smaller Southern delivery partners
Partnerships between large Southern NGOs
Partnerships between small Northern NGOs and small Southern partners.
Next, I explore issues of communications capacity building; impact of communication technology; language barriers; and negotiating sustainable, equitable knowledge flows that outlast organisational re-shuffling.

The paper then proposes an organisational 'communications self-assessment' for NGOs about to enter a partnership. This draws on Ramirez and Quarry's (2009) analysis of the 'grey zones' and differing communications approaches, along with Heath and Heath's (2010) exploration of communications both as a process of sharing information and a method of organisational behaviour change.

Author(s):
Giles Dodson

Title:
Effective bi-cultural partnership? Local community development and marine conservation at Mimiwhangata

Abstract:
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The paper examines the nature of contemporary bi-cultural social change partnership in the context of a specific local environmental project of national significance in New Zealand – marine conservation at Mimiwhangata and the proposed Mimiwhangata Marine Reserve.

Here a conceptual and methodological framework for analysing and understanding participatory social change activities and indigenous politics in the New Zealand context, a localised 'South/North Conversation', is presented. Central to this framework is Dutta's (2011) notion of a 'culture centred approach' to participatory communication, which intersects methodologically with the approach advocated by Smith (1999) to de-colonise engagement with indigenous communities. The Mimiwhangata project demonstrates the central importance of a commitment to dialogue and partnership, as they are most appropriately expressed locally. Dialogue and partnership are in turn vitally necessary to effectively develop the project-related concepts of conservation, leadership, governance and community development. The formation of 'participatory spaces' is complicated by the extant inequalities which overshadow this project, facilitated as it is by a state agency, but 'led' by local Maori iwi[1], Ngati Wai.

At present there is a well-established (although not always well-understood) recognition in New Zealand of Maori and Pakeha[2] as constitutional partners to the Treaty of Waitangi[3] and of the obligations that flow from this partnership. Although a commitment to partnership is articulated in official and public discourses,

the extent and effectiveness of bi-cultural partnership at a local level is uncertain and under-researched. This is particularly so in the context of NZ conservation politics where contending views on environmental sustainability and conservation governance are frequently visible.

The establishment of coastal marine reserves is identified as a potential model of both community and economic development. The development of a marine reserve at Mimiwhangata, on New Zealand's ecologically spectacular Northland coast, while publicly controversial, offers the potential basis for sound conservation practices, the rejuvenation of marginalised Maori communities and potentially an innovative form of conservation management, in which Maori guardianship, or kaitiakitanga, is integral to governance.

Facilitated by the Department of Conservation, but led by local Maori iwi, Ngati Wai, this project illustrates the complexity of negotiating participatory social change processes in contemporary New Zealand, inflected, as such issues are, by the contested politics of both indigeneity and ecological conservation.

The intersection at Mimiwhangata of issues of culture, conservation and indigenous and community politics permits the examination of contemporary community development processes and the extent to which these constitute authentic 'tino rangatiratanga'[4], or self-determination of local communities, or rather the continuation of state-led development and governance is assessed.

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[1] 'Iwi'refers to the largest unit of organisation in Maori society. Iwi is similar in meaning to 'nation' or 'people'.

[2] 'Pakeha' refers to New Zealanders of European descent, and connotes the dominant cultural and political structures within New Zealand.

[3] The founding document of the New Zealand state, signed in 1840 at Waitangi by Maori chiefs and representatives of the British Crown. Notably however this document does not possess legal status akin to a 'Constitution'.

[4] A complex and contested term, in this context used to imply 'chieftainship' and 'self –determination'.

Author(s):
Karin Wilkins

Title:
Structured Participation in Corporate Social Responsibility

Abstract:
Structured Participation in Corporate Social Responsibility   IAMCR 2012 Conference Participatory Communication Division Division Conference Agenda #2: The Co-option of Participatory Communications by Corporate Structure   Building on a popular refrain for transparency in communication for development and social change, voices calling for accountability echo within the world of development professionals intent on learning and improving programs, as well as from the realm of critical scholars engaged in reflective praxis. Accountability is key to the potential for social change intervention to improve toward resolving global and local problems. Yet the construction of success within this process of accountability is necessarily contingent upon the ideological framework engaged, including conceptualizations of objectives and assumptions about the role of communications in that process.   Participation, like many other key concepts in social change, offers a variety of approaches that would suggest different focuses in evaluation. To emphasize participation as a process, one would implement a process or monitoring assessment. To see participation as a means toward an end, one would outline critical goals to be met at the conclusion of the project. Even within these two broad approaches, there are vast differences, such as which agencies and agents are deemed valued participants and at what stage of decision-making processes. In order to assess the merit of evaluations themselves, we need to understand the relationship between the methodological approaches used and their ideological foundations.   Given the growing importance of corporate philanthropy in the global development sector, we need to explore their assessments of participation as contributing to overall measures of success.

This subject merits attention given the privatization of development witnessed in the discourse and funding of the global development industry. In the broader research project we will consider evaluations of corporate social responsibility in health care, particularly among the pharmaceutical industry; in computers and digital media; and in tourism, considering sustainability initiatives. In the first stage of this research we focus on how pharmaceutical corporations evaluate their own programs in social responsibility, in light of their conceptualizations of the nature of participation. This builds on a review of the literature on corporate social responsibility, in which reviewers contest the direct profitability and indirect benefits of this practice.

Author(s):
Nilanksha Sachdev
Anjali Capila

Title:
"Video a Tool for Participatory Communication": A Study Conducted with Video SEWA Cooperative

Abstract:
Communication and Development are closely interlinked. Communication is an important input in development while development is considered an important component of ‘progress. Communication and development together lead to change, described as alterations in awareness, motivation and participation of the individuals. With the revolution in communication and the mandate to reach people in the whole development process as partners, Participatory communication assumed great significance. Participatory Communication begins with people who know most about their own livelihood systems. Participatory methods of communication involve bottom up approach, it involves the community, constructs tools for advocacy with the help of the members of the community with reference to the specific content, culture and language favorable for the community. Video is one of the most Participative tools. "Video is an authentic, powerful and honest mass communication media which should be in the hands of common people in a country like ours". Smt. Ela Bhatt, Founder, Video SEWA quoted these lines when she started exploring the world of participatory communication for development.

Inspired by the words of Ela Bhatt, this paper is based on a study entitled, Video a tool for Participatory Communication: An Exploratory Study with Video SEWA (Ahmedabad, India).The research focus was to find out the effectiveness of video as a tool for participatory communication. The study was conducted with the organization Video SEWA in Ahmedabad, Gujarat. This organization was started with 21 women who were partially literate or illiterate. Video in this organization is used as a tool to portray the difficulties and issues faced by different segments of Ahmadabad. Today Video SEWA is a cooperative.

The main objective of the study was to gauge the effectiveness of video as a tool for participatory communication and its impact on skill development, awareness and empowerment. The timing of the study was four months. The process comprised of various stages, these were mainly focusing on aspects like: Exploring the history and development of Video SEWA as an organization and a cooperative; Analyzing the effect of participatory videos created by the community members at Video SEWA on the community; Recording the Journey of Video SEWA members and analyzing their growth in terms of life skills and socio-economic development.

Author(s):
Vered Malka

Title:
Deliberation Forum as an Empowerment Agent: The Case Study of Israeli Communication Students

Abstract:
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Deliberative communication has been extensively studied for the last few decades. This field focuses on the potential contribution of public deliberation to enhancing democracy, and to promoting socio-political goals. (Barabas, 2004; Barber, 2003; Gastil, 2008; Habermas, 1989, 2006; Manosevitch, 2010; Mutz, 2006; Ryfe, 2002).

The present study looks at a unique case study, the course "Deliberative Forum", taking place in the communication department at Emek Yezreel Academic College, Israel. 58 distinguished students took part in this project throughout the academic year of 2010-2011. Core activities were interactive monthly meetings with key-note guest speakers, and semi-structured online discussions. Students were expected to continue class discussions in the online forum, but were also encouraged to initiate posts and to actively participate in open online discussions on any other topic. The author wished to learn about this innovative experience, and the effects it might have had, from the point of view of the participants.

The study of deliberative communication is associated with the idea of participatory democracy (Gastil & Blacky, 2008; Mutz, 2006; Manosevitch, 2010; Weiksner, 2005). Many scholars assume that participating in deliberative ventures has an educational contribution, that it cultivates feelings of empowerment, strengthens motivation for future political participation, and deepens tolerance and flexible thinking (Gastil, 2008; Wyatt et-al, 2000; Price, 2009; Smith et-al, 2009).

The introduction and adoption of the Internet and its interpersonal and social applications have further motivated numerous studies in deliberative

communication. Many of them look at the role of online forums as a new, effective arena for deliberation, especially when combined with face-to-face activities (Dahlgreen, 2000, 2005; Delli Carpini et-al, 2004; Gordon & Manosevitch, 2010; Min, 2007; Price, 2009; Ryfe 2002; Weiksner, 2005).

This study was conducted during July-September, 2011. 57 out of the 58 participants were interviewed in semi-structured discussions with the author. The presentation is derived from the oral interviews that were thematically analyzed according to guidelines of the grounded theory methodology (Strauss & Corbin, 1994). For the majority of interviewees, the experience of participating in the "Deliberative Forum" project has been extremely positive. Based on students' statements, the main contributions of the project were:

Cultivating their self-image as thinking human-beings with worth-publishing ideas; Reinforcing their self-esteem feelings as students, being intensively and non-selectively listened to for the first time; Developing and strengthening critical thinking, as well as news consuming habits (being aware of the need to express well-informed arguments and to be able to defend them); and finally, developing and strengthening active participation habits in pluralistic symposiums. Interviewees have repeatedly indicated how taking part in this project has forced them to expose themselves to a wide range of ideas, to learn the art of listening to the other, defend one's ideas in public, and accept new points of view.

The results of this study indicate that participating in projects like "Deliberation Forum" has a clear potential to empower participants, and to make their overall approach towards deliberative processes more positive. In this sense, it may encourage participants' motivation to become more politically engaged in the future. At the very least, it may turn them into better informed citizens, more confident in their own voices, and more aware of the climate of ideas that surround them.

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Author(s):
Nico Carpentier
Vaia Doudaki

Title:
Community Media for Reconciliation in Cyprus

Abstract:
Community media are described as those that serve the community, by providing news and information relevant to the needs of its members, while promoting access and participation of the latter (Jankowski, 2002). Community media are also regarded as the third voice in comparison with or in opposition to the state and the private commercial media, fostering the voices of the ordinary people and of civil society (Carpentier, Lie and Servaes, 2003). Also, by encouraging the expression of minorities and marginalized groups they are claimed to build alternative news agendas to those of the mainstream media, which demonstrate a structural bias (McNair, 1998) in favour of societal elites. In addition, their capacity to foster

diversity, intercultural dialogue and tolerance has made community media privileged partners in peace-building, conflict resolution and reconciliation (Rodriguez, 2011).

Purpose of the present study is to examine the role community media organizations can play in Cyprus, the South-European country that has been geographically and ethnically divided since 1974. It is explored whether community media could play a role in the reconciliation between the members of the Greek-Cypriot and the Turkish-Cypriot community by facilitating dialogues between them, in combination with the generation of diverse and alternative representations of the Cyprus problem through the participation of community members.

It is worth mentioning that, at present there is no explicit recognition of community media in either community in Cyprus and only in 2009, the first community media organisation was established in Cyprus in the form of the Cyprus Community Media Centre (CCMC), which will be the object of this case study. With a mission to empower a media literate and active society, CCMC aims to "establish community media in Cyprus and support local organisations and community groups in communicating their message to a wider audience."

Through interviews with staff members of the Center and study of CCMC's documents the present paper analyzes the objectives and strategies of this community media organization and attempts their evaluation in the context of the identity and scope of community media in Cyprus that would better serve the particularities of the island, and contribute to conflict resolution and reconciliation.

Author(s):
Vipul Mudgal

Title:
Participatory policy and pre-legislative transparency as processes of communication: A strong case for North-South dialogue for deepening democracy

Abstract:
India is one of many developing countries in the Global South that have evolved robust systems of holding relatively free and fair elections. In South and South-East Asia it is heartening to see that despite many flaws, the elections routinely upsets the powerful, and the governments change in a peaceful manner. However, this remarkable electoral upsurge -- now common in the new and emerging democracies of the global South -- has improved neither lives nor governance. It is frustrating that despite its obvious advantages the electoral democracy does not automatically translate into rule of law, good governance or equal opportunities.

Apart from weak public service delivery mechanisms, there is a near absence of institutional communication systems allowing ordinary citizens to engage with the state's policy circles. There is also very limited policy consultation – and contestation – through the mass media and the grassroots movements. The need for effective two-way communication built around policy consultation with diverse publics has increased at a time when the democratic state is slowly retreating from some key areas of the economy. From mining to environmental policies and from land acquisition to livelihoods, the public policy domain is largely out of bounds for the common people. The rise of the civil society/ social movements and the widening of the democratic public sphere have recovered some ground for alternative policy but that is far from adequate.

This paper seeks to establish the centrality of communication in building responsive participation of multiple publics in policy making and strengthens the case for democratic countries learning from one another's experiences. It compares the participatory policy processes followed in the global North with the South, i.e., OECD countries with those of India and South Africa. It takes the examples of Canada, EU, UK and USA, India, Brazil and South Africa to examine the salient features of their consultative communication systems from the perspective of public participation in policy. It looks at the citizens' right to participation, right to review/ petition or even right to referendum along with the state's obligation to disseminate maximum information, intent, proposed rules and drafts through mass media, on-line and accessible written submissions.

There is a strong case in all democracies for peoples' right to participation in policy through appropriate information systems such as online/oral/ written communication campaigns, as practiced in many countries through proactive consultations, public hearings and other bottom-up processes. There is also good scope for Global South following institutions of transparency, citizens' charters or whistleblower used in many OECD countries as well as for the countries of the Global North to look at the traditional forms of

communications practiced in parts of Asia and Africa to improve the marginalized citizens' engagement with policy.

Author(s):
Harry Dugmore
Stanley Tsarwe

Title:
"Too tired to speak": alienation and unheard voices in a small town's public sphere

Abstract:
Can media, even at a local community level, ever dissociate itself from 'elite practices' and create inclusive and participatory public spheres?

This paper explores how a small community newspaper and local community radio station worked together to produce a twice-weekly call-in radio show. Based on reporting by local 'citizen journalists' from the predominantly working class and poor community and seeking to facilitate popular participation via sms and mobile phone calls, the show, *Lunchtime Live*, sought to create a more inclusive public sphere in Grahamstown, a small town in South Africa.

However, after the show ran for two years, audience research revealed a widespread disenchantment with both ruling elites and the media. A sense of alienation and wariness coloured a substantial segment of the audiences' views about this particular 'call in' show, regardless of its overt attempts to be inclusive and participatory. Despite the use of 'citizen journalists', listeners decried the absence of voices and opinions not associated with the ruling party or with some form of officialdom or other types of formal 'expertise'.

The media, it became clear from the focus group research, is regarded by many as 'part and parcel' of the political, economic and intellectual elite in South Africa, and as having little to offer the majority of poor 'ordinary people'. *Lunchtime Live's* conventions of news sourcing – identifying news-worthy issues from the community, and then approaching 'leaders' to respond with explanations, solutions and promises – were challenged and critiqued.

Drawing on Gramscian concepts of hegemony and the potential of "organic intellectuals" to play a counter-hegemonic role, the paper explores issues related to who 'speaks' for ordinary people in the 'new' South Africa. Despite widespread popular frustration at the slow pace of social and economic development, and at the perception of endemic inefficiency and corruption, the African National Congress (ANC) party regularly achieves 65% of the votes cast in local and national elections. Do notions of 'crowding out' of alternative voices by ANC and ANC aligned groups, theorized by, among others, Heller (2009) and Beall et al (2005), help us understand the levels of anger and alienation that manifests 'on the ground' - despite these kind of attempts by media to 're-engage' South Africans in public deliberation?

The paper concludes by exploring how media, and particularly hyper-local and community media, might be able to claim a more relevant and constructive role by creating different kinds of participatory platforms, alternative conceptions of 'news', and reporting practices that draw on "organic intellectuals" not aligned to ruling or 'expert' elites.

Author(s):
Henry Mainsah

Title:
Social Media and Design for Youth Citizenship

Abstract:
Civic engagement, that is, attracting citizens to actively participate in the affairs of their community is a vital part of nurturing a healthy democracy in both developed and developing countries. Recent events such as the Arab Spring and the Occupy movements have underlined the central role played social media in political action. These events have also revealed new civic identities where issue based engagement, and autonomous, non-institutionalized forms of political action are central. For organizations involved with promoting youth civic engagement these developments present new and interesting possibilities. This paper asks: how can civic engagement initiatives keep pace with changing political identifications and practices of

new generations of citizens? How can they mobilize the affordances of social media to promote youth civic engagement? What role can design play in the building of civic engagement initiatives for youth? Through an argumentative essay bringing together perspectives from design research, popular culture, new media studies, and New Literacy Studies I offer a framing of design in the emergent territory of social media and civic engagement. To contextualize these discussions I refer to a case study, that is a four-year multi-partner research project in Norway whose aim is to develop innovative social media services for a group of organizations involved in promoting civic engagement among youth. The paper argues that there is a need to understand the dynamics of newly developing youth participatory cultures enabled through social media. Key motivations for youth participation are expressing voice, enabling a sense of fulfilment, and experiencing a sense of ownership of processes. Given the proliferation of social media and the extensive volume of research within this area, it is rather surprising that little research to date within new media studies has looked explicitly at the design of social media as offering socio-technical and communicative affordances in cultural settings. I argue that design offers fruitful avenues for integrating central elements of youth participatory cultures and new civic identities with the communicative affordances of social media within the context of organization-led initiatives. Through the case study, I offer illustrations of this and a number of issues and challenges for future consideration.

Author(s):
Ana Duarte Melo
Helena Sousa

Title:
Subvertising as participation: reflections on digital consumer-citizen activism

Abstract:
Subvertising is the practice of subverting advertising messages, by pranking, cutting, collage, graffiti or any other methods, thus producing new and often opposite and critical messages to the envisaged organizations. In this paper we will look at subvertising under the theoretic frame of participation (Dewey, Lippman, Carpentier, Cammaerts, Barsky, Dahlgren), reflecting on how it influences or not organizations, brands and products communicative ecosystem and their images and whether and to what extent can it be considered participation. We will look at cases occurred recently (2011-2012) in Portugal, in a time of economic and social crisis that seems to push consumer-citizens to creatively express their criticism in social media, producing a counter discourse of their own, thus assuming a public disruptive voice and often mobilising around common interests. Focusing on different profile organizations and communication campaigns, covering a diversified range of themes, including commercial, social responsibility and political issues, we will be looking at the consumer-citizen reactions on the social media. We will analyse both subvertising pieces and comments on them by users, but also the official organizations reactions to them, reflecting on their participative value implications, both as social capital and as drivers in the strategic communication ecosystem. subvertising, participation, consumer-citizen, social media, strategic communication

Author(s):
Thomas Tufte

Title:
Voice, Citizenship and Civic Action - current challenge in communication for development

Abstract:
This presentation aims at providing a critical assessment of the current challenges in communication for development today. The title of my presentation 'Voice, Citizenship and Civic Action – current challenges in communication for development' suggests these three mentioned concepts as being at the core of current challenges.

The presentation will be structured in five sections.

Firstly, I claim that communication for development is a discipline at a fundamental crossroad, a discipline which in the light of new media developments has been forever transformed, providing new opportunities and dynamics for the articulation of voice, enhancement of citizenship and promotion of civic action.

Secondly, I explore how the network society and media developments have created a whole new dynamic between citizens and decision-makers, opening new opportunities for the enhancement of citizenship.

Thirdly, I provide a brief retrospective and outline of the approaches and paradigms we traditionally have worked with in the field of communication for development. This should give us a common understanding of field which is current being challenged.

Fourthly, I focus on the processes of civic action within what has come to be known as civil society driven media platforms. Some general reflections of such media platforms are provided, and I give an example of a successful Tanzanian civil society driven media platform, that of Femina HIP. This platform is object of my current research.

Finally, as a matter of conclusion, I take a step back and reflect upon how the new opportunities of voice can and need to be conceptualized. The fundamental challenge informing this presentation is thus that of generating new frameworks with which to understand the future role of citizens in the practice of communication for development.

Author(s):
Saba ElGhul-Bebawi
Diana Bossio

Title:
Local news, Global Impacts: New Perspectives on relations between mainstream news organisations and participatory journalism

Abstract:
This paper investigates whether traditional understandings of the role and structure of participatory journalism within the global journalism disciplines might be challenged by possible evidence of new reporting techniques by participatory journalists and new interactions with mainstream news organisations. Traditional understandings of participatory journalism in global journalism disciplines have suggested that the role and structure has been largely reflective of, and respondent to, mainstream journalism practices and organisations. In this study we explore whether the evidence of new participatory journalism practices utilising social media and use of these practices within mainstream news organisations might suggest that alternative media have not only filled a need within local media markets, but may have also influenced and impacted on global news organisations and mainstream reporting practices through new interactions and reportage.This study is conducted through a comparative study of participatory journalism techniques used during reportage of popular uprisings in Egypt and Libya to describe the ways these new reporting techniques and platforms have developed, the way in which they have been utilised in local and international reporting, and the interaction between participatory journalists and mainstream news organisation to share source material for reportage. More broadly, this study suggests that participatory journalism has gone beyond a role and structure largely reflective of mainstream news reportage, to take on its own role within the global media sphere.

Author(s):
Jasson Kalugendo

Title:
Villagers-Policy Makers Discussions: Creating a Participatory Communication to Engage local Communities for Development Effectiveness in Tanzania

Abstract:
Decades of donor-supported development initiatives have failed to deliver transformative change for millions of marginalized poor throughout Africa– especially those living in rural areas. This threatens fulfillment of the nation's development goals. A particular concern is that to date there has been very little "buy in" to development initiatives on the part of people at the low end of the socio-economic pyramid. Yet this is precisely the constituency most in need of capacity improvement, towards which most development programs are supposed to be directed and without the full engagement of which development goals will never be reached.

The role communications can and should play in development has been widely discussed for decades. But many planners in Tanzania seem unaware of the importance of incorporating this engine that drives human interaction into development initiatives, despite the fact that its role in learning and marketing is seen everywhere. Manufacturers and service providers push their branding and promotions into all corners of this country. Rival companies in all sectors understand the value of communication as they compete for market share, using the full range of tools – billboards, radio, television and the newer digital media.

Yet when it comes to development, "communications" is often treated as superfluous at worst, or as an "add-on" at best. In Tanzania, even when it is indicated in strategic plans, implementation usually fails, often because the approach taken is much the same as that followed by advertisers – to sell an idea or motivate "end users" to adopt new practices or to teach them or inform them of something.

Seldom do communications for development (C4D) initiatives actually engage the intended beneficiaries of development, with the consequence that there remains a great "disconnect" between development and those most in need. For example a review of the initial phase of Tanzania's National Strategy for Growth and Reduction of Poverty (known as MKUKUTA) drew attention to the failure to draw village people, the very ones who potentially stand to gain the most from development initiatives, into the national development dialogue.

The core weakness of C4D implementation in most development initiatives is the absence of participatory elements. Far too often beneficiaries are regarded as merely as "target audiences" – consumers whose only opportunity to interact is to accept what is being given from the top, and act upon it accordingly – i.e. as the purveyors of the information expect. Such a consumer-oriented model may well serve sellers of products and providers of services; but as has been amply demonstrated it does not serve to promote participation in substantive dialogue or create a welcoming climate for engagement.

The dynamic for communications in development differs from that of the marketplace – particularly if the objective is to promote involvement. The paper employs exploratory study through exploitation of content analysis and interviews to address the following questions that are vital in promoting development from bottom up.

- What are hindrances to the most traditional models of listening to and hearing and learning from those you wish to engage – in the case of Tanzania today with the poor, marginalized and disaffected.?

- What are the effective ways to foster culture of responsiveness among power-holders as well as to stimulate public to demand for right to know.

- What are practical opportunities for innovative integration of traditional analog radio technology with evolving digital technologies to promote interaction at the community level and engagement for communities in national dialogue.

The core of this paper will be the recognition of the need to replace the "business as usual" *top-down* model of communications for development in Tanzania with a *bottom-up philosophy*; ad a proposal of a required major paradigm shift in which communications resources (technical and human) are applied to development.

Author(s):
Temba Masilela

Title:
"Between anguished silences of pretence, protest and conversations of principled planning"

Abstract:
The paper uses as a point of departure the reflections of Njabulo Ndebele, a leading public intellectual in South Africa, on the collective spaces of anguish – coping through pretence, protest and uncritical solidarities -- that are created by race, gender and class tensions; and the imperatives to lead and use race, gender and class as tools for principled long range planning and social justice[1]. In response to the Green Paper on National Strategic Planning a module on public participation was inserted in the 2009 South African Social Attitudes Survey (SASAS). SASAS, which has been conducted annually since 2003, is a nationally representative weighted cross-sectional survey on attitudes, beliefs, behavior patters and values pertaining to various social issues. Amidst collective spaces of anguish the module sought to investigate the meanings and qualities of public participation in democratic and unequal South Africa.

Both the consultation processes on the green paper and the subsequent establishment of the National Planning Commission are conceptualized as political events that generated meanings anchored to and anticipating public participation in deliberative processes and political life. The paper agrees with Mkandawire that "In Africa, as elsewhere, originality and experimentation are important in devising new institutions. . . Each country will have to 'discover' its constraints and capacities, selectively and creatively learn from others and manage its destiny. And this will demand openness, a deliberative political culture, creativity and originality[2]." A section of this paper examines the establishment of the National Planning Commission in terms of these parametres.

The paper analyses the data from the survey with respect to people's rights in the democratic dispensation, the role of government in achieving developmental goals, the degree of satisfaction and level of consultation between government and local people, attention to political news, views on taxation and the financing of development priorities, participation in decision making, and the mechanisms and prospects of participating in local planning processes. Descriptive statistics are used as a basis for creating an index of participation through regression analysis and modeling. Using a framework similar to Gastils and Xenos (2010) the paper examines political/civic attitudes (internal and external efficacy and civic pride and faith) and a range of political and civic behaviours (voting, political action, media use, political/community talk and group involvement)[3].

The paper concludes by exploring the implications of the findings for both public participation in long term planning processes and the generation and communication of mobilizing narratives by the National Planning Commission. Planned further research will utilize actor-oriented ethnographic methods and deliberative polling techniques to explore meaning participation and engagement in long term planning.

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Author(s):
Simon Burton

Title:
Balancing participation and public goods: Thusong Centres in South Africa

Abstract:
This paper seeks to elucidate some of the planning issues associated with Thusong Service Centres in South Africa. These Centres are government service provision - 'under one roof' - facilities, largely located in poor rural environments, which are designed to meet a wide range of needs for people who remain marginal in the new democratic society. The paper offers an overview of what these centres set out to achieve, identifies some of the problems associated with the functioning of the centres, and raises some questions about the planning processes which might contribute to the centres playing a more vibrant role in development. Focussing on issues of access, and information and communication technology, the author teases out some of the tensions and shortcomings in current practice, specifically the role of spatial planning and institutional support.

Central to the process of creating a stronger service delivery mechanism, as well as a community connected, is the platform provided by new ICT's. Establishing lines of responsibility, and delegation of support roles, has become one of the key bottlenecks to the successful functioning of these centres, and the paper looks at the possible ways in which these difficulties may be ironed out in a collaborative way with the communities themselves. This calls for a clearer understanding of the limits and possibilities of participation, especially in a context where 'participation' has been subsumed under 'service delivery' as a government priority. It would appear that there is little evidence to suggest that these new ICT's themselves constitute a

clear opportunity for a broader participatory moment in the lives of poor and marginalised people. The paper concludes with an assessment of the current situation set against the lofty ideals written into policy frameworks, and is particularly concerned with the appropriation of the 'development communication' jargon that characterises state conversations about these questions.

Author(s):
Suruchi Mazumdar

Title:
Alternative Press and Counter-hegemonic Vision of Development: A Case Study of Little Magazines in India's West Bengal

Abstract:
Dagron (2004), in an attempt to offer frameworks of understanding alternative media, have noted that such media are often too quickly associated with leftist movements and labelled as subversive and revolutionary. Such media's relation to social struggle and movements and their commitment to social change (Dagron, 2004) can be said to accommodate wider political and ideological spectrums. In the light of more nuanced conceptualisations of radical alternative media (Downing, 2001), this paper analyses the changing role of alternative press in the Indian state of West Bengal (commonly referred to as little magazines) in context of the mainstream left's recent credibility deficit in the country and the rise of people's movements against hegemonic model of economic development and modernisation. The discussion is qualified by Downing's (2004) summary of the two overarching goals of alternative media: "to express opposition vertically from subordinate quarters directly at the power structure and against its behaviour" and "to build support, solidarity, and networking laterally against policies or even against the very survival of the power structure" (p. xi). This paper perceives West Bengal's alternative press (little magazines) as one of the key actors in generating public debate against hegemonic vision of development in context of recent peasant protests against the then Communist-ruled state's land acquisition for corporate industrialisation. Drawing from Downing's (2004) reinterpretation of the Gramscian concept of organic intellectual (one of the main actors in Gramsci's vision of alternative programmes against capitalist development) as communicator/ activist, the paper raises the following questions: What is the relationship of West Bengal's alternative press (little magazines) to the country's leftist movement? To what extent has alternative press played activist role in recent people's protests against hegemonic economic development? To what extent has it offered a counter-hegemonic vision of development? How does the press discourse vary from similar discussions in online media? In a discussion of radical media, it is important to consider the renewed optimism in the subversive potential of online social media and scholarly discussions on the ability of the Internet in creating large scale networks in social struggles (Bennett, 2003; Castells, 2007). Thus in this case an understanding of the radical nature of the medium could offer a frame of comparison in analysing the activist nature of West Bengal's alternative press.

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Author(s):
Mariekie Burger

Title:
Celebrity and public participation: the case of South African hip-hop artists' charity work

Abstract:
Following the trajectory of John Storey's suggestion that it could be productive to read social developmental work against the foil of popular culture, this paper explores South African celebrities' deliberate efforts to address social developmental problems. This paper provides an alternative to the global celebrity culture by exploring a particular South African group of celebrities' social work that can be labeled as 'participatory' (due to the participation level of both the celebrity and of society).

The paper maps different 'kinds' of social engagement efforts of South African celebrities, ranging from once-off efforts (such as a charity music concert), to sustained social engagement seeking to bring about social change. The latter is in line with the participatory development communication arguments due to the level of celebrity involvement, namely South African celebrities starting their own charity foundations. Two categories of foundations are distinguished: 1) foundations started by a celebrity who does not have first-hand personal experience of the social problem it seeks to address (for instance supporting anti-malaria campaign but the celebrity never had malaria); and 2) foundations started by a celebrity who had firsthand experience of the particular social problem (such as being a victim of women abuse and the foundation seeks to minimize women abuse).

In exploring the latter, the case of South African hip-hop artists, in particular rap music and deejaying, is examined as a relatively large number of contemporary hip-hop artists are involved in social change efforts. Many such artists are, true to the roots of hip-hop socially involved, but not necessarily honoring the resistance nature of opposing mainstream culture. In a peculiar way, this seems to have changed to support a dominant South African culture of pro-development social change.

Theoretically, this paper draws on the bodies of knowledge of participatory development communication, cultural scholars, social movements and a non-electronic type of social networking (along the lines of Manuel Castells' network society). By drawing on this eclectic combination of theoretical views, it is argued that the particular group of hip-hop artists' work seems to exhibit traits of a social movement, or at minimum a new type of non-electronic social network towards improving the lives of many marginalized people in South Africa. This case provides an example of grassroots social work that not only engage the celebrity in a fundamental way, but is dependent on social participation.

Author(s):
Usharani Rathinam
Chris Garforth
Sarah Cardey

Title:
The challenge of mobile phones in addressing the gendered nature of poverty through dialogue promotion of the economically disadvantaged in India

Abstract:
This paper is conceptualised based on the argument that engaging poor people in public debate and dialogue is an indispensable part of poverty eradication and this can be achieved through the intervention of media. Thomas (2008) advocates that information is an adequate and complete resource in the development process. Therefore, he suggested the intervention of information technology in the development process for the current era. The multi-dimensional nature of poverty has become more complicated as the gender component is incorporated and viewed as a complex social issue in this study. It is argued that communication for social change model is a mixture of political, technological, economic and social change which involves people rather than experts and the information is carried over through dialogue and debate that focus on both individual and societal change (Gray-Felder 1999). This paper explores the potential that mobile telephony has in tackling the gendered nature of poverty using the concept of communication for social change. Multiple case study design is used to explore how mobile phones create dialogues in a defined society to tackle poverty from a gender perspective. Case studies are conducted in three districts in India. This paper presents findings from the case study conducted in Cuddalore district, Southern India. In-depth interviews, observation techniques, focus groups and social mapping were used to collect data. Results reveal that the economically disadvantaged people access mobile phone physically and it resolves the barrier of digital divide which is a major technical issue with other modern Information and Communication Technologies. It is identified that the preference to use mobile phones are influenced by factors such as age, literacy, gender and socio-economic status. It facilitates the economically disadvantaged to participate in social dialogue. Dialogue created by them focuses more on their economic hardships and health related issues rather than on the social and political aspects of their life. The reason on

one hand is the lack of critical awareness to defend on their own rights and on the other hand the existing power relation in the society that limits their dialogue flow. In addition, dialogue using mobile phones is limited by barriers such as gender inequalities, low social capital, cultural barriers, and social norms. These individual and societal factors are highly interrelated and impacts on the outcome of their dialogue. However, it is perceived by few in poverty, that the rapid growth of mobile communication is disturbing the existing socio-cultural norms of the society and hence found to be one of the reasons for rejecting it. This study concludes with a discussion on the above mentioned factors impacting on different gender in promoting dialogue to tackle the various facets of poverty.

Author(s):
Patrick Cockayne
Janine Simon-Meyer

Title:
"It's my turn to talk": the transformation of meaning and value through an alternative local communication matrix

Abstract:
Background:

HIV and AIDS communication in Southern Africa has been conditioned by uneven relationships between the "centre" and the "periphery", in its various guises – between donors and recipients, between the Western Bio Medical model and African Traditional *healthworld* views, between urban, resourced, decision-making "centres" and rural under-resourced recipient "peripheries"; and, at the "periphery", between those who gate-keep and those behind the gate. Neither those at the "peripheries" nor those at the "centres" generally has sought a fundamental relocation of power and control away from the centre: generally, "those most affected" have been consulted, and remain audiences for messages fashioned, packaged and transmitted from elsewhere. Opportunities for "marginalised" communities to control and own processes concerning them have been lost, and opportunities to mobilise resources, capacities and knowledge vested in even the least resourced people and areas, have tended to be ignored.
This paper is based on qualitative research conducted in 2010/2011 to describe and analyse the impact of the Hlokomela Farm Workers Care for Each Other project in Limpopo, SA, notably the systematic dialogical and collective identity-making processes. The project created a locally owned and controlled communication matrix using all available channels to galvanise collective and individual responses to HIV and health and development challenges and opportunities. The paper focuses on findings related to the communication process that unfolded in 2010/2011 around the theme of "OneLove" – a powerful Soul City regional campaign addressing multiple concurrent partnerships as a driver of the HIV epidemic. The theme was fed into the local communication matrix where it became a question: "What makes a safe relationship?" and the subject for the development of local media and interrogation by farm workers in a series of purposive dialogical interactions.

Method:

Data from key informant interviews and focus group discussions with project staff, local stakeholders, and farm worker "Change Agents" was gathered and analysed using a grounded theory approach, supported by on-going participant observation by the researchers, as practitioners providing technical support for implementation.

Findings:

In the local spaces for communication created, farm workers were able to engage with each other in open ended processes around sexuality, gender norms, and disease, from the perspective of their own values and lived realities. No single position or "solution" emerged, but rather a range of HIV-protective collective and individual adaptations, and a shared valuing of *inter alia* the communication process and opportunities for social learning and personal development through which these adaptations were formulated.

Conclusion:

Repeated, sustained participatory communication processes, in a "peripheral" locality, can redistribute power and control – creating alternative spaces and capacity for communication, within which "marginalised" communities can process information and its value loads, optimise learning and development, and reduce

potentially disempowering effects of hegemonies, external and local. Given the space and opportunity to communicate, the "periphery" need not be peripheral at all.

Author(s):
Søren Sønderstrup

Title:
Film for Change and Zanzibar International Film Festival: Youth & Film â€" experimental research in progress

Abstract:
The idea of this paper is to present an on-going collaboration between Zanzibar Film Festival (ZIFF) and volunteer researchers and practitioners that use visual communication technologies to bring empowerment opportunities to vulnerable children and youth in Tanzanian rural communities. The paper precedes the implementing phase of the project, which is to be carried out immediately before the IAMCR conference at the ZIFF on Zanzibar, July 6-14, 2012. At IAMCR I plan to present the implementation of the project in images, conclusions and the participatory films produced by the young people in the project. The paper consists in a theoretical outline of communication for development practices (participatory community media, ICT4D, documentary film, media anthropology) that inform Film for Change. Building on existing ethnographic research into collaborative participatory film making in Tanzanian rural communities[1] the paper outlines how the project is to be carried out, goals criteria, presumptions etc., providing the introductory reflections and considerations for a theory building on the method of film for change. This theory feeds into the question of how an institutional arts event like ZIFF may be instrumental in providing empowering communication opportunities for marginalised groups of people while at the same time serving as an important event in the process of building a regional cultural identity and film/cinema community in East Africa. Film for Change is a cross disciplinary combination of Theatre for Development, participatory approaches in communication for development and visual anthropology using interactive and horizontal communication practices, fictionalizations and empowerment strategies. The method is liberating for participants and audiences alike in the sense that it enables self-communication and freedom from endogenously imposed interpretations. The paper substantiates 3 questions that are to be tested in the implementing phase: How may an institutional film and cinema event like ZIFF play a role in forging communicative empowerment for vulnerable communities in East Africa?How may the empowerment strategies in Film for Change convert into an outreach component during an arts festival?How can disadvantaged youth appropriate visual communication technologies in their own interest and learn to utilise media in the future. The director of the ZIFF, Mr Martin Mhando, has commissioned the Youth & Film component as an outreach program intended to empower young people, age 14-19, in Zanzibar through film education, to develop a film culture for young people, and to use film as a tool in the development process in Tanzania. Areas of focus include children abuse, disability and relations with the tourism industry. ZIFF works as a frame for building an eastern African independent film community, fostering identity, communication power, network, funding, means of self communication for vulnerable groups and communities, and in this capacity it is an interesting starting point for addressing democratizing media. Just like Film for Change ZIFF connects to the right to communicate and becomes a tool for citizens to influence power relations and advocate social change.

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Author(s):
Suchi Gaur
Dr. Sarita Anand

Title:
Catalyzing The Pace of Development: Case Study of a Community Radio in Orissa

Abstract:
Development Communication as a tool for shaping rural change has proved to be of immense assistance in solving and designing projects and programmes that take into account the opinion and capacities of the

participants. Information, Communication Technologies has accelerated rural development across the globe. These technologies have provided potentials for economic growth, effective governance and social empowerment. Many projects that aim at technological up gradation and implementation of ICT in rural areas have failed in the past because of the lack of willingness among rural people to absorb such schemes.

Community radio as a participatory tool for rural development aims at inclusive development. This unique tool is based on the idea that successful rural development requires conscious and active participation of the participants at every stage of the development process and rural change cannot take place without changes in attitudes and behaviour among the people concerned. Therefore, a successful community radio should aim at mobilizing people for development action, assisting in solving problems and applying communication technology to training and extension programmes in order to improve their quality and impact of policy and programmes. It should aim at making the voice of the rural communities reach the government especially the socially excluded. It should therefore act as tool to initiate better governance and collective participation in rural areas in order to bring holistic human development. The research objective of the study therefore was to not just study the community radio station and participation of listeners but also analyze the same from a impact on initiating good governance perspective.

The present paper is a case study of the prospects and challenges faced by the First Community Radio established in the state of Orissa in India by a Non- Governmental Organization (NGO)- Young India. Radio Namaskar, situated in Puri district of Orissa works on the principle of volunteerism. Setup in a place with very low development indicators has offered value for the scope of emulating the initiatives in areas with similar needs. Interviews were conducted with professionals and volunteers involved in the CR to understand the dynamics of the station along with recording and analyzing the success, failures and the challenges faced by the station. To analyze the extent of participation in the CR activities and the perception of the community about the usefulness of the setup in their lives, interviews were conducted with the staff members and listeners along with focus group discussions.

Study findings are based on examining the variety of factors like objective of setting the station, participation & decision making, content designing & development, feedback generation, training etc. The paper concludes with examples of some best practices of the Community radio which have led to success in field which can be examples for other community radio setups.

Author(s):
Rose Mchomvu

Title:
Media Use and Empowerment: Case Study of Young Women Sexual Practice in Temeke & Kigamboni - Dar es Salaam, Tanzania.   By Rose Reuben PhD Student at the University of Dar Es Salaam Tanzania

Abstract:
Rose Reuben PhD Student at the University of Dar Es Salaam Tanzania

Note: This abstract should be considered as part of a joint panel proposal entitled 'Media, Communication and Civic Engagement in East Africa' originating from within the research project 'People Speaking Back? Media, Empowerment and Democracy in East Africa (MEDIeA)'. This joint panel will consist of papers by Grace Githiga, WinnieMittulah, Rose Reuben Datius Rweyemmu, Norbert Wildermuth nd Thoms Tuffte nd it willpanel will joint panel will consist of papers by Grace Githaiga, Winnie Mituallah, Rose Reuben, Datius Rweyemamu, Norbert Wildermuth and Thomas Tufte and it will jointly present both conceptual reflections and empirical findings from the MEDIeA project.

How do young women use media in everyday life? How does the media use inform their lives, their choices and opinions compared to other mediating factors in everyday life? Do the young girls make use of any of the civil society driven media platforms and their media outlets and products? These are some of the questions that inform this study of young women's media practices in the low income neighborhoods of Temeke and Kigamboni in Dar es Salaam, Tanzania.

Of particular interest is how media uses may – or may not – contribute to empowering the vulnerable young women. The fact is that the young women in this area are reported to have high prevalence of HIV/AIDS, unwanted pregnancies and prone to sexual harassment. Also of particular interest is whether these young women make use of the media products and outlets offered by FEMINA HIP, a large civil society driven media initiative which has the deliberate aim to empower young women on these issues

Data collection will be based on ethnographic approach, through interviews, participatory observation and discussions. The study will be informed by Paulo Freire's participatory communication theory (1970) and Feminist theory. Participatory communication theory offers a specific perspective on how to articulate social process, decision making process and change process within society while feminist theory presumes the importance of gender in human relationships and societal processes. The researcher chose these theories because they both emphasize the centrality of young women's everyday lives.

Author(s):
Venu Arora

Title:
Through the Looking Glass: Participatory Communication - From Ideology to Practice

Abstract:
The concept of participation has been variously articulated within media and audience studies and development studies. Communication for Development (C4D) has begun to take cognizance of the strengths of participatory approaches in achieving development outcomes. However the notion of participation is seldom clearly defined and therefore remains at best an unevaluated methodology and at worst a 'buzzword'. Through a critical discourse analysis of the content of three radio programs in India and Nepal and an analysis of interviews and workshops held with program producers and audiences of these shows, this paper explores the complex nature of participation and the need to understand its myriad dimensions to adequately design participatory approaches within communication for development initiatives. Given the complexities and the nebulous nature of participation, this paper argues for conceptualizing participation as an overarching ideology, the presence of which governs the adherence to participatory principles in any Communication for Development initiative.

Author(s):
Gerry Bloustien
Denise Wood

Title:
Engaging young people in participatory research through traditional, digital and social media

Abstract:
In popular culture, music relates to and generates intense emotional experiences offering opportunity for expression and emotional self-regulation (De Nora, 2000), interest and social affiliation function with the peer group (North & Hargreaves, 2007) and possible long-term livelihoods (Bloustien and Peters, 2011). An in-depth investigation into how teenagers select, create and use their music for personal and social ends can provide insights into music’s function in teenage experience as well as inform educational and cultural polices concerning the local and global reach of nascent music-based creative industries (Bloustien 2003, 2008, 2012, in press; Bloustien and Peters, 2011). Undertaking such research using appropriate technologies is crucial, given the current gap between the variety of ways teenagers use music via the internet, mobile devices and other digital technologies, and the current approaches to data collection, such as interview and survey based methods.Participatory research involving traditional media and digital technologies has the potential to enable members of a community to become agents as opposed to objects of study, in control of in their own situation, while also offering the means by which the needs of a particular group can be communicated to key decision and policy makers through dissemination of the stories and perspectives via a public forum. Moreover, new developments in mobile Web 2.0 technologies that can facilitate a more socially connected World Wide Web enabling individuals are able to augment and modify the information space (Anderson, 2007) provide a means by which participants can actively contribute in their capacity as both users and producers of media (Wood et al. Such participation is characterised by community-based production, fluid roles, unfinished artefacts, and common property (Bruns, 2007). Thus, participatory research supported by mobile and Web 2.0 technologies makes it possible for the outcomes of research to reach more people and offer even more opportunities for implementation of change and sustainable development (see Willett, 2009; Atton, 2007; Ashley et al., 2009).This paper considers the significance and the efficacy of participatory research involving traditional and digital technologies based on research undertaken with young people from Australia, the UK, Europe and the US over a two to three year period. The paper explores the reflexive processes of collaborative digital archiving and argues that when participants are both engaged directly with the processes of selection and creation of their footage and its

digital archiving, editing and distribution, the insights and knowledge gained from such processes become creative sites in their own right

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Political Communication Research Section

Author(s):
Ibrahim Saleh
Eric Louw

Title:
Elite Newspapers and Political Transformations From Cape To Cairo

Abstract:
The research attempts to offer a real opportunity to compare how the elite messages are processed through media in two African countries that seem very different in some ways but similar in many other ways. The two country cases will help depict the expected media agenda for the intended recipients. In the context of political transformation, the appropriateness and likely effectiveness of news framing will be discussed, using poverty as an independent variable in the study and its associated socio-demographic information in the two countries (Egypt and South Africa).One has to also consider the idea of synergy here because sources usually seek access to journalists, and journalists seek access to sources. It is more often than not that sources do the leading that certainly makes the relationship between journalists and their sources very 'symbiotic' with dominance of the political actors to decide, yet it is argued that both groups are engaged in the 'negotiation of newsworthiness.'In this ongoing negotiation, both sources and journalists control key resources. Acting as gatekeepers, journalists are in control of visibility, the extent to which the sources should get the attention that they are seeking, and the tone of the news stories. While the news sources are in control of information, but also, if they are powerful, have the power to grant legitimacy to the news stories. Journalists need the information that news sources offer, and news sources need the attention and the visibility that journalists can provide. In this conceptual lens, the research attempts to examine the

theoretical framework of the study in order to establish the basis for the research.Media framing and the diversity of narratives could never be underestimated in shaping controversies related to political transformation in any country. Besides, it is imperative to consider a number of media effects elements while evaluating the journalism coverage of transformation that enable analysis of the relationship between media frames and the symbolic disputes that are carried out by different political and social actors; including media personnel, governments, and business interests (Lobbyists) in the two country cases.The research attempts to investigate the frame structures in reporting political transformation in two country cases (Egypt and South Africa) and how this coverage is affected by the socio-political and economic situation in theses country cases as a key question.It is thus imperative to state that the media systems in these two countries are not comparable in any simple manner, and it is virtually impossible to find "functionally equivalent" news media. Besides, newspaper readership varies much between them; however the study can help give useful insights into how political transformation is represented in local journalistic and political fields in severely harsh conditions.

Author(s):
Noam Schimmel

Title:
Continuity and Change in American Presidential Rhetoric on Healthcare Reform: From Principle to Pragmatism

Abstract:
This paper examines the changing emphases in American presidential rhetoric on healthcare reform – beginning with President Harry Truman and ending with President Barack Obama. It explores the ways in which presidential rhetoric reflects the changing American social imaginary and moral order, which was far more receptive to a vigorous role for the government in social welfare programs under Harry Truman than it was under the presidencies of Clinton and Obama. This is because Harry Truman's presidency followed Franklin Delano Roosevelt's successful New Deal programs which created an extensive range of social protection programs for US citizens. Social and economic rights were normalized and the dominant political culture at the time stressed the necessity of government programming to maintain citizen well being. Presidents Clinton and Obama, however, faced an increasingly hegemonic conservative moral order that since the Reagan era has demanded limited government and rejected the principle of government responsibility to guarantee universal healthcare.

 I employ discourse analysis to illustrate the ways in which American presidential rhetoric has employed different arguments - both moral and pragmatic – in efforts to expand healthcare to all Americans irrespective of their income. It asks how American political culture has changed from the immediate post-World War 2 era until today with regard to expectations of government and how this has constrained Presidents Clinton and Obama in their efforts to make the case for a stronger government role in the provision of healthcare and the guarantee of healthcare to all American citizens. It finds that there is a significant shift from morally robust arguments made by Harry Truman which focused on concepts of human rights and social and economic justice towards a more pragmatic approach favored by Clinton and Obama which emphasizes economic arguments and shows deference to conservative ideals of limited government. Clinton and Obama's rhetoric steers clear of arguments based on principles of equality and human rights and tends to make arguments based on appeals to social solidarity and communitarianism, alongside a major emphasis on pragmatic arguments about cost savings and efficiency.

The paper also explores how American attitudes towards government guarantee of healthcare stand in contrast to European ones as well as to some Latin American ones. It shows how Barack Obama has attempted to shift the American social imaginary and moral order in such a way as to expand social solidarity and reinvigorate the willingness of Americans to use government as an instrument for expanding equality of opportunity. It finds that Obama does this principally by relying on arguments about the needs of the 'middle – class' - which is a signifier that all three presidents use extensively, but which under Clinton and Obama becomes used in such a way as to rhetorically efface the structural injustices that the working class and economically disadvantaged face. Thus, paradoxically, Clinton and Obama use a *rhetoric* which marginalizes the working class and poor discursively but which proposes and seeks to enable through public *policy* changes healthcare reform that will enable them to access healthcare.

Author(s):
Richard Shafer
Richard Aregood

Title:
Participatory and Interventionist Journalism Models as Obstacles to Effective Professional Practices.

Abstract:
Since the 1970s and the rise of Development Journalism as an alternative to the Western model of professional practice, there has been a plethora of alternatives to the traditional Western model of "objective" news gathering and dissemination. Advocates for these new models generally assert that they are more democratic, more participatory and more effective at furthering national development, citizen participation, redistribution of resources and other social and economic goals -- in opposition to the traditional Western model holding that journalists are charged with identifying news and trends, collecting information, processing it in an effective way, and disseminating it to audiences that presumably will reach their own conclusions regarding the value and veracity of the media content they are providing. The new models, which are often interventionist and participatory in nature, ask the journalist to assume the role of social worker, change agent, micro economist, or community development expert, often with little training in these areas. Development journalism, for instance, holds that the press should be first and foremost an agent of development. The problem of "development" can take up huge segments of the journalism curriculum in academic programs adopting, while detracting from time spent conveying basic and advanced journalistic skills that can be immediately applied to improving mass media content, sacrificing professional education in favor of academic exercise and denigrating professional skill altogether. With the continued universal formalization of journalism education, we can expect the schism between journalistic practitioners, (green eyeshades) and media theoreticians (chi-squareds) will grow within academic journalism and mass communication programs placing heavier emphasis on theory and research and diminishing practical education. Another trend is that academics tend to turn their attention to designing new more participatory journalism models with names like: Peace Journalism, Civic Journalism, Public Journalism, Advocacy Journalism, Community Journalism, Development Journalism, and Developmental Journalism, or they become promoters of web-based Citizen Journalism and other electronic forms without full understanding of their implications for destroying journalism professionalism that is comparatively accountable and reliable. This paper will define and critique the rise fall of a wide range of such participatory models, comparing them with the still dominant Western model that advocates that journalists strive for objectivity and avoid becoming blatant advocates for ideologies, reforms and political movements. In conclusion, our study is relevant to the IAMCR conference themes of cultural imperialism related to advocacy for the Western model of journalism objectivist theory and practice - as well as to the question of whether the most effective mass media systems are directed toward empowering marginalized populations and actively promoting national development.

Author(s):
Ekaterine Basilaia
Robert McKeever
Donald Shaw

Title:
The Natural Framing of Military Conflict News? The 2008 Russian Invasion of Georgia in Resonance, Izvestia and The New York Times

Abstract:
Historically, news organizations located in the heart of conflict zones have been an important player in informing the public and shaping its understanding on particular issues. To advance research relating to international conflict coverage the current study analyzed how Georgian, Russian, and American media framed the 2008 war in Georgia. By examining coverage in *Izvestia* and *Resonance* as well as *The New York Times* – which is an important example of how the conflict was presented to the American public and its readers around the globe – this paper elucidates likely determinants of the type of news and events that are prioritized by media producers proximal to the region of conflict.   Previous framing studies of conflicts and wars have shown that the press puts greater emphasis on the military portion of the conflict (Dimitrova, et al., 2005; Strömbäck & Dimitrova, 2011) and that press coverage during wartime is typically uncritical and often patriotic when the media's home government is involved (Aday, Cluverius, & Livingston, 2005). This can lead to coverage that is sanitized and that presents a conflict in narrow frames, not allowing citizens to

evaluate military actions from balanced information (Allen, Jasperson, O'Loughlin, & Sullivan, 1994; McQuail, 2005).

This study uses content analysis, a systematic method for assigning communication content to categories based on operational definitions (Riffe, Lacy & Fico, 2005). We find the similarities in conflict reporting are as interesting as their differences. The following frames were identified: *War frames, Causality frames, Political frames.*The findings of this research add to the body of literature on framing, particularly in relation to the presence and prioritization of particular issues and frames in news coverage during conflict. The observed differences in the prominence and presence of these frames found in the current work may support the notion that journalists frame issues to enlarge or shrink the significance of an event, though the predictable patterns witnessed here and in past studies.

Author(s):
Jieying Wang

Title:
Reclaiming the Identity through Social Movement Participation

Abstract:
This is a study on the issue of "why a large group of youngsters participate in a new social movement, through which their collective identity is formed" in a recent movement in Hong Kong. During the movement, over ten thousand demonstrators, among which most were the youngsters with the slogan "post-80s youth", opposed the building of an express rail link connecting with mainland China, and questioned a number of post-materialistic social problems. This research tells that, this is a group of youngsters with the strong quest of current issues and the initiatives to seek for alternative information beyond school education. Grown up in the post-industrial society, they find an alternative lifestyle in the rural community, which further leads them to have a reflection on the existing consumption-oriented social order. The post-80s activists choose to take a step forward to make their voice heard, through collective action. Although the post-80s activists seldom represent the whole population of Hong Kong youth, they become the vocal minorities, forming a powerful and fresh political force in Hong Kong society. This Hong Kong case echoes the new social movement theory and the youth social engagement vividly demonstrates the trend of post-materialistic identity driven action in contemporary developed regions. In-depth interview and participant observation are applied to have an investigation into this case.

Author(s):
Jens Tenscher

Title:
Two Levels of Campaigning: An Empirical Test of the Party-Centered Theory of Professionalization

Abstract:
Faced with some fundamental changes in the socio-cultural, political and media environment, political parties have been initiating some substantial changes of their political communication practices. Such changes, repeatedly discussed under the catchword of "professionalization", become most obvious on the occasion of electoral campaigns. Yet, although often cited, the small number of empirical investigations of the professionalization of political parties can be criticised for a number of reasons:

1) Most studies, even the most current ones, approach campaign professionalism descriptively and/or qualitatively. Efforts in *quantifying* campaign professionalization are still rare and often restricted to case studies (e.g. Strömbäck 2009).

2) Most of the studies abstain from *longitudinal designs* which are required for testing process-related transformations such as professionalization.

3) There is still a lack of *comparative, cross-sectional research* which would help us to detect differences and/or similarities in electoral campaigning of political parties in different countries (e.g. Tenscher et al. 2012).

4) Research on the professionalization of campaigning has mostly been focused either on "first-order" or "second-order" elections. Studies comparing campaigning on different types of elections are missing.

Against this backdrop we will present a cross-national and intertemporal study of German and Finnish political parties' electoral campaigning on the occasion of the national and European parliamentary elections between 2004 and 2011. The selection of those countries follows a most similar approach: both belong to the so-called democratic corporatist model of media and politics. They are quite similar with regards to political, media, and – to some degree – even political culture characteristics.

Our approach allows investigations of election-type-, time-, country-, and party-related variations in electoral campaigning. Thus, we will bring the so-called "party-centered theory of professionalized campaigning" (Gibson/Römmele 2001) to a differentiated empirical test. Such a test does not only demonstrate differences in time, between parties and countries, and between first- and second-order elections, but foremost it helps to detect factors on the macro and the meso level which impede or foster professional campaigning.

Our analysis is based on data connecting "objective", i.e. publicly available information and "subjective" evaluations of political parties' campaign managers. They were interviewed personally or with a semi-standardized questionnaire subsequent to the EP elections 2004 and 2009, the general elections in Germany (2005 and 2009) and the national parliamentary elections in Finland (2007 and 2011). The questionnaire allows comparable and differentiated insights into the degree of professionalism of campaign structures and strategies to date.

The preliminary results from this study support four assumptions:

1) In both countries, there is a process of professionalization going on.

2) This process takes place on two levels, with higher degrees of professional campaigning at first-order, and lower degrees at European elections.

3) Differences in professional campaigning between countries are lower than differences between political parties within one and the same country.

4) It also seems that smaller parties, independent from their location, rather choose a strategic way to adapt to media logics and to get public attention on a short-term while bigger parties tend to invest in organizational transformations.

Author(s):
Seon Gi Baek
Slgi Lee

Title:
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

Abstract:
The purpose of this study was to investigate roles, functions and influences of Social Network Service (SNS) in the field of politics, especially in various elections for political positions. SNS was generally recognized just as a medium for chatting or talking personal matters with their followers or friends. However, recently it functioned as a medium for discussing public matters so that it could produce public discourses about them. Especially, it could function as a powerful medium in the middle of election to impact on which candidate would win.

In order to attain this purpose, the authors concerned contents of SNS which were shown and shared during the time-period of election, and raised research questions as follows; 'what were categories for signs about election matters?', 'what were over-lexicalized in those signs?', 'what were pre-supposed under such signs?', 'what kinds of discourses they produced?, and 'what were implied in Korean society by such signs and discourses?' For dealing with such research questions, they paid attention to the 2011 Mayoral Election of Seoul City in which a progressive candidate won surprisingly, and collected 1800 tweeted contents of Twitters from Oct. 1, 2011, over Oct. 26, 2011, the voting day, to Nov. 3, 2011. Such tweeted and re-tweeted contents were analyzed by several semiotic research methods and discourse analyses.

As results of this study, first of all, it was found that most of contents in Twitter were inclined to favor a progressive candidate who was supported by the coalition of oppositional parties, and disfavored a

candidate of the ruling party. Second, many positive signs were shown and conferred to the progressive candidate, while vicious and negative signs were shown and expressed to the ruling party candidate. Third, in both tweeted and re-tweeted contents, signs such as 'morality', 'justice', 'responsibility' and 'pro-labor' were overly lexicalized in a positive way toward the progressive candidate, whereas signs such as 'immorality', 'injustice', 'irresponsibility' and 'pro-capital' were overly lexicalized in a negative way toward the candidate of the ruling party. Fourth, it was pre-supposed in tweeted and re-tweeted contents that the candidate for the Mayoral Election of Seoul City should be 'honest', 'responsible', 'moral', 'ethical', 'pro-labor or pro-poor oriented', and 'lovely for justice'. Fifth, such contents of Twitter produced various discourses such as 'discourse of morality', 'discourse of justice', 'discourse of pro-civilian', 'discourse of pro-labor', and 'discourse of change'.

In short, it was concluded that SNS, especially, Twitter, could function as a medium of producing discourses and agendas about public matters as well as influencing elections for public and political positions as it impacted on winning of the progressive candidate in the 2011 Seoul Mayoral Election.

Author(s):
Anthony Olorunnisola
Ayo Ojebode

Title:
Public Opinion on Nigeria's Democracy: Why the Arab Spring stopped in the Desert

Abstract:
As popular movements of citizens of countries in the Middle East and North African (MENA) region progressed and in their aftermath, pundits in Nigeria and the Diaspora wondered if there would be a bandwagon effect in Africa's largest democracy. Yet, despite offline and online mobilizations, growing national insecurity and the "Occupy Nigeria Movement" that sprang up against fuel price hikes in Nigeria, protests and revolts in Nigeria remained short-lived and aimed at piecemeal policy reforms rather than become a revolution to unseat the current government. Against that background, this paper ponders the following questions: What experiential questions do the Arab spring movements (in spite of participating countries' better Human Development factors) pose for Nigeria, Africa's largest democracy? Why did the Arab Spring end in the Desert, so to speak? What realistic prospects does democracy (as Nigeria's experience shows) hold for Arab spring movement participants in the MENA region? What lessons do combined experiences offer African leaders and citizens about governance as steps are taken toward realization of Millennium Development Goals?

The epicenter of this paper's propositions is Nigerians' response to a public opinion survey conducted in 2007 and comments made during two Focus Group Discussions (FGDs) conducted in 2007 and in 2011 – to garner Nigerians' assessment of the progress of Democracy – in both cases several weeks after national elections. Authors position survey and FGD findings against the background of the Arab Spring movement of 2011 and use results to propose answers to abiding questions asked in Nigeria and the Diaspora. For instance, why did the social movements in the MENA region end in the Desert? Relying on a Human Development factors chart, authors suggest that Nigerians' discontent appear to be motivated by yearnings for what citizens of some MENA countries already have. On the contrary and based on raison d'être available in the public domain, citizens of MENA countries appear to be yearning for what Nigerians already have – the ability to elect their own representatives, the desire to end autocracy, etc.

Authors argue in summation that each style of governance has come with some level of benevolence (autocracy in the MENA region) and with the absence of dividends (democracy in Nigeria; defined not as ability to vote but as desire for factors that reside on the Human Development factors chart). As such, neither autocracy nor democracy - as systems of governance - has delivered the aspirations of African citizens (in Nigeria or in the MENA region). Authors pose additional historical and critical questions: If the Arab Spring ended in the dessert, what expressions do recent Occupy movements and terrorist attacks in Nigeria represent? Which system of government is better able to deliver valuable Human Development factors? Is democratization as a system of government sufficient? Authors offer suggestions for further research.

Author(s):
Hossein Ali Afkhami
Mohammad Hosseini Moghaddam

Title:
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)

Abstract:
Islamic republic of Iran since its earliest days, has launched a process of allocating special political meanings to the "floating signifiers" orientated toward its own profitability not theirs, knowing that the naturalization of such meanings could guarantee the enforcement of the ideology presented by the government. The present research attempts to compare the features of the image of disfranchised groups made by media with their social realities. Based on the fact that the media has a key role in matching the fantasized "being" of the individuals with their real "being", this paper focuses on the fantasized pictures of "the oppressed classes" which are defined here as the floating signifiers.

By calling people, the ideology prescribes a sort of expectations of them. These expectations are usually accepted because there are supposed to be the responsibilities of the fantasized "being" but during this research although this process of enforcing ideology was traced, the types of resistance against the mediated image was studied as well. These types of resistance are supposed here to be key variables shaping the political equilibrium of the society.

The qualitative content analysis has been applied in this study as the main research method, following the manuals proposed by David Altheide. Moreover, in order to have a more comprehensive analysis, it was preceded by a simple quantitative content analysis which could justify the cause for selecting the texts to be analyzed qualitatively.

The materials of analysis were basically found in the headlines of three national news papers of post-revolutionary Iran including Keyhan, Ettelaat and Jomhurie eslami. The date of anniversary for the revolution was chosen as the core and 16 days of each year surrounding this date were selected. The copies of the newspapers published those days in all the thirty years of post-revolution period were analyzed. In addition, all the lectures delivered by the political authorities in the anniversary of revolution in which the disfranchised groups were addressed directly, were also collected and analyzed but the material was not limited to these. In order to maintain validity and credibility of the research, some other texts were included as evidence from other days and other newspapers than what was defined basically in research method.

The applied theoretical core was the ideas of Laclu and Mouffe about "constructing people" through allocating meaning to the floating signifiers. Moreover, the theories about politics of representation and media image making were applied as well which were all coherent with the method of research that explains –at least according to Altheide- how to analyze the cause of including special meanings and frames in the body of communicational documents.

Keywords:
Ideology, the oppressed, floating signifiers, resistance

Author(s):
Caja Thimm

Title:
Political Conflicts, Social Media and the Digital Citizen: A comparison between Egypt, Germany, and China

Abstract:
Partly driven by social media, the mediatization of societies is one of the most unifying global processes. Whether north or south, social media usage has spawned new forms of political communication in the public sphere, accompanied by high hopes for more participation by citizens. This paper explores political participation through digital networking (Twitter and Facebook) in three different countries on the basis of empirical research. It will be shown, how online activities in social media can change political discursive practices worldwide.

The study is based on the following research questions:

1. Functional Level: How are Facebook and Twitter used in political conflicts, which purposes are aligned with the situational usage?

2. Interactive Level: Which group oriented strategies are used, which are the main messages types?

3. Societal and Political Level: Do activities in Social Media enable citizens to influence political decision making?

The main hypotheses of our intercultural, comparative approach was the assumption that civic engagement in Eastern and Western countries follows similar patterns. Consequently, the following communication patterns were analysed:

• Eyewitness activities (via photos, films, hyperlinks, reports)

• Information diffusion (via photos, films, hyperlinks, comments, reports)

• Organising (contacting, networking for a specific purpose/gathering)

• Motivating/ encouraging (giving support, agitation)

• Sharing (sharing emotional states, consoling, asking for help)

This pattern of analysis was applied to political conflict situations in three countries.

(1) Egypt: Focus of analysis is on the Facebook group "We are all Khaled Said", a group founded after the murder of the young blogger Khaled Said in June 2012. Data consists of 475 postings from January 15 through January 26 2011, which dealt with one of the biggest demonstrations in Cairo on January 25, 2011.
(2) Germany: Data consists of Twitter and Facebook communicationcollected in 2011. The conflict in question was a local traffic project in the city of Stuttgart in southern Germany, which lead to violent and bloody encounters between police and protestors. Date bases are 21000 Tweets and over 300 Facebook postings of supporters and protestors of the project.

China: Sina Weibo is a Chinese microblogging site, which has played an important role in political conflict in China. Chinese citizens use Weibo to inform and communicate about political dissent. Two cases will be presented - a case of self immolation due to property evictions, and the reactions to the devastative train accident in Shanghai in 2011.

Overall, Social Media usage in these situations of political conflict follows, as assumed, typical patterns, with some country specific differences. Whereas Weibo is more often used for eyewitness functions (China), Facebook serves as a platform for emotional backing (Tunesia/Germany) and intense political debates (Germany). However, it became clear across cultures, that social media enable citizens to keep track of the political events, share and document them and thereby influence politics, much more than many governments - whether East or West - have come to realize.

Author(s):
Gadi Wolfsfeld
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Alad Segev

Title:
The Social Media and the Arab Spring: Politics Always Comes First

Abstract:
The goal of this article is to place the role of the social media in collective action within a more general theoretical structure using the events of the Arab Spring as a case study.   Three theoretical principles are put forth all of which center around the idea that one cannot understand the role of any media in a political conflict without first considering the political context in which they are operating. The first theoretical principle states: *Political variables are likely to be more important in explaining the extensiveness of a popular uprising than the overall penetration of the social media in a particular country*. The second

principle is called the "Principle of Cumulative Inequality" and claims that: *citizens who most need the social media are the ones who find it the most difficult to exploit them*. The third and final principle states: *A significant increase in the use of the new media is much more likely to follow a significant amount of protest activity than to precede it*.

The three principles are examined using political, media, and protest data from 22 Arab Countries that relate to the most important weeks of the Arab Spring. The major dependent variable is the Protest Index, which is the extent of protest in each country. All of the political variables were taken from well known sources and were designed to be indicators of the level of the political legitimacy of the regime. This included the following indices: level of democracy, disrespect for human rights, control of corruption, and GDP per capita. The media variables examined the amount Internet, Facebook, and Twitter, and mobile phone penetration in each country.

The findings provide strong support for the validity of the claims. They show that not only are political variables more important than social media penetration in explaining the level of protest, there is a strong *negative* correlation between social media penetration and the amount of protest in each country. The data also points to a likely reason for this negative correlation and it is in keeping with the second principle. In the wealthier, less repressive Arab countries citizens have easier access to the social media but less motivation to protest. The evidence also supports the third proposition. The rise in the use of social media during the Arab Spring came after rather than before the eruption of the protests.

This study should not be seen as contradicting the assumption that the social media were useful tools of mobilization when protests did break out. Rather it demonstrates that researchers should first ask about whether the political conditions are ripe for an uprising and only then ask about the tools dissidents used to organize their collective actions.

Author(s):
Thabo Ramphobole

Title:
An Investigation into the Role of Social Media in the Political Protests in Egypt (2011)

Abstract:
Social media's role in fomenting protest action in Egypt has often been lauded by proponents of these web 2.0 technologies, to the extent that the collective protest actions that swept the Middle East and North Africa from December 2010 to the present have been referred to as 'Twitter Revolutions'.

With an investigation into the integral composition of Twitter (www.twitter.com) and YouTube (www.youtube.com), this study will, theoretically, evaluate the rise of this new form of 'networked' communication in relation to the rise of 'networked social movements' with the resultant aim of exploring the potential democratizing abilities of social media in autocratic regimes.

Thus this study focuses on the 2011 Egyptian protests, specifically the period between January 25th to February 11th 2011 when citizens participated in mass protests to express long held dissatisfaction with the (now defunct) Mubarak regime.

Based on the premise that social media can provide a forum for dialogue towards a democratic process, this treatise will embark on a critical analysis of the role of social media specifically Twitter and YouTube by examining the manner in which both of these social networking sites, through a symbiotic relationship, became spaces for the contention of authoritarianism in Egypt.

Keywords: Arab spring, Egypt, Social media, Twitter, YouTube

Author(s):
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Title:
Different Views on Political Imagery? Examining Audience Perception of Visual Portrayals of Politicians.

Abstract:
The visual depictions of politicians play an essential role in political campaigns since they convey visual cues and attributes related to e.g. a candidates' credibility, truthfulness or suitability. Due to their associative logic, images are capable of producing positive or negative feelings about candidates and thus influence the perceptions and preferences of the electorate. Yet, what is a positive and what is a negative depiction?

These are questions that have interested visual communication researchers as well as political communication researchers. Studies have shown that depictions of politicians are perceived as positive or negative depending on several aspects: (1) nonverbal cues of the depicted person (e.g. facial expression, gesture), (2) technical and formal visual representation strategies (e.g. camera angle) and (3) contextual cues within an image (e.g. other persons, interaction) (e.g. Kepplinger, 2010). Several content analyses, mostly stemming from news bias and framing research, have measured the valence of a politician's depiction compared to the photographs of his or her opponents (Moriarty & Garramone, 1986; Moriarty & Popovich, 1991; Verser & Wicks, 2006). These studies code visual attributes and group them into valence indices. Although these scales stem from prior research on visual perception and person perception, it can be assumed that the perceived valence of photos is subjective. The present study examines how the valence of visual cues and composition elements in the depiction of politicians is interpreted by the audience and to which degree the results actually correspond to indices used in previous content analyses. Due to the expected subjectivity of the audience's interpretations the study uses Q-Methodology – a research method that is particularly designed to study "subjectivity" and hidden-meaning structures. In an "intensive analysis"-setting Q-Sort technique is employed to explore differences and similarities in the evaluations made by the participants. Q-sort is a card sorting procedure in which statements, which can either be words, images or figures, are sorted in relation to each other. It is a research tool particularly suited for the analysis of phenomena that are not easy to verbalize, such as the associative impressions gained from images. In the present forced-Q-sort study 40 participants were asked to sort different images of José Manuel Barroso, president of the European Commission, in relation to each other, putting them into a fixed number of categories (on the continuum "non favorable at all" – "very favorable"), which generated a quasi-normal distribution. This setting has the advantage that items placed in the middle categories do not have a strong effect on the between-person correlation coefficient (Stephen, 1985) while the items placed in the extreme categories are identified. This analytical step shows which of the visual dimensions the participants perceived as more positive or negative than others. In additional interviews selected participants are asked to explain their sorting result in order to gain further knowledge about the perceived valence of visuals.

Results are finally put in context with the valence scales used in previous content analyses on the visual representation of politicians in order to discuss the validity of measurement.

Author(s):
Weiyu Zhang

Title:
Making sense of non-participation: How ICTs influence average youth in Singapore

Abstract:
Singapore is often considered as a country that has an apathetic political culture with most of its citizens disinterested and disengaged in politics. This paper aims at making sense of non-participation among average young Singaporeans and examine whether ICTs present opportunities to activate them to be involved in collective issues. Twelve focus groups discussions (FGDs) were conducted with 62 individuals who have an average age of 23 years. Participants in the FGDs revealed that they were generally not very interested in politics (M = 2 out of a 1-4 point scale). Our analyses show that non-participation in Singapore is not a result of lack of motivation or knowledge. Rather, the young are systematically discouraged from participation and tactically avoid politics due to fear and cynicism. ICTs serve as channels to disseminate alternative knowledge that may change youth’s perception about politics. ICTs also provide easy access to political activities, which may activate average youth through their everyday social networks.

Author(s):
Lars Nord
Marie Grusell

Title:

Spin, strategies and social media. A study of professionalization and digital campaigning in Sweden 2009-2010

Abstract:
Professionalization tendencies and the use of digital campaign communication technology are distinctive features of election campaigns in the 21st century. Both elements of the campaign have been thoroughly discussed and examined, but so far not that often related to each other. This paper asks whether theories of professionalization of politics are relevant for explaining the use of digital communications in the campaign: Are existing campaign structures reinforced by the introduction of new technology or does this technology radically change campaign conditions? The idea of professionalization of politics is basically based on party or candidate campaign processes related to structures and strategies (Negrine 2007; Tenscher 2007). It is assumed that campaigns become more professional the more economic and personal resources there are available and the more use there is of strategies and tools aimed at maximizing the number of voters. The degree of campaign professionalization has, on the organizational level, been explained by a party-centred theory, predicting that right-wing ideology, rich, primarily vote-seeking, hierarchical parties with new leaders and a previous electoral defeat are more probable to be professional than other partier. The theory has been confirmed both in multiparty and two-party systems (Gibson & Römmele 2009; Strömbäck 2009; Moring et al. 2011). However, the introduction and rapid development of digital campaign communications has not been systematically integrated in the analysis of professionalization theories in multiparty systems. It remains an open question whether the inclusion of such communications reinforces or change existing campaign contexts with regard to professionalization processes. It is plausible to believe that the most professional parties in other aspects also are most keen on using digital communications, but it is also possible to assume that this new technology gives smaller and hitherto less professional parties an opportunity to reduce existing gaps in campaign professionalization. Interactive dialogues with citizens on the Internet and coherent strategies for the presence on social media platforms, such as Facebook and Twitter, may be developed successfully regardless of previous experiences from more traditional campaign tools. This paper investigates this question by analyzing digital campaign communications, such as the Internet and social media, as part of campaign strategies among Swedish political parties in the two most recent election campaign in Sweden; European Parliamentary Election in 2009 and the National Election in 2010. The degree of professional use of digital communications are related and compared to the general degree of campaign professionalization among the Swedish political parties. The study is based on party surveys and interviews with campaign coordinators and on quantitative content analysis of social media during the last weeks before the elections.

Keywords: professionalization, digital communication, election campaign, social media, political parties, Sweden

Author(s):
Yuqiong Zhou

Title:
New Rumoring Movement in China's Cyberspace

Abstract:
As an ancient medium of communication, rumor has attracted longstanding concern in both the West and the East. From a social psychological perspective, western scholars recognize rumors as collective transactions (Shibutani, 1966) arise in contexts of ambiguity and uncertainty (Allport & Postman, 1947) that are infused with private hypotheses about how the world works (Rosnow, 1991) to help people make sense and mange risk (DiFonzo & Bordia, 2006). From a social control perspective, Chinese scholars recognize rumors as false and ill-motivated statements, that are harmful to social stability and should be eliminated.

Driven by natural, social and technological forces, there are increasing number of rumors (especially Internet rumors) and to eliminate rumors has become a mission impossible. Based on empirical research on a serial of influential Internet rumors in China – Aids rumors (1998-2008), Anti-Carrefour rumors (2008), Olympic rumors (2008), Grubby orange rumor (2008), Hubin "substitute" rumor (2009), rumors in Wengan (2008) and Shishou (2009) collective events, gossips, rumors and urban legends in Shenzhen children-kidnapping

event (2009), and Japan's nuclear leaking rumors (2011) –this paper concludes the essential characteristics, communication patterns, and social functions displayed in the generating, developing, communicating, and influencing processes of rumors in contemporary China that are different from ever before.

As for the essential characteristics of Internet rumors, this paper argues that due to dramatic social changes and limited press freedom in China, Internet rumors generally tell "true lies" by expressing social appeals of the public, provide "alternative news" by exposing social problems to the public, and in the long run, consist "collective memories" by recording urban legends for the public.

As for the communication patterns of Internet rumors, this paper argues that while transmitting and discussing rumors online, netizens (especially the grassroots) actively engaged themselves in collective transactions of ambiguous information and moral judgments, thus making rumors more trustworthy and powerful. Mediated by short messages via mobile phone, Internet rumors then come from online cyberspace to offline real world and sometimes trigger significant social events.

As for the social functions of Internet rumors, this paper argues that as "weapons of the weak" (Scott, 1964), rumors have been frequently involved in social conflicts and contentious politics in China. Rumors are not only means of sense making, social cognition and social problem-solving (as in democratic countries), but more importantly, function as a medium of civic participation in non-democratic countries like China. Netizens make full use of rumors to hunt the truth, challenge the authority, supervise the government, claim civic rights, and sometimes even mobilize collective behaviors or social movements.

In conclusion, contemporary China is witnessing a "New Rumoring Movement" in cyberspace that would lead to far-reaching changes in both the online and offline worlds.

Keywords: rumor, Internet, public opinion, social movement, China

Author(s):
Amos Thomas

Title:
Would you hire this person? Empowering Voters in Peru

Abstract:
While democracy has seen resurgence in many developing countries and emergent economies in recent years, elections often remain a context for manipulation of the populace and alienation of the economically disenfranchised. Most political communications modelled on practices in North America and Europe are concerned about marketing of particular candidates and parties. This paper documents an innovative voter education campaign developed by an advertising agency in Peru with a social marketing orientation. The campaign distilled political choices for national leadership into manageable selection criteria via analogies drawn from everyday life. It was designed to cause citizens to examine their own political awareness and motivate them to utilise their voting privileges to further a public policy agenda through candidates of integrity. The paper explores the issue of utilising marketing communications tools for political education about democratic rights rather than for voter persuasion about particular leaders or party platforms. It speculates on the campaign's effectiveness in a previous Peruvian presidential election, as well as the possibility of its diffusion worldwide. A key question is whether the universality of human rights and social justice issues renders the adaptation requirements of this political education campaign relatively minimal for its use in other developing countries and even developed countries with marginalised groups. Public policy-makers and social activists alike could learn from this fresh approach to communicating with citizens on how they might exercise their democratic rights to shape the national agenda. [235 words]

Author(s):
Christian Baden
Friederike Schultz

Title:
Re-shaping the meaning of crises: The role of strategic framing and institutional justifications for affecting mass media crisis coverage

Abstract:
Crises are disruptive situations in which the socially accepted order of meaning is suddenly delegitimized (Weber & Glynn, 2006). Consequently, various actors engage in making sense of the current crisis, inserting their interpretations into public debate and attempting to shape the re-emergent consensus. Whether such strategic framing succeeds depends on several factors that have been mused about in the literature, but rarely investigated: 1) Miller and Parnell (2001) argued that frames responding to current media agendas stand good chances of being adopted; 2) The consistency with which interpretations are upheld should affect their ability to receive media attention; 3) The specific legitimacy that can be mobilized to justify advocated frames should impact their acceptance in public discourse (March & Simon, 1993).

This paper develops a theoretical framework that addresses the dynamic re-establishment of widely accepted meaning in crisis. Building upon framing theory (Gamson, 1996), an evolutionary view upon mass media discourse, and a social institutional approach to frame justification (Boltanski & Thévenot, 2006), it derives specific predictions for the ability of strategic frames to a) be taken over into mass media discourse and b) contribute to a stabilization of meaning over time. Testing and further exploring the role of framing dynamics and institutional justifications in crisis communication, this paper analyzes the interaction of PR and media frames during the 2010 BP Oil Spill crisis. Performing a semantic network analysis based on BP's press releases as well as over 3700 news articles from the US and UK, the study analyzes the adoption of strategically crafted interpretations and the evolution of meaning within mass media coverage.

Results show that the media develop an overall narrative structure to account for the crisis within the first 3-4 weeks. Once this structure is in place, the ability of strategic frames to impact media coverage depends crucially on their responsiveness to existing media frames as well as their consistent use over a longer period of time. Moreover, only frames based in diversified institutional justifications (e.g., presented as economically, ecologically *and* ethically sound) were able to shape the re-emerging consensus, while one-sided frames (e.g., focusing only on technical or popularity-based justifications) eventually disappeared. The analysis thus highlights several key mechanisms underlying the adoption of specific frames and the re-emergence of consensus after a crisis. Combining framing research in mass media and strategic communication with a political science/management studies perspective on institutional justification adds an important facet to our ability to explain and predict the power of strategic frames to shape public discourse.

Author(s):
Shaima'a Zoghaib

Title:
Presumed media influence and strategic voting in the Egyptian parliamentary elections 2011

Abstract:

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Presumed media influence and strategic voting in the Egyptian parliamentary elections 2011

The Arab Spring that started from Tunisia and transferred to Egypt and other countries in 2011 may play a role in changing the nature of the relationship between the North and the South. The protesters of Occupy Wall Street have emulated the formula that worked for their counterparts in the Middle East. There are common characteristics between the Arab Spring and Occupy Wall Street among which comes criticizing the system whether it is a political dictatorship or an economic dictatorship.

On its way to transfer from political dictatorship to democracy, Egypt has conducted its first parliamentary elections after the 25th of January Revolution in last November and December.

The study proposes that the perceptions of voters about the effect of media on others will affect their voting decision as they may vote for a party they favor less than their preferred one either to conform to or counterbalance the effects of media on others. This behavior is called strategic voting which is motivated by the aim of voters not to waste their votes on a candidate or a party who will not be able to represent them. Previous research has found that most voters vote sincerely (i.e., vote for the party or the candidate that is closest to them), but some do not. Media serve as primary source of information about viable parties and

candidates who have more chances of winning. Voters also receive predictions from media about the behavior or intentions of others, and act according to this information.

The main hypothesis

The stronger a voter's belief in media influence on the voting decisions of others, the more likely they will be voting strategically.

Methodology

Drawing on a survey of 455 Egyptians aged 18 to 77 and randomly selected from two governorates; Giza (one of the governorates of the second phase of elections) and Qaliubiya (one of the governorates of the third phase), this study investigates the effect of presumed media influence on others on strategic voting. The study takes into account the effect of different potential political, demographic and media variables on strategic voting. The political variables include political interest, political participation, political affiliation, political efficiency and political cynicism. The demographic variables include gender, education, age and governorate. The study also investigates the effect of exposure to both traditional and new media.

Main Findings

Logistic regression analysis is conducted with strategic voting as the dependent variable in order to examine the effect of presumed media influence on others on strategic voting controlling for the effects of potential intervening political, demographic and media exposure variables. The results show that the variables significantly affecting strategic voting are political cynicism, education level, political affiliation, and presumed media influence on others.

Author(s):
Ivor Gaber

Title:
Rupert and the 'three card trope' – what you see ain't necessarily what you get

Abstract:
The UK phone-hacking scandal has produced many revelations about British journalism practices and ethics and about the close, and potentially corrupt, relations between News International executives and the Metropolitan Police.

However, as the scandal unravelled British Prime Minister David Cameron was forced to reveal the extent of his, and his ministers, contacts with Rupert Murdoch and his senior executives. The frequency of these contacts – in Cameron's case averaging once a fortnight - raised serious questions about the degree of influence that News International had over Government policy in general and that which related to media policy in particular.

This paper argues that Murdoch and his corporate interests have been able to achieve this degree of political power and influence partly because of the size and reach of his global media empire but also because of what is described here as his 'three card trope' which has made the task of regulating, and reining in, him and his corporate interests, that much more difficult. Whether that will continue to be the case after the current Government judicial inquiry has finished its work and made its recommendations is one of the more intriguing question surrounding political communications in the UK.

Author(s):
Barbara Thomass

Title:
Social Media and Participation – Looking through Lasswell's Glasses

Abstract:
During the revolution in Egypt in February and Tunisia in January of 2011 a controversy came up between those, who considered the mass protests of the youth in the Arab world is due to the new communication skills and possibilities via Facebook, Twitter and Co. and those, who warned against the dangers of internet

communication in times of brutal repression. The submitted contribution will pick up this controversy and ask:Who is making what use of social media for which purpose with which effect?It uses a reframing of the old Lasswell formula to elaborate on the potentials of social media for participatory purposes. The contribution will refer to two very different experiences in: Iran 2009 and Germany 2011: While in Iran, a hitherto seemingly stable regime was rocked and rebellions took place which gave hope to the democratic needs of the people, in Germany a politician with a high glamour factor had to withdraw from his position as a minister of defense, because the scientific community not only proved how he had faked parts of his PhD thesis but organized a wide campaign against him.Every part of the communication process will be analyzed according to relevant factors that determined which actors were active, how they used which type of social media, how they defined the purpose of their action, and what the outcome of the participatory actions via social media was.By using these examples of Iran and Germany, it will be shown, that it is the social environment and the political situation in each context which determines what sort of use people make out of the social media.The method is a discourse analysis of the different social media and their use during the mentioned events.

Author(s):
David Mekelberg
Hani Zubida
Michale Mero

Title:
Kaleidoscope of Framing: Multi-Framing

Abstract:
New media are central link in structuring current socio-political existence. This role is gaining visibility in recent decades, especially with the proliferation of the internet, which become a key tool to distribute information and constructing reality. The review of the existing literature reveals an extensive research on media framing (e.g. Entman, 1991, 1993, 2007; Gamson and Modigliani, 1987; Gilboa, 2002; Reese, 2007; Slothuus, 2008; Sheafer2010; Simon & Jerit, 2007; and others). Each event and story consists of many different perspectives, different angles and emphases analysis (Caspi, 2001). Choosing a perspective view of an event or story depends on the frame provided by the storyteller. In the proposed paper, we draw on the existing research; however, we offer a new concept, appropriate to contemporary multi-channel-media - the process of "Multi - Framing". In an era in which multi-channel-media allow different groups in the society accessible points to construction of civil discourse, while in constant competition for setting the agenda and influence public opinion. On finds framing can be interpreted differently by various audiences. Hence our main argument is that framing in the era of multi-channels-media, unlike the past, where state institutions dominated the discourse, becomes a multi-framing process, in which every citizen and every group has the ability to influence it. The influence is created as a result of an abundance of discourse. This is a case that offers different versions to the same story, not because of disagreement with the facts of the event itself, but due to a different worldviews that result in different frames to the same story and discourse. The proposed paper seeks to examine the framing of "Hilltop Youth" as reflected in the new media - major Israeli/Hebrew news sites (Ha'aretz Online, NRG, Ynet and Channel 7). The study focuses on the months prior and following the disengagement process of Israel from the Gaza Strip during the summer of 2005.

Author(s):
David Mekelberg

Title:
Softer Power: The Power of Civil Society

Abstract:
Joseph Nye has made a huge impression in both academic and official circles with his promotion of the concept and doctrine of soft power. Soft Power is the ability to get what you want through attraction rather than coercion or payment (Nye, 1996; 2003; 2004).

Nye argues that soft power arises from the attractiveness of a country's culture, political ideals, and policies. "When our policies are seen as legitimate in the eyes of others, our soft power is enhanced." (Nye, 2004: 256) In that sense, soft power is an additional component of State's power, to be added to hard power and economic power.

The proposed paper draws on the existing research that deals with soft power; however, it offers a new concept that broadens the term of soft power beyond the narrow model of the State: Softer Power.

This paper argues that the communication revolution has enabled civil society to influence through attraction in a similar way to state's soft power. Softer power arises from the attractiveness of civil society's culture and ideals. Since civil society lacks hard power and usually economic power as well, the only power that enables society to influence is softer power. This suggested new power can stem from volunteers, local and international leaders of civil society, as well as celebrities who have the ability to influence other citizens of the world and in some cases even states' decision making

This proposed paper demonstrates the new concept by presenting a survey and interviews with representatives from 78 environmental NGOs in Israel, along with up-to-date data about the civil society's use of Facebook as an important tool for recruiting supporters. Moreover, in purpose to look at civil society's influence in states' level, it presents a research on the origins on 103 UN International Days.

Author(s):
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C.S Liu

Title:
Manufacturing the citizen-consumer: political advertising in the age of digital surveillance

Abstract:
This paper explores the growing use of online tracking and targeting techniques among political advertisers in the United States and the implications of this for social equality and civic engagement. Commercial marketers' strategies for monitoring individuals online and serving unique advertising message based on past behaviour have raised the ire of privacy and consumer advocates and have begun to receive attention in the United States Congress. Political advertising campaigns have been slower to adopt these new techniques, opting instead for the familiar territory of print, radio and television. The 2012 election cycle, however, has seen a growth in online tracking and targeted advertising among political campaigns, which allow political marketers to target specific advertisements to individuals based on their preferences as inferred from their online practices. This means, increasingly, people will be subject to different political messages, based not only on geographic region or past voting behaviour, but on the news content they read and stores they shop in online. While this topic has begun to receive some attention in industry publications and mainstream media, it does not appear to have received the same public reaction commercial industry practices have.

Drawing on interviews with six experts in the fields of journalism, consumer advocacy and academics and political marketing practitioners, as well as a systematic analysis of articles in the commercial and political trade publications and the popular press, this exploratory study examines the growing use of tracking and targeting in online political advertising and discusses the potential implications of these practices for notions of civic engagement. Drawing on existing literature on audience segmentation in online commercial marketing and the potential implications for social segregation (Gandy, 2006; Turow, 2011), we ask how political marketers construct ideas of audience and privacy in the context of their online campaigns. Thinking about the celebration of the empowered citizen-consumer in recent decades (e.g. Scammell, 2000), we ask how these emerging online advertising practices help us to think about the distinction between citizens and consumers. We suggest the divergent reactions to similar practices in the commercial and political realms raise important questions about the differences between political and commercial speech and freedom.

We conclude that political marketers are adopting a range of online advertising practices that vary in their intrusiveness, often opting for an "act now, pay later" approach to privacy concerns. While online possibilities tend to extend the existing practices of political marketers rather than inventing new strategies, they also allow for more precision in audience construction. We find that online advertising techniques allow political marketers to target their messages in ways that systematically ignore those deemed irrelevant to the campaign, a practice that has important consequences for social equality. Finally, drawing on theories of deliberative democracy (Smith and Wales, 2000) and political echo chambers (Jamieson and Cappella, 2008), we argue that targeted online political advertising based on personal interest will limit the opportunities for interaction with alternative viewpoints, which may have negative consequences for civic engagement.

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Author(s):
Rod Tiffen

Title:
Rupert Murdoch and the Commercial Uses of Political Partisanship in News

Abstract:
There is a strong theme in scholarly literature on journalism concerning how market forces, as well as professional ideals, provide incentives towards objectivity and/or impartiality and editorial independence. There is less of an emphasis on the rewards to be gained from using partisanship as a weapon in dealings with government and in providing audience appeal. The career of Rupert Murdoch, one of the most powerful media players in the western world, provides many interesting cases of trading editorial support for commercial advantage. Starting with cases in the 1970s in the United States, Britain and Australia, this paper will examine patterns of Murdoch's editorial support and how it manifests itself. It will then examine whether there were market rewards or punishments, and whether and how his support helped in his dealings with the governments involved.

Author(s):
Nainan Wen
Xiaoming Hao
Cherian George

Title:
How political knowledge and efficacy mediate media effects on young people's political participation

Abstract:
Citizens' political participation is considered a key element of a healthy democratic society (McLeod, Kosicki, & McLeod, 2002). Social scientists and media critics have identified the informational usage of media as one of the most important factors that facilitate citizens' participation in political activities (Gil de Zuniga, 2002; McCombs & Shaw, 1972; McLeod, et al, 1999). This relationship becomes exceptionally intriguing in the 21st century, which is characterized by a growing popularity of new media, and concurrently, a decline of civic engagement and political participation for the society at large and the young generation in particular (Putnam, 2000). As a result, how new media influence political behaviors has received an increase of scholarly attention in recent years.

Findings regarding the links between new media usage and political participation have been inconclusive, and specific processes through which new media usage may affect political participation remain less than lucid (Jennings & Zeitner, 2003; Tolber & McNeal, 2003; Hardy & Scheufele, 2005; Norris, 1999; Scheufele & Nisbet, 2002). This study aims to fill this gap by explicating the direct and indirect paths through which new consumption through new media influences young people's political engagement.

In this study, we proposed a theoretical framework under which political knowledge, political efficacy and civic mindedness were used as key elements to explain the possible connection between new media news consumption and political participation. The hypothesized links between various factors under this

framework were tested with survey data of 397 undergraduate students from one of the two comprehensive universities in Singapore.

Results from structural equation modeling analysis supported the idea that young people's consumption of news from new media was both directly and indirectly associated with their political participation. We found, first, that new media news consumption was both directly and indirectly associated with online political participation. The indirect association was mediated by the respondents' political knowledge and efficacy and sense of civic duty. Second, news media news consumption was both directly and indirectly associated with offline political participation. The indirect association was mediated solely by political efficacy. Third, our results showed that new media news consumption functioned as a mediator in the relationship between political knowledge and offline political participation.

Overall, our findings reveal the important role of new media in promoting political and civic activities online and offline. Results also suggest that the effects of new media usage on offline and online political participation take place via different processes, and different factors may be particularly effective for different types of media influence.

Author(s):
Melanie Leidecker
Jürgen Wilke

Title:
Formatting election coverage in the elite and in the popular press. A comparison of two German newspapers 2005 and 2009.

Abstract:
Election coverage is an important task of the mass media in democratic societies. This coverage is ordinarily shaped by the types of the different media. Although television and recently the internet seem to be the main media in this respect, the newspapers still play an important role for the substance of the campaign. But within the press different types of papers may develop different formats of election coverage. This may be particularly true for elite and popular newspapers.

In order to compare these types of papers a content analysis of the *Frankfurter Allgemeine Zeitung* (elite paper) and *Bild Zeitung* (popular paper) has been conducted. The basis for this comparison is a content-analysis of both newspapers, using the same categories. Among these categories is the amount of coverage, formal features, and sources. Of predominant interest are the topics, the candidates, particularly the degree of personalization. The intention is to characterize different types of political communication, depending from the level of journalism. The study was conducted during the two recent German Parliamentary elections in 2005 and 2009. So we have the possibility to expand the comparison and see if changes happened and if yes into which direction.

The results show that (during the four weeks prior to the elections) the elite paper *FAZ* published more (extended) articles which make one of the top candidates or the election (campaign) a subject of coverage than the popular paper *Bild*. The articles of the popular paper were obviously more illustrated, however. The amount of election coverage varies between the election years 2005 and 2009: both types of newspapers reported considerably less on the election in 2009. Reasons for this were (among others) the initial situation of the campaign (governing coalition) and the absence of suspense (the result of the election was foreseeable).

The articles of the elite paper were almost exclusively written by the paper's own journalists (more than 90% of the articles), while only about half of the articles in the popular paper were marked with the name of a journalist. The remaining articles indicated no source at all – this represents a violation of a journalistic quality standard that seldom if ever happened in the elite paper.

Concerning the contents, the popular paper *Bild* reported more on the television duel and on poll ratings than the elite paper *FAZ* that reported more on campaign appearances. Articles that referred to the chancellor candidates were published similar often in both papers. Furthermore the *FAZ* as well as the *Bild* referred more often to the chancellor than to his challenger (chancellor bonus). But the articles of the popular paper contained less evaluative statements on the candidates than the articles of the elite paper. In both cases the candidates were evaluated (on balance) positive. However, the papers show differences concerning the aspects of the candidates that were evaluated (for example expertise versus personality).

The findings will be interpreted considering the fact that the elite paper is read by around 1,6 percent, the popular paper by 14,6 percent of the German population.

Author(s):
Lynnette Fourie

Title:
Participatory Governance: A participatory communication for social change perspective

Abstract:
Participation has become a buzz word within the broader realm of development studies and is widely accepted as the normative approach to development (Servaes, 1995;, Huesca, 2008). It is thus not surprising that most policy documents in the development sector refer to participation and advocate a participatory approach to development (Servaes, 2008:202-203).

The South African government describes itself as a developmental state and therefore commits to addressing certain development goals. South African Local government is seen as the tier of government that should address developmental issues at grass roots level. Participation is emphasised in the White Paper on Local Democracy (1998) and Local Government Municipal Act (Act 32 of 2000). The White Paper underlines that Government needs to engage with communities . . . *to find sustainable ways to meet their social, economic and material needs and improve the quality of their lives*.

In the Municipal Systems Act (Act 32 of 2000) it is emphasised that participation is not limited to elections but the concept of participatory governance refers to the manner in which municipalities facilitate participation between elections and very specific requirement for participation are outlined. The structures and processes to meet these requirements are mostly in place but are managed by politicians rather than communication experts. It is important to assume that participation needs to be facilitated by a communication process. Although the legislative requirements are met, various studies (see Everatt, Marais. & Dube, 2010; Fourie & Kloppers, 2011) have indicated that communities do not sense that government actually engage with them.

This links with the problem that there are different perceptions of participatory communication, which range from participation as a means to participation as an end. In the former case, lip service is given to the notion of participation, while in the later the focus is on the process and this implies that people at grass roots have control over their own decisions (Morris, 2003:226-227; Everatt *et al*., 2010). This line of reasoning is also reflected in the "ladder" of participation distinguishing between different levels of participation (Anrstein, 1969). In accordance with the general critique against the participatory approach (see Waisbord, 2001:21-22; Cleaver, 2001:792; Cumasio-Dagron, 2009:454), the feasibility of authentic participation is also questioned within the realm of local government as communities lack the capacity to participate. The key is that there needs to be some form of empowerment of communities (which imply some loss of power by government) in order for communities to authentically participate.

The central argument of this paper will be that participation in the context of local government needs to be facilitated by participatory communication for social change. Specifically the issues regarding the definition and feasibility of participation, the role of participatory communication in facilitating participation and empowerment in the context of local government will be analysed.

Author(s):
Rui Novais
Álvaro Cúria

Title:
The partisan press revival? Party websites as the new information providers

Abstract:
Following the mediatization of politics stage in which media have progressively replaced political parties as the main communication channel between politicians and the voters, political parties aimed for alternative ways to adapt to the new social and technological demands as well as to ensure their communication with the public. Indeed, not only the Internet, per se, but also the fact of a whole range of digital tools being

increasingly used by political parties to get their message across to the voters prompted a reconfiguration of the entire campaign environment and a transformation in the usual patterns of political communication in electoral campaigning. Election campaigns have been witnessing the usage of the Internet's potential to inform, interact and mobilize voters in a communication process that includes new forms of language and, above all, new platforms that become each time more important to the whole process.

Amongst the digital tools, however, the party's website gains a place of honour and it's essential not only to know its specific language but also to know its potential in order to take full advantage of the technology. In fact, one of the greatest virtues related to websites in an electoral campaign is being a real repository of information about the party, its program, the political personalities, as well as news and scheduled events that usually don't deserve the same coverage by traditional media. Accordingly, without loosing sight of the media as a key vehicle to divulge their messaging, political parties and candidates' wanted to regain control of their political messaging by resorting to their own interactive channels which allowed them to both complement and bypass the traditional press.

Against this background, and based on an examination of the Esquerda.Net - a multiplatform and multifunctions site of the Left Bloc Party - over the recent elections, complemented with qualitative interviews to the digital campaign managers, this paper assesses the Party's strategy to offer an alternative to the traditional news media. In addition to the possibility of reaching a larger number of voters, communication through digital tools such as Esquerda.Net allows the party to broadcast more content without being subject to the level of selection imposed by traditional media outlets. More concretely, it proposes an alternative debate on issues related to certain areas of the party's intervention and thus bringing into light opinions, issues and viewpoints that would otherwise not deserve attention on mainstream media. Besides decentring and adding substance to the campaign, the Esquerda.Net confirms the added professionalism in formulating the political messages during the election campaign and corroborates the party's growing less dependence on conventional media to reach the voters. Above all, Esquerda.Net assumes itself as a competitor to the online sites of the conventional media which is likely to increase the tension and dissonance within the strategic conception of politics that permeates the current symbiotic relationship between journalists and politicians, something which will call for an added sharing of the respective cultures.

Author(s):
Kristoffer Holt
Adam Shehata
Jesper Strömbäck
Elisabet Ljungberg

Title:
Youths, social media and political participation. Measuring Effects of Traditional News Media and Social Media Attention.

Abstract:
This article investigates how media use among young citizens differs from older generations, and whether this matters for their inclination to participate politically. More specifically, this study investigates the causal impact of social media use and attention to political news in traditional media, on political interest and offline political participation. The findings, based on a four-wave panel study conducted during the 2010 Swedish national election campaign, show a) clear differences in media use between age groups, and b) that both political social media use and attention to political news in traditional media increase political engagement. The results also indicate that both types of media use have a causal impact on political interest and offline participation. Thus, this study suggests that frequent social media use among young citizens can function as a leveller in terms of motivating political participation.

Author(s):
Felicity Duncan

Title:
Old, new, mainstream, alternative or none of the above: The blurring of media boundaries in the Tea Party movement

Abstract:

This paper explores the ways in which communications tools and technologies have helped to form and shape the conservative Tea Party social movement in the United States. Social movements have an intimate relationship with media. Theorists have described the life cycle of social movements using three concepts, namely emergence, development, and outcomes, and media and communications tools are deeply involved in each of these stages, helping movements to form, to attract members, to develop and convey messages, and to have an impact on political and social processes. This paper conceptualizes media primarily as a set of mobilizing structures that enable social movements to organize and to achieve concrete goals. Based in twenty in-depth interviews with seventeen leaders and founders of Tea Party chapters around the United States, as well as a textual analysis of a large number of websites and newspaper articles, this paper explores three primary research questions related to the roles that media and communication technologies play at different stages of the social movement life cycle. First, the paper asks what role media and communication technologies played in the formation of the Tea Party. Second, it asks what communications tools and strategies Tea Party group leaders used to communicate with existing members and to recruit new members. And finally, it asks what communications tools and strategies Tea Party group leaders used to communicate with ordinary citizens, to convey their messages, and to achieve political goals. In answering these questions, this paper challenges some popular assumptions about the role media play in social movements. For example, while many popular news accounts and new media scholars argue that Web 2.0 applications and social media like Facebook and Twitter play an increasingly important role in political organizing, this study finds that so-called traditional media, including radio and local newspapers, as well as older ICT tools like e-mail, have been the most important mobilizing media tools used by the Tea Party, despite its basis in a sophisticated, developed country media environment. This paper also finds an interesting relationship between mass media in the United States, particularly the conservative television news network Fox News and conservative talk radio, and the Tea Party movement. Many interviewees reported a strong connection between one-time Fox News personality Glenn Beck's call for the formation of citizens' groups and their own decision to organize Tea Party chapters within their communities, pointing to a complex and nuanced interaction between individuals, mass media, and communities. This paper's findings also underscore the importance of face-to-face interaction for social movements; interviewees repeatedly reported that recruitment was most effective when potential recruits attended physical gatherings and met with other Tea Party-affiliated individuals in person. Again, this challenges the notion that online spaces are necessarily suitable venues for political organizing and reaffirms the importance of physical spaces and direct person-to-person contact in political action.

Author(s):
Ricardo Fabrino Mendonça,
Ana Carolina Ogando

Title:
Discourses about the "feminine": Ethics of Care and Strategic Essentialism in Dilma's presidential campaign

Abstract:

Brazilian 2010 presidential elections were marked by several novelties when compared to previous processes. One of the most interesting novelties was the protagonic role played by two women: Dilma Roussef (PT), as the first woman with actual chances in a presidential run; and Marina da Silva (PV), as a candidate with strong international support and capable of offering a "third way". The strong presence of women in a presidential election has placed the issue of gender at the core of the agenda.

Within this context, is became relevant to comprehend how the idea of "the feminine" was discursively mobilized by candidates. As a social construction, such idea can be used in different ways, having different implications (Parry-Giles & Parry-Giles (2000). According to some scholars, the adoption of a supposedly "feminine" style of politics may be a creative strategy against electoral sexism (Jamieson, 1988) or a possibility for a *feminized politics* (Dow e Tonn, 1993). Others, such as Shawn Parry-Giles e Terry Parry-Giles (2000), however, criticize this style, advising it may strengthen gender hierarchies and androcentric practices.

This article focuses on the campaign of Dilma Roussef, the candidate who was to become Brazils first women to govern Brazil. The goal is to map the frames proposed by the candidate in what regards "femininity". Based on the Goffmanian concept of frames, further developed by Gamson (1992), Entman (1993), Steinberg (1998) and Van Gorp (2007), the article investigates how Dilma used four frames which are recurrent in the literature on gender studies: (1) discourse of equality (2) establishment of difference; (3)

ethics of care; and (4) deconstructionism. (See: Fraser, 2003; Pateman, 1988; Young, 1990; Okin, 1989; Dietz, 198; Chodorow, 1989, 1999; Gilligan, 1982; Elshtain, 1981; Butler, 2000).

The paper is divided in three parts. It starts with a brief discussion about gender, communication and politics. It then moves to the presentation of the methodological procedures that guide our investigation: a qualitative analysis of frames in television advertisements broadcasted between the 17th of August and the 29th of October of 2010. In the third and last part, the article presents how the candidate mobilized (or did not mobilize) the four abovementioned frames.

The findings show how Dilma tried to present herself as the mother of Brazil, who would continue the paternalist legacy of President Lula. In order to do so, Dilma had to recur often to the *ethics of care*. Broadly criticized by feminists, such discourse may reinforce the stereotyping of women. Such identitary assertion would not be transformative, as it keeps androcentric interpretive patterns intact. On the other hand, the use of this frame may be read through the lenses of what Gayatri Spivak (2002) named *strategic essentialism*. The tension between a oppressive essentialization and strategic essentialism nurtures a theoretical discussion at the end of the paper and brings some insights about the use of discourses of "the feminine" in political campaigns.

Author(s):
Keval Kumar

Title:
Electoral Law and Political Communication in India: Confronting 'Corrupt' Practices in the News Media

Abstract:
From the perspective of Political Communication, perhaps the most worrisome 'corrupt' practice confronting the independent Election Commission of India since the mid-2009 when national parliamentary elections, and later in October that year, the state assembly elections in Maharashtra and Haryana were held, has been the practice of 'paid news' in the print and electronic media. As defined by the Press Council of India, which was mandated by the Election Commission, a constitutional body, to investigate the prevalence of the practice, 'paid news' is 'any news or analysis appearing in any media (print and electronic) for a price in cash or kind or consideration'. The Commission has set up a Media Certification and Monitoring Committee (MCMC) in each district whenever elections are held. Besides, there are Flying Squads, Video Surveillance Teams and other surveillance teams to track all 'illegal transactions' and 'corrupt practices' as spelt out in the Model Code of Conduct. It's noteworthy that 'paid news' is clubbed with practices like the distribution of cash and liquor. Political candidates found guilty are liable to have their election quashed and to be debarred from contesting elections for three years.

Electoral law in India is determined by the primary legal documents such as the Indian Constitution, the Representation of People Act (1951),and the Indian Penal Code (1860), as well as judgements and various orders/instructions/guidelines of the Supreme Court and High Courts and the Election Commission (cf. www.eci.nic.in).

It is under the authority of these laws that the Election Commission lays down limits on each candidate's expenditure for parliamentary and assembly elections, and closely monitors such expenditure (cf. 'Instructions on Expenditure Monitoring in Elections', 7 February 2011). The objective of such monitoring is to put candidates 'on a footing of equality' and 'to eliminate the influence of big money in the election process' which in a national election involves over 700 million voters and around a million voting booths. Two types of expenditure are spelt out: the first is 'election expenditure' (such as on meetings, posters, banners, vehicle and advertisements in the media); the second relates to 'items not permitted by law'; these include the distribution of cash and liquor, and also 'paid news'. So while political advertising in print and electronic media is considered legitimate(though accounts on adspend have to be maintained), 'paid news' is definitely not.

This paper will critically analyse how electoral law in India is keeping pace, though often unsuccessfully, with developments and practices in the use (and misuse) of the print and electronic media for Political Communication. The paper will examine media ownership by political parties and/or their representatives and how this is vitiating mediated political communication and endangering 'a level playing field' in democratic elections.

Author(s):
Ying Li

Title:
Resurrecting the "Wandering Ghost" of Confucius: Branding China in the Post-Olympics Era

Abstract:
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China's sustained interest in the revival of Confucianism since the mid 1980's seems to have culminated in the erection of a 9.5 meter bronze statue of Confucius in the Tiananmen Square on Jan. 12, 2011. Curated by the Chinese National Museum, the statue seems to convey an official endorsement or a "call for action" to build a Confucian national identity in the authority's search for legitimacy and stability. This revival movement was limited to academic discourse in the beginning, but government funding for research in this area quickly followed (Makeham, 2008). Around mid 1980s, local governments around the country began constructing Confucian temples and erecting statues of the sage (Billioud & Thoraval, 2008). The tourist market responded with enthusiasm as well into the 1990s; in fact, the Confucian temple at Qufu, the sage's birth place, was vastly expanded and successfully secured a World Heritage Site and hosts cultural festivals annually. Other ritualistic and/or educational initiatives, from children's rote learning Confucian classics to "moral proselytizing" (Dutournier & Zhe, 2009) educational institutions, have also gained popularity since the 2000s.

Meanwhile, as part of China's "charm offensive", Confucius Institutes mushroomed around the globe, teaching mandarin, spreading Chinese culture, and even promoting business (Paradise, 2009). Just a month before the installation of the statue on Tiananmen Square, an unknown grassroots academic organization awkwardly staged a "Confucius Peace Prize" award ceremony, in an attempt to rival the Norwegian perspective on peace. It's evident that Confucianism is the key to China's exercise of cultural, intellectual, and/or spiritual influence to win the heart and soul of both her internal and external publics. While academic discourse, state policies, and popular sentiment in China seem to favor the instrumental value of the Confucian revival in building political and social integration and projecting China's soft power, critics are worried about "the rise in cultural chauvinism on the mainland and the authorities' resistance to foreign influences and pluralism" (the South China Morning Post, 2011).

Using critical discourse analysis (Fairclough, 1992; Fairclough, 2003), this study investigates three separate discursive practices that are emblematic of the recent Confucian revival in China, namely, the mushrooming of the Confucius Institutes after the Beijing Olympics, the making of the biopic film *Confucius* that came out in January 2010, and the launching of the "Confucius Peace Award" in late 2010. It approaches the "revival of Confucianism" as a topic of research by way of recent developments in nation branding (Anholt, 2007; Dinnie, 2008; Kornberger, 2010). In particular, these practices are viewed as strategies for projecting a Confucian brand to both China's internal and external publics. It concludes that as a particular way of representing, or rather imagining a new social-ethical order, the current state-society synergy in resurrecting Confucianism simplifies and condenses highly complex cultural realities, and is an overall a conservative rather than a progressive move. Its discourse on China's identity is depoliticized and un-reflexive, amnesiac of the times in the past 100 years when Confucianism was ridiculed and denounced for political expediency.

Author(s):
Antonio Rosas
João Relvão Caetano
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Title:
Online Party Politics, Ideological Families and Transnational Connections: The Portuguese Case

Abstract:

Political parties are even more aware of the potential of the World Wide Web (WWW) and, specially, of Social Media Services (SMSs), as a medium for effective political communication: for communicating their programs, their campaigns and their day to day ideological messages, for fundraising, for competing with others over visibility on the WWW and over growing SMSs audiences, or to open their organizations to civil society and political participation, among others. Furthermore, the Internet, due to its low maintenance an operational costs, is proving to be a very attractive alternative tool to offline or real world party politics during economic and budgetary difficult times. In this paper, the authors intend to examine how the five most important Portuguese political parties are connecting online with their ideological families or establishing transnational connections with other organizations and groups that are akin to their programs and ideological credos. To this end, we will use web mining, link analysis and graphical representations, or sociograms, of the online structural presences of the main Portuguese parties, in order to show how the Socialist Party (Partido Socialista Português, PS), the Social Democratic Party (Partido Social Democrata, PSD), the centrist Partido Popular (PP-CDS), the communists from the PCP (Partido Comunista Português) and the extreme leftists from the BE (Bloco de Esquerda, BE) are using the Internet and the Web 2.0 to connect with their political families across Europe and internationally.This paper is part of a collective academic project intended to better understand the Portuguese virtual party system, how it differs from its “real” or offline counterpart, and how it is comparatively different from other virtual party systems, many of which coming from very different institutional and cultural settings and geographical locations. As we have recently demonstrated (Rosas, Espírito Santo, Mendes Rodrigues, paper to be presented at IPSA 2012, Madrid), the Portuguese virtual party system is far from being a replica of the "real world" Portuguese party system. Fringe and opposition parties are using the WWW to get online presences, public visibility and hyperlinking multiplier effects that are, in many cases, non-proportional to their real organizational size and electoral representativeness. How Internet technologies are used by parties to connect and to get connected with other groups and organizations that share the same ideology is, thus, an important aspect of their online networking and a crucial component of this project, as it will help us to know how national virtual party systems are internationally or transnationally related, with whom, and why, and how much of these connections are ideologically motivated.

Author(s):
Lyton Ncube

Title:
Shifting the goal posts: The interplay between Political advertisements and editorial slants in newspapers during election period

Abstract:

Advertising revenue is generally regarded as the lifeblood of the mass media since it largely contributes to the financial fortunes of both commercial and so-called public media houses. There is a consensus among political economy scholars that this gives advertisers power over media content. It has also been argued that advertisers do not associate with ideological enemies. This research therefore sought to find out whether political advertisements especially, during election time, influence media content and whether political advertisers do not associate with media houses they are not ideologically compatible with. During election times, political parties also become big advertisers and newspapers together with broadcasting media compete to get advertisements from political parties so as to boost their financial fortunes. The research focused on the March 28 2008 Zimbabwe harmonised elections with Network Guardian News and Midlands News, two Kwekwe based privately owned community newspapers being used as a case studies. This study made use of qualitative content analysis and interviews with editors, reporters and politicians to gather information. The findings revealed that the pro-ZANU-PF Network Guardian News carried both MDC and ZANU-PF adverts but still proceeded to attack the MDC and the opposite was also true for the pro-MDC Midlands News.

Author(s):
Anne Schultz
Joachim Preusse

Title:
Users' demands and expectations towards intermediary organisations in online social networks. A case study of the facebook pages of NGOs.

Abstract:
Relevance & Research Question

One of the main characteristics of the Web 2.0 and internet based social networks as a specific part of so called "social media" is the users' new role. Users in online communication processes have to be understood as communicators and producers of content and no longer only as receivers of content (see Haferkamp 2010; Neuberger 2005; Neuberger / Gehrau 2011).

Appearance and representation in social networks are also an integral part of the communication strategy of many intermediary political organisations (see Breakenridge 2008, Kelleher 2009). Conversational voice, communicated commitment, and public relations outcomes in interactive online communication. Journal of Communication, Jg. 59, Nr. 1: S. 31 - 40.). While the development and the broad variety of social networks has sprung a vivid debate with regard to their implementation in strategic communication, there are still wide gaps in the research on the usage motivation. There is a particular lack of research on the motivation that leads users of social networks to visit the social network pages of intermediary organisations, as well as the expectations and demands those users have. So far, most of the published studies are concerned with the usage behaviour within social networks in a rather general way, instead of examining the partial functions of social networks and the various providers of information (especially the different types of organisations) (see Busemann / Gscheidle 2010; Gerhards / Klingler / Trump 2008; Neuberger 2011).

The proposed contribution aims to decrease this research gap by example of a specific type of intermediary organization: Non-Governmental Organisations (NGOs). An empirical study with the subject of (1) usage motivation of appearance of NGOs in the social network facebook as well as (2) the expectations and demands for open dialogues with NGOs in social networks will be introduced. (3) The influence that an NGO-appearance in facebook has on the user and on the consequential follow-up act of the user, is also a focus of the research. The analysis of the expectations and demands the users have towards intermediary organisations in social online networks enables us to identify the aspects of those pages that support the ability of intermediary organisations to articulate and communicate their interests to the political decision making system (positively and negatively).

Research Design

Between 12th July and 15th of September 2011 users of facebook pages were questioned by means of a quantitative online-questionnaire by five German-wide acting NGOs. The question-naire was linked on the facebook pages of the participating NGOs (WWF – World Wide Fund for Nature Germany, PETA – People for the Ethical Treatment of Animals Germany, Greenpeace Germany, foodwatch Germany, BUND – Friends of the Earth Germany) in the mentioned time frame. With an overall response rate of about 73,6% a random sample of n=1.666 was achieved. The data will be completely evaluated by the time of the conference.

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Author(s):
Vanessa Cruz

Title:

Racialized Scapegoats: Counter-Mobilizing Allies and Targeted Immigrants in Spanish Through English Media

Abstract:
When politicians target immigrants, they might understand that there is a counter-mobilization risk taking place. This paper will demonstrate the extent of this counter-mobilization, which thus far has been limited to the primary targets of the scapegoat. While we may conventionally expect those who feel closest to the groups being targeted are most likely to have their political interests piqued; thus, we might suspect that they would be most mobilized to turnout to vote and to hold more pro-immigrants' rights views. However, I am arguing that if politicians play an "immigrant card" in the media, groups that are not directly targeted by the anti-immigrant legislation may be inclined to counter-mobilize. In sum, I ask who is identifying with immigrants and how does this identification heighten their political mobilization and public opinion towards immigration? Among Latino voters, does this identification vary based on language of their media outlets? Because my research questions focus on identity and mobilization, I use data from the Evaluations of Government and Society Study in 2010 and in 2011 to disentangle one's linked fate to a panethnic racial group from notions of linked fate towards immigrants.

First, I look at who is identifying with immigrants and discuss the implications of these identity shifts considering that the majority of my sample is not foreign born. Secondly, I test whether a linked fate with immigrants (particularly during an anti-immigrant environment) is sufficient to mobilize people to vote or to approve of more pro-immigrant legislation or if those who are most mobilized also have a classic linked fate with their panethnic racial group.

The results in this study have widespread implications. First, they echo the importance of group consciousness with regards to the intent to vote and public opinion. Second, my results reveal new concepts of group consciousness, irrespective of one's immigrant generation, in a time when immigrant legislation has permeated each party's platform. Third, as I will explain below, my findings invite an expansion of the effects of scapegoats, i.e. using the "immigrant card" or creating anti-immigrant legislation, on the very heterogeneous liberal public. This last point speaks to broader points regarding the scope of a policy debate and the coalitions that follow. Scholars have remained silent on the possibility that non-Latinos may be counter-mobilized during these hostile anti-immigrant environments as well.

The EGSS 2010 and 2011 allow me to indirectly test whether an especially hostile anti-immigrant media environment where an immigrant group is the scapegoat for several grievance right-wing politicians have towards the economic recession. Conversely, I provide snapshots of closeness to immigrants during American National Election Study Time Series in 2008 and in 2004. Both of these times series studies were conducted during less hostile immigrant environments than the one observed in 2010 because they were not during years of high media coverage for the HR 4437 Sensenbrenner Bill from the Spring of 2006 and Arizona SB 1070 legislation of 2010.

Author(s):
Pei Zheng

Title:
The Internet and political communication research from 1990 to 2011: A meta-analysis

Abstract:
Media have been called the political institutions. According to Dutton (2007), they are "fifth estate" in modern society. Decades of research has documented the influence of media on different aspects of political life. With the Internet coming into being, it has revolutionized the way we communicate with one another and the style of political engagements (So, 2010). While the Internet has turned forty in physical existence, comparatively, twenty years of the Internet research is not a short period considering its fast growth in various areas. Some large-scale and general review of the internet researches have been done previously, presenting a picture of how the internet is used by people or organizations and how it is studied (e.g. Althaus and Tewksbury, 2000; Atkin et al., 1998; Bruce, 1999).

In the new media environment, fundamental changes are taking place in political communication worldwide. The "mediatization" of politics is increasing among the explosive growth of digital new media especially the Internet, which creates cybersphere, blogsphere, online social network and network society (Schudson, 2002). However, systematic review of the status of how the Internet is researched within political communication dimension is rare (Lo, 2010).

Focusing on reviewing research on the interplay between new media and political communication, this study aims to assess the computer mediated communication research over the past two decades to provide an empirical analysis of the trends and issues concerning political communication and public opinion research. By presenting a meta-analysis of 134 articles published in 13 major communication journals, it reveals patterns in authorship, paradigm, methodological approaches, research topics, medium and area of focus.

Results showed that political communication is a more interdisciplinary division in communication researches, for over a quarter (26.5%) of research is down by scholars from non-communication departments, and also 28.4% studies adopt non-communication theories. Gradual changes occur in research topics from Internet's deterministic impact to detailed discussions of political engagement. Empirical paradigm and methodology still dominate the area, while multiple methods are adopted by more scholars. As for the authorship, the most visible countries in this area are English speaking ones, while scholars from Asia are taking faster steps to catch up with the English speaking regions in political communication and the Internet research. In fact, researches focusing on Asian political-related issues have already exceeded that on Europe and ranked the second, taking up 15.7% of the 134 articles. Different characters among the selected 13 journals regarding political and Internet mediated communication are also identified in this study.

Research has shed light on theoretical developments concerning media, technology and public opinion in communication field. Also, conceptual articulation of media's role in policy making and political participation suggest both the common patterns and the unique features of this research area. Furthermore, the results help reveal the contribution in this field among scholars in different regions, and the divide and dialogue between South and North in both authorship and selection of research topics.

Appendix: Research questions
RQ1: What is the most prevalent paradigm in articles concerning new media and political communication research between 1990-2011?
RQ2: Are there any theory applied in these articles?
RQ3: What are the most popular research topics in these articles?
RQ4: What are the most studies media type in articles concerning the Internet and political communication that were published between 1990 and 2011 in major communication journals?
RQ5: What are the most frequently used methods?
RQ6: Do American based scholars dominate this research area?
RQ7: Do scholars from disciplines other than\ communication contribute to this research area?

Author(s):
Karen Arriaza Ibarra
Lars Nord

Title:
Public service under pressure: Government media policies and the economic crisis in Northern and Southern Europe

Abstract:

The current economic crisis is global in scope, thus affecting both countries in the North and in the South. As a consequence, national European governments are modifying their policies in order to cut down on public spending. This paper examines how public service media policies are shaped in this new situation and which arguments are used when implementing these policies in times of economic crisis. The future of public service broadcasting remains unclear. During the last decades competition in radio and TV markets has increased with public and private media companies in tough struggle for audiences and revenues (Iosifidis 2010). The new dualistic markets raise new questions about public service remit and the conditions of the co-existence of public and commercial media. In the current situation, these questions are not only linked to the traditional broadcast scene, but also to new digital and mobile platforms, such as the Internet (Debrett 2010; Lowe & Steemers 2012). These developments have not occurred in a vacuum, but are results of structural changes in media technology and media policy. The introduction of new technologies, such as satellite and cable TV and digital radio and TV, has been a powerful factor in explaining changing broadcast media markets (Lund et al. 2009). Another influential force in this process is the implementation of more liberal media policies in many industrial countries. From a political perspective, public service broadcasting has increasingly been perceived not only as a provider of public good and a defender of public interest, but also as a fundamental distortion of free market mechanisms, preventing private media from successful commercial operations (Donders 2012). This story of public service survival in times of rapid development of media technology and liberal political hegemony is a common theme in contemporary media and communication research. This paper adds to this theme, by exploring the conditions for public service media further by a more explicit focus on how newly elected governments approach public service media policies in times of economic crises. The basic question is whether references to the current economic recession are used by governments to legitimate further restrictions or changes in the operations of public broadcasters. Is there any difference between left-wing and right-wing governments based on ideology, or is the market paradigm the most important in this perspective? The paper compares public service media policy arguments used by newly elected governments in Northern and Southern Europe, as these two regions represent diverging public service media models with different political culture and governance approaches. In a further step, the paper will be developed by adding other regions in the world to the analytical model introduced here. Keywords: public service media, recession, media policy, government, political culture

Author(s):
Kajsa Falasca

Title:

Framing the Financial Crisis: An analysis of political actors and journalists influence over news media content and the frame building process

Abstract:

Research has supported the claim that political actors have influence over how issues and events are framed in the news media (Entman 2004). At the same time research has supported the claim that media independence entails that journalists have the final say regarding the framing of issues and events in the news media (Cook 2005; Strömbäck and Nord 2006; Reich 2009). The process of frame building in news media can thus be analysed as either an exercise of official dominance or as media independence. On the other hand, the process of framing as a contest between political actors and journalists is opposed by scholars arguing that news are an outcome of the interaction and mutual influence between journalists and political actors (Cook 2006; Schaffner and Sellers 2009; Sellers 2010). Political actors can influence the frame building process by strategic framing of political messages, journalists can independently frame their news stories and include opposing voices and the media coverage can feed back to influence the political actors future response and political messages. Studies of the relationship between political actors and journalists in the news making process have often concerned who is leading and who is following in the source-reporter relationship (Gans 1979; Cook 2005). Political actors as sources are important since they provide journalists with material and information for news making, and the news media is important since it is the most important arena for political actors who wants to reach a mass audience. Thus, journalists and political actors are bound together by an inherent dependency. However, there is a lack of studies that empirically investigates the relationship between journalists and political actors in the process of frame building during a crisis and outside of the election campaign, and consequently a lack of knowledge of the interaction and mutual influence between journalists and political actors during an unexpected event. Against this background, the purpose of this paper is to build on previous work concerning influences over media content by investigate the interaction and mutual influence between political actors and journalist in the process of framing news content. The process of frame building will be explored by analysing the framing of the financial crisis by political actors in political messages and by journalists in the news media

content. As the world experienced the worst financial crisis in 2008 since the great depression in the thirties, financial markets and systems all over the world were affected and large efforts and amounts of economic aid were given by states and governments to prevent a financial collapse. Governments needed to frame the crisis in order to explain what had happened, why it happened, the repercussions and how they would deal with it. The financial crisis was a dramatic event that rendered considerable attention in news coverage worldwide and was characterized by a framing contest between different actors. This paper will study the interaction between political actors and journalists by focusing on the political frames presented by the Swedish Government during press conferences and the news media frames presented in news media content in Sweden during a three-month period in 2008. The correlation analyses will also be complemented by an interaction effects analyses based on the interaction between journalists and political actors during the press conferences. References: Cook, T. E. (2005). Governing with the news: the news media as a political institution (2nd ed.). Chicago: The University of Chicago Press. Cook, T. E. (2006). The news media as a political institution: Looking backward and looking forward. Political Communication 23(2): 159-171. Entman, R. M. (2004). Projections of power: Framing news, public opinion, and US foreign policy. University of Chicago Press. Gans, H. J. (1979). Deciding what's news: a study of CBS evening news, NBC nightly news, Newsweek, and Time. Northwestern Univ Pr. Reich, Z. (2009). Sourcing the news: key issues in journalism--an innovative study of the Israeli press. Hampton Pr. Schaffner, B. F. and P. J. Sellers (2009). Winning with words : the origins and impact of political framing. London: Routledge. Sellers, P. (2010). Cycles of Spin: Strategic communication in the US Congress. New York: Cambridge University Press. Strömbäck, J. and L. Nord (2006). Do politicians lead the tango? A study of the relationship between Swedish journalists and their political sources in the context of election campaigns. European Journal of Communication 21(2): 147-164.

Author(s):
Rens Vliegenthart
Noemi Mena

Title:
Shaping the economy: The interaction between the stock market, media coverage, political debates and consumer confidence in three European countries.

Abstract:
 This paper examines the relationships among the real economy (stock market), consumer confidence, economic news coverage and parliamentary debates in the three West-European countries during the period 2004-2011. The countries under investigation are the UK, Spain and the Netherlands. While all three being member of the European Union, they have different media systems according to Hallin and Mancini’s (2004) influential model and additionally differ considerably in key political system characteristics and overall economic circumstances during our research period. We collect monthly data on the stock market and consumer confidence, supplemented with computer-assisted content analyses of media coverage and parliamentary questions and debates. Time series analysis (Vector Autoregression) is conducted to establish causal relationships between the four factors. The study will observe how the dynamics of interaction differs between countries and business cycles. Taking into account the existing literature on political agenda-setting, we expect some level of interaction between the political attention for economic development and the media coverage on the same issue. We expect the relations to be particularly strong in those periods where the economic crisis is a key topic (see also Hollanders and Vliegenthart, 2011). Additionally, we explore cross-national differences in the extent to which recession news and political debates about the crisis depend on the economic circumstances and whether and how they impact citizens and the stock market. Keywords: Consumer Confidence, Stock Market, Media, Parliament, UK, The Netherlands, Spain

Author(s):
Nora Draper
Rowan Howard-Williams

Title:
Manufacturing the citizen-consumer: political advertising in the age of digital surveillance

Abstract:
This paper explores the growing use of online tracking and targeting techniques among political advertisers in the United States and the implications of this for social equality and civic engagement. Commercial

marketers’ strategies for monitoring individuals online and serving unique advertising message based on past behaviour have raised the ire of privacy and consumer advocates and have begun to receive attention in the United States Congress. Political advertising campaigns have been slower to adopt these new techniques, opting instead for the familiar territory of print, radio and television. The 2012 election cycle, however, has seen a growth in online tracking and targeted advertising among political campaigns, which allow political marketers to target specific advertisements to individuals based on their preferences as inferred from their online practices. This means, increasingly, people will be subject to different political messages, based not only on geographic region or past voting behaviour, but on the news content they read and stores they shop in online. While this topic has begun to receive some attention in industry publications and mainstream media, it does not appear to have received the same public reaction commercial industry practices have.   Drawing on interviews with six experts in the fields of journalism, consumer advocacy and academics and political marketing practitioners, as well as a systematic analysis of articles in the commercial and political trade publications and the popular press, this exploratory study examines the growing use of tracking and targeting in online political advertising and discusses the potential implications of these practices for notions of civic engagement. Drawing on existing literature on audience segmentation in online commercial marketing and the potential implications for social segregation (Gandy, 2006; Turow, 2011), we ask how political marketers construct ideas of audience and privacy in the context of their online campaigns. Thinking about the celebration of the empowered citizen-consumer in recent decades (e.g. Scammell, 2000), we ask how these emerging online advertising practices help us to think about the distinction between citizens and consumers. We suggest the divergent reactions to similar practices in the commercial and political realms raise important questions about the differences between political and commercial speech and freedom.   We conclude that political marketers are adopting a range of online advertising practices that vary in their intrusiveness, often opting for an “act now, pay later” approach to privacy concerns. While online possibilities tend to extend the existing practices of political marketers rather than inventing new strategies, they also allow for more precision in audience construction. We find that online advertising techniques allow political marketers to target their messages in ways that systematically ignore those deemed irrelevant to the campaign, a practice that has important consequences for social equality. Finally, drawing on theories of deliberative democracy (Smith and Wales, 2000) and political echo chambers (Jamieson and Cappella, 2008), we argue that targeted online political advertising based on personal interest will limit the opportunities for interaction with alternative viewpoints, which may have negative consequences for civic engagement.Works Cited Gandy Jr., O. (2006). Data Mining, Surveillance, and Discrimination in the Post-9/11 Environment. In K.D. Willis and R.V. Ericson (Eds.), The New Politics of Surveillance and Visibility, (pp. 363-384). Toronto: University of Toronto Press, Inc. Jamieson, K.H. and Cappella, J.N. (2008). Echo chamber: rush Limbaugh and the conservative media establishment. New York, NY: Oxford University Press. Scammell, M. (2000). The internet and civic engagement: The age of the citizen-consumer. Political Communication, 17(4): 351-355. Smith, C. and Wales, G. (2000). Citizens’ juries and deliberative democracy. Political Studies, 48: 51-65. Turow, J. (2011). The Daily You: How the New Advertising Industry is Defining Your Identity, Your Worth, and Your World. New Haven, CT: Yale University Press.

Author(s):
Zizi Papacharissi
Sharon Meraz

Title:
Broadcasting and listening practices on #Egypt: How was a revolution framed on Twitter?

Abstract:
Twitter, a micro-blogging device launched in 2006 and presently claiming 190 million individual users, is increasingly being incorporated into news storytelling. Though only about 5% of Twitter content is devoted to news, mainstream news networks frequently poll the twitterverse for public opinion, independent bloggers use it topromote each other's or their own content, and journalists use it to supplement their own reporting. Blogs and microblogs rise to prominence as news disseminators on occasions when access to mainstream news and/or other communication media is restricted or blocked. Using prior seminal work on news framing and its relevance to socio-cultural context, this study describes, maps, and explains evolving patters of communication on Twitter through the events of the 2011 Egyptian uprisings, which led to the resignation of President Mubarak.

Previous research on Twitter indicates that the platform facilitates an always on, ambient news environment, driven by mainstream media and citizen content creation (Hermida, 2010). Wu, Hofman, Mason and Watts (2011) examined 'who says what to whom on Twitter' and found that homophily or like-minded attraction,

drives Twitter connectivity. Research suggests that @replies between people who agree strengthened group identity, whereas @replies between those who disagree reinforce in and out-group affiliation (Yardi & boyd, 2010b). Similary, twitter conversations on local topics tend to display denser social connectivity (Yardi and boyd, 2010a). Research has indicated that social connectivity for breaking news is lower (Sakaki et al, 2010), while content in select hashtags follows a power-law distribution in relation to popularity, time, and geolocation (Singh & Jain, 2010). Naaman et al. (2010) found that endogenous topics of conversation, capturing Twitter-only activities that do not correspond to external events, tend to reflect a presence of stronger ties, except for local events, which featured more discussion and less forwarding of information.

Applied to the Egyptian uprisings, these findings would suggest that social media use by those sharing a local connection might be characterized by both cohesion and plurality of opinion expression. Ambience, homophily and strengthening of bonds between those sharing geo-local connection are essential in understanding the sociotechnical texture of Twitter, especially in situations that call for individuals to mobilize and show solidarity. In these cases, the role of Twitter is better understood if reconceptualized "not in terms of who the medium allowed to speak, but in terms of who could listen because of the medium" (Solow-Niederman, 2010, p.35).

We conduct a network and content analysis of randomly sampled tweets over a longitudinal time period to study broadcasting and listening practices on Twitter. In an effort to uncover prominent actors and prominent frames over time, we parse twitter streams for addressivity markers and analyze tweets for frames and word patterns. Utilizing this methodological approach, we spotlight the flexibility of the twitter platform as it functions to spread the influence of people and ideas while it facilitates the burgeoning of grassroots political activism during times of heightened political crisis. Findings are used to inform conclusions on who is saying what to whom, and what that conversation might focus on.

Author(s):
Azmat Rasul
Stephen McDowell
Barbara Robinson

Title:
Assassinating objectivity: Framing of the political murders in the elite press

Abstract:
This article outlines the coverage of high profile political assassinations in the press by focusing on framing of these issues and the application of the journalistic ideal of objectivity. In fact, various explanations of the theory of objectivity stem from a tangentially reductive view of the concept as a fixed set of rules of journalistic conduct. Our study examines the relationship between use of thematic versus episodic, issue versus image, and source frames and the notion of journalistic objectivity in times of national crisis/tragedy. We argue that objectivity in journalism should be viewed as an integral part of the journalistic practice, which develops an attitude that may be demonstrated but not systematically defined by rules of conduct. By focusing on news coverage of the assassination of Benazir Bhutto in a suicidal bomb attack in 2007, we analyze three frames mentioned in the preceding lines to examine the “objective” reporting of the event by the elite English press of Pakistan. Beyond doubt, most people encounter the political environment around them through the language of the news coverage of political issues that embodies distinct frames or modes of construction of reality. Specifically, our study explores the unswerving impact of thematic versus episodic, issue versus image, and source frames on production and consumption of news by the journalists and the readers. Finding a clear distinction between theses frames is a hard nut to crack and news stories are categorized on the basis of predominant frame that determine the flow of the story (Iyengar, 1991). A plethora of literature not only manifests that framing of an issue affects public opinion, but also presents convincing evidence that some frames are more powerful than others. The journalists, however, contend that they objectively apply different frames and strive to maintain a balance by presenting both sides of an event in their news reports. To question journalistic objectivity in high-profile murders, this study explores the comparative influence of thematic versus episodic, issue versus image, and source frames in order to find out the application of the objectivity norm in journalism. By using qualitative content analysis as methodology, we demonstrate that the objectivity greatly suffers in times of national crises, and journalists apply predetermined frames caring little for a balanced coverage of tragic events. References Iyengar, S. (1991). Is anyone responsible: How television frames political issues. Chicago: University of Chicago Press.

Author(s):
Lilia Raycheva

Title:
The Dynamics of the Audiovisual Political Messages

Abstract:
The past period of over twenty years has witnessed five presidential (1992, 1996, 2001, 2006, and 2011), seven parliamentary (1990, 1991, 1994, 1997, 2001, 2005, and 2009), six local (1991, 1995, 1999, 2003, 2007, and 2011), two European parliamentary elections (2007 and 2009), and the appointment of ten Governments in Bulgaria.During these two decades the long years of one-party dominance was replaced by an ever-cropping host of new political parties, unions and organizations, which constantly split, regrouped and entered into coalitions, especially on the eve of forthcoming elections. However, the model of democracy that was on the make in the country delegated the difficult tasks of transition to the political elite and eliminated the broad participation of the people in the process of transformation. Thus, the period of transformation to democracy and market economy has posed significant challenges to the media performances, especially during election campaigns.The proposed paper intends to investigate the dynamics of the mediatization of the campaign strategies and political messages during the studied period and its impact on the transformation media processes in the country. Television, among all other media, is still holding great responsibility in shaping the public opinion and enhancing the Bulgarian voters to make their informed choice during election times. Since the turn of the century, the social media has gradually gained significant weight in this process. The theoretical framework of the undertaken research is based on a variety of political communication publications (Kaid, 1999; Blumler and McQuail, 2001; Paletz, Jakubowicz, 2003; Kaid and Holtz-Bacha, 2006; Maier, Strömbäck and Kaid, 2011, etc.) The paper is designed to trace the tendencies in content, style and effects of the audiovisual advertisement during the two decades of transition. It will focus on the three most common forms of audiovisual political campaigning, such as election news, video ads and political debates. In addition, the growing tendency in blurring of the borders between mediated political information and entertainment as well as the proliferation of the political visibility will be traced down.Methodologically the paper will follow the dynamics of the legislative and regulatory framework, as well as of the media self-regulation. Comparative analysis of the election returns (based on the archives of the Central Electoral Commission) will serve as basis of the discussion on how the perception of televised political information influences voters’ choices. The findings will be viewed through the prism of the transformation media developments.

Author(s):
Nuno Brandão
Maria Barbosa

Title:
The election campaign in the portuguese television news

Abstract:
Television broadcasts set the rhythm of social and political relationships of our daily lives. It is one of the principal elements in the construction of the current social reality. Therefore, television-journalism should be viewed, due to the power of its high profile, as one of the main vehicles for promoting knowledge and creating awareness of the reality of our everyday lives. Through its news –as Television rank news stories and thus manage a symbolic activity that creates awareness -television influence viewer perception in a way that viewers get a feel for their own social and political reality based on the degree of importance given to political opinions, which are based on their own interests.

Communication during Political Election campaigns occurs: in a meaningful context with special communicative efforts made around leadership; in the application of significant financial resources; and in areas dominated by media, especially television. A large part of political life is played out in the field of political communications, which serves to bring about a number of changes in behaviour of politicians and their relationships, in particularly, with the television media: the personalized intervention from politicians to the detriment of their ideas; development of strategies to stage and dramatize their interventions; rhetoric centred on simplification and emotion; and constant use of the results of election polls to substantiate their arguments.

In this context, an empirical study of Portuguese prime-time news (RTP1, SIC and TVI) was carried out on weekdays, for the two weeks of election campaigns for the Portuguese Legislative Elections, more

specifically, from 23 to 27 May and from 30 to 3 June 2011. This basic qualitative and quantitative analysis of over thirty newscasts, under study, investigated and classified 242 news-stories and 262 interventions of politicians standing for elections. It aimed to determine which mediators and news items, that were telecast, appeared in the speeches of the different political parties (whether or not they were members of Parliament) as key strategic priorities of their political communication; and within the scope of the campaign news covered by the television referred to, to determine whether there were any relevant distinctions between the three news broadcasts being analysed.

The main results of this study showed that news broadcast of RTP1, unlike those of SIC and TVI, covered the majority of the political forces involved in the elections, whether or not they were members of Parliament. SIC and TVI practically transformed into news only the election campaign actions of those parties with parliamentary representation. As for the themes of the campaign news broadcast, on the one hand, there was not much difference among the News Channels of the three TV stations under study. On the other hand, they were based on assuming a position that was 'for' or 'against' the Troika agreement, in detriment to their own different and specific proposals and options of their government agenda. Regarding the chief political speakers in the campaign, these were mainly the leaders of the respective political parties who appeared in all the newscasts.

Keywords: Television, Political Communication, Tele-Journalis, TV News broadcast

Author(s):
Helge Ronning

Title:
The Media and African Dominant Party States – Legitimacy of Power and the Possibilities for Opposition in Africa.

Abstract:
Dominant Party Systems

Today electoral authoritarianism in dominant party states is the most common regime type in Sub-Saharan Africa. The paper will focus on how dominant party regimes make use of elections and other formalised elements of a minimalist democracy to maintain power, without really institutionalising deep democratic structures. There have been regular elections that have gained international acceptance in the majority of African states since the early nineties. This have instituted a degree of political stability and has also been an element in the economic boom that Africa is currently experiencing, and which is the focus of international interest and analysis.

Electoral authoritarian regimes can be defined as regimes that hold regular elections that officially determine who holds public offices. These elections are broadly inclusive, minimally competitive and minimally open. However, "electoral contests are subject to state manipulation so severe, widespread, and systematic that they do not qualify as democratic". Electoral authoritarian regimes have managed to stay in power in most countries with some exceptions where the opposition has managed to gain power – e.g. Zambia (2011). In other cases blatant cheating and violence have resulted in national unity governments with deep internal conflicts – Kenya (2008) Zimbabwe (2008).

In this context it is of particular interest to investigate the role of the strong and often non-transparent relationship that exists in dominant party systems between the presidency and the government, the ruling party and private businesses, the role of civil society and the media.

Media and Elections
Over the past 20 years, the media landscapes throughout Africa have accompanied and reflected the ups and downs of broader democratisation processes. At the beginning of the 1990s, the media in Sub-Saharan Africa grew exponentially thanks to political liberalisation grounded in democratic transitions or to the voids left by weak states. Even though media growth in some countries was hindered by incumbents resisting reform, the new private media opened up spaces for public debate, for denouncing abuses by the authorities and for freeing information from the yoke imposed by the political power. During elections, where the ties between democratisation and media are most evident, the media became the main platform through which candidates and parties could make their views and programmes known. Therefore, the media are essential in giving voters practical information on electoral processes, voting operations and the unfolding of campaigns.

Nevertheless, just as doubts arise regarding the democratic commitment of the ruling parties that organise these elections, questions arise about the capacity of the actors in the media landscape throughout Sub-Saharan Africa to actually play their part in elections. The basis for these doubts has its background in the constraints that prevent the media from offering realistic opportunities for democratic power alternations, leading them instead to reinforce dominant party systems.

The paper will examine how media in three countries with different media systems have covered electoral processes – Mozambique, Zambia, Zimbabwe.

Author(s):
Tendai Chari

Title:
Electoral contest as war: Press, politician and citizen interface during Zimbabwe's 2005 elections

Abstract:
Elections in Africa have received animated media attention locally and internationally, not least because their outcomes are almost always subject to vigorous contestations. No country illustrates this phenomenon better than Zimbabwe. Although the country has regularly and consistently held elections since independence from Britain in 1980, post-2000 elections have been unique in the sense that they were all perceived as mechanisms of resolving the country's political conflict, as well as ending the country's deepening economic crisis. The acrimony which characterized these elections presented the press with enormous challenges in representing contending political agendas of the different political actors, in a context where electoral contests were war-like. This paper examines representation of political actors during Zimbabwe's 2005 parliamentary election in order to broaden our understanding of the way in which the press intersects with political actors and citizens in the context of a fragile post colonial African state. The 2005 elections in Zimbabwe were unique in the sense that they were conducted in a context where the country's festering economic crisis epitomized by stratospheric levels of inflation, acute shortage of basic commodities m and breakdown in social services had reached the alarming levels. While the election was widely viewed as a rare opportunity to break the country's political impasse and pave way for a new dispensation the outcome of the election was ill-suited to do this, after a claw back by the ruling party, ZANU PF, which won with a higher margin than the previous elections, leaving the opposition Movement for Democratic Change (MDC) divided and weakened. A textual analysis of selected Zimbabwean newspapers (namely, the state daily, The Herald, the state weekly The Sunday Mail, the privately owned weeklies, The Financial Gazette, and The Zimbabwe Independent) was conducted in order to map out a conceptual model on the manner in which the press, politicians and citizens seeks to influence one another during electoral contests in the context of confrontational electoral contests in post-colonial Africa. The paper argues that assessments of the press during electoral contests in Africa should go beyond the normative prescriptions of Siebert's four theories of that routinely ascribe positive roles to the press, in spite of overwhelming evidence that such theories might be outdated even in the societies in which they originated.

Author(s):
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Title:
The use of Social media for Youth Mobilization: Case Study of the 2011 Nigerian presidential Election

Abstract:
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Topic Area: 3. Community Communication and Social Media
Type of Proposal: 'A' Individual Authored paper

The Internet is mirroring rather than transforming society. There is as much social inequality online as it is offline (Witte and Mannon, 2010). While there may be some statistical truth in this belief, there is also a more complex internal divide within rich and poor countries. Social inequality is not a mere geopolitical stratification it also exists within economically haves and have-nots. Research has shown that the world's most advanced economy, the US, has the widest social gap between the rich and poor. With inequality comes the need for participation, especially among the disenfranchised. The weapon of choice in a digital

age becomes new media platforms, especially because the traditional media have been hijacked by the rich. According to Howard & Hussain (2011), one of the most consistent narratives from civil society leaders in the gulf region has been that the Internet, mobile phones, and social media such as Facebook and Twitter made the difference in their campaign.

In 2011, Nigeria conducted its federal election which many tagged as one of the nation's fairest. But behind this success also lies the use of social media by youths to mobilize other youths to vote. While many hailed such youth activities as democratic, others tagged it as elitist. Despite the fact that these social media activists were regarded as middle class, internet-savvy, Blackberry-trotting, mobile elite, who do not represent the vast majority of the uneducated, one must nevertheless applaud the fact that at least we are witnessing a movement away from a period of total ignorance to that of awareness and participation (Abimbola, 2011).

The question this research therefore asks is:

Can we use social media participation to measure participatory democracy in a developing country like Nigeria, and if yes, should we expect the same level of democratic participation that occurs in the west, bearing in mind that less than 20% of the population is connected to social networks?

In tackling this question the research proposes to use data gathered from the 2011 Nigerian election to reverse the Pareto 80/20 principle of 1906, which stated that 80% of the nation's wealth was controlled by 20% of the population. The research would like to find out if the few networked elites in the global south can creatively mobilize the '80%' unconnected poor into democratic participation. In so doing it hopes to identify culture specific strategies which may not be universally applicable in social media discourse.

Author(s):
Maria Kyriakidou
Maximillian Hänska-Ahy

Title:
The Euro Crisis in Public Discourse: A comparative study of the Greek and German Press

Abstract:
The European debt crisis has animated lively debates about the viability of Europe as an idea and political structure. The issue has dominated national media across Europe, often challenging the idea of the European project and sometimes seeking and creating alternative, competing narratives of Europe. Though much research on the European public sphere has been conducted, very little work has been done on the nature and possibility of a European public sphere under conditions where the Union faces a collective crisis. This paper contributes to the broader debate on the European public sphere (and its deficits) through a comparative study of public discourses on the Euro crisis in the Greek and German press. The comparison is structured around four interrelated questions: (a) what explanations of the causes of the crisis are dominant, (b) how is blame attributed to the cultural/national deficits of certain EU members, (c) how (positively or negatively) is membership in the European Union and the European project as a whole represented, and (d) to what extent is the fate of Greece/Germany said to be separable/inseparable from that of the rest of the EU? The paper is based on a quantitative content analysis of the coverage in both Greek and German press between the first IMF/EU loan to Greece in April 2010 and the passing of widely unpopular Austerity laws through the Greek parliament in February 2012. The preliminary findings of the research will be presented in the paper illustrating how the Euro crisis, a potentially catastrophic crisis with collective consequences and demanding collective action, shapes European public discourses. It will demonstrate the extent to which there exists either congruence or dissonance between different national public spheres in the EU, thus offering an assessment of the health of a European public sphere in providing a common debating chamber on matters affecting the European public.

Author(s):
Ali Ulusoy
Fikret Yazıcı

Title:
The Cultivation of Reality in Turkish İslamic, Leftist and Liberal Press, the case of Armenian Genocide Bill which passed from French Parliamentary

Abstract:
Diplomatic relations between Turkey and France have come to a halt as French Parliament passed on December the 22nd 2011 the Armenian Genocide Bill proclaiming those denying the Alleged Armenian Massacre guilty. Once the French Parliament started negotiations about the bill, corresponding reactions started to emerge in Turkish Press. The bill, found contradictory to "Freedom of Expression", is perceived as a maneuver by Sarkozy for upcoming elections.

Mainstream and leading media outlets of Turkish Press gave accounts of the incident with a discourse full of "hatred" or "confrontation". These accounts fore grounded potential sanctions to France mentioned by the Prime Minister Recep Tayyip Erdoğan, along with intensive criticisms by opposition parties. The stance that it was necessary to face the events with calmer common sense was rather taken by the columnists.

Turkish accounts of the incident were handicapped with a "narrative closure" in the sense that a virtual reality was attempted to be established over some specific documents. Given the newspaper headlines, sub-titles, spots, news texts and notions, it will be easy to understand that the perception of Turkish society on Alleged Armenian Massacre is attempted to be framed over national and cultural values. The study includes a discourse analysis on the coverage of the incident by three newspapers from left, right and liberal wings thus reflecting the cultivation of reality in Turkish press.
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Author(s):
Aasim Khan

Title:
Trending in India: The rise of online social media in Indian politics and its implications for the world's largest democracy

Abstract:
Mobile and the Internet based social media are penetrating the 'global South' at an unprecedented level. Facebook, Twitter and similar online social media platforms are already in the top five most visited websites in India and with the annual rate of growth of the internet penetration in India crossing 1500%, these trends will further accelerate in the coming years. This presents a unique opportunity to understand the related changes in the arena of political communication in the democracies of the global South in their specific distinctive contexts. This paper will study the emergence of the micro-blogging website Twitter in political communication in India and the way in which it has established a 'peg and proxy' (Gans 2003) relationship with the mainstream news media and the press in India.

Since the interaction between various political actors and their 'audiences' is central to democratic processes, the essay will contextualise the rapid emergence of new online technologies like Twitter within India's electoral politics, and explore how the change could potentially 'destabilise' the existing hierarchies between the politician, the press and the citizen in political communication in the world's largest democracy.
A Case Study: Political communication 140 characters at a time

Beginning with a brief history of the use of online social media in India's national-level electoral politics the essay with highlight the socio-economic reasons why these media remain an elite but influential media in Indian politics. It will trace the emerging pattern of the use of micro-blogging website Twitter by politicians and how this is redrawing the boundary between the 'personal' and the 'public' in the political communication.

The paper will then introduce the 'destabilisation' (Dahlgren 2001) potential that Twitter could have on political communication *via* its influence on the mainstream press and broadcast TV news. Challenging the assumption, common in most literature in current scholarship, this paper will explore whether the rise of social media in countries like India *indirectly* and hence *undemocratically* influences the coverage of leading news networks, in other words how does the 'online public opinion' on Twitter contradicts the 'public opinion' as they get represented in the mainstream news media.

Method:

Based on an analysis of the Twitter profiles of India's leading 'Twittering' politicians, the essay will demonstrate that Twitter might have a very limited quantitative significance in terms of political messaging in India so far but it has already opened a new public register where Indian politicians are engaging their

audience in entirely new ways. The paper will begin by analysing the online profiles maintained by the leading 'Twittering-politicians' and the reasons they provide for this shift.

It would then move to studying the relationship between Twitter and the mainstream print and TV news media, taking the specific case study and map the *flow* of news during the 'Twittergate' controversy in 2009 which involved one of India's leading politicians who also happens to have the largest 'following' in terms of numbers in India's Twitter universe.

Author(s):
Leilah Shaikh

Title:
Issue Frequency in Political Speeches: An investigation of Jacob Zuma's Political Communication Strategy

Abstract:
Jacob Zuma's political communication strategy was successful in priming and framing issues in his speeches that were favourable to the public's evaluation of him. Furthermore, Zuma's public address employed rhetoric in a manner that increased his populist appeal. By carefully analysing the political, social and economic landscape of the country, Zuma developed a speech campaign that possessed a high degree of correlation with the voter's needs. With the use of specific communication techniques, Zuma employed a strategy of positive image priming, strategic framing and crafted rhetoric in the construction of his messages. The effects that this communication strategy may have on South African democracy is two-fold: on the one hand the tactics increased issue salience on non-policy matters that did little to foster political knowledge; while on the other hand, they emphasised issues that were appealing to voters, which is a positive influence on democratic participation. This article is based on the investigation of Zuma's communication strategy, conducted through the analysis of issue frequency in his speeches.

Author(s):
Kerry McCallum

Title:
The mediatization of Indigenous policymaking in Australia

Abstract:
This paper examines the mediatized practices of Indigenous health policymaking in Australia. While much attention has been given to the relationship between journalists and political elites there has been little academic attention paid to the way policy administrators understand the role of journalism in their practice. The paper draws on data collected for the Australian News Media and Indigenous Policymaking 1988-2008* (ANMIP) project that is investigating the relationships between media representation of Indigenous affairs and the development of Indigenous policy. Its contextual focus is the decade of conservative leadership of Prime Minister John Howard from 1996-2007; an often bitter political period marked by sharp shifts in Indigenous health policy away from a self-determinist philosophy of community control towards neo-conservative policies emphasizing individual responsibility and 'mainstreaming' of health services. The paper asks: What is the role of news media reporting in the development and implementation of Indigenous health policy? What media strategies do health bureaucrats use in the development and implementation of Indigenous health policy? What are the defining features of the relationship between journalists and Indigenous health bureaucrats? How do they reflect on the role of media in Indigenous policy?

The ANMIP project has analysed more than 4,000 media reports of Indigenous health and over 50 interviews with journalists, Indigenous policy advocates and federal and state bureaucrats. News content and frame analysis mapped the quantity and nature of media reporting of Indigenous health affairs during the 10-year period, finding that news was structured around routine and predictable frames of crisis, policy failure and individual responsibility. Ethnomethodological analysis of interviews with state and federal policy managers and administrators explored the media-related practices and understandings of Indigenous health bureaucrats. Through their talk, those most intimately involved in the development and administration of Indigenous health policy articulated the processes through which policy professionals integrate, negotiate and contest media representation of Indigenous issues in their policymaking practices. Policy administrators in Indigenous affairs were found to have adopted a media logic in their practice; they have developed sophisticated practices to preempt, manage and respond to mediated discussion of Indigenous health policy. Participants were media 'experts' equipped to critique the practices of journalism and politics, but they were

also reflexive about the mediatized nature of their own media practices. They acknowledged that the framing of Indigenous health in public media as a crisis had direct impacts on the development of policy, with outcomes characterized by regular sharp shifts in policy direction. The paper concludes that the practices of journalism permeate all aspects of policy development, and that while political actors use media content as an indicant of public opinion, there are also more direct relationships between policymakers and news media, whereby each party 'talks' to the other through the use of common frames and media strategies.

Author(s):
Enas Abou-Youssef

Title:
Media and Political reform in Egypt The role of media coverage of the transition period in forming audience attitudes towards political reform in Egypt

Abstract:
This Study aims at examining the role of the media coverage of issues probed during transition period in Egypt in affecting audience attitudes towards different political bodies and figures trying to establish political reform in Egypt It will probe to what extent the media functioned as a tool to raise political awareness presenting a new era of breaking taboos that were never covered by Egyptian media before the revolution . It is a comparative study that tries to analyze newspapers ,talk shows with different ownerships as an effective medium in political communication and to what extent it helped democratization, by forming attitudes of the audiences towards the political agenda in Egypt It also aims to present a modified model that can be applied in Egypt on how the media can create new relationships among different segments of the society and promote democracy in Egypt baring in mind its unique characteristics Since the 25th of January 2011 revolutions , Egypt has witnessed dramatical changes on the political arena that reflected different kinds of conflicts among political powers that was reflected in the media specially talk shows and newspapers   At the same time, the Egyptian political parties and political movements have begun to use the media to achieve different political and social goals.   On the other hand Egyptian society have been witnessing escalating tensions between Supreme Council of Army Forces who took over authority after Mubarak step-down in February 2011 and different media that were accused of conspiracy and sabotaging stability in a trial to undermine their credibility among public   This new phenomenon has led to question the ability of the media , especially TV talk shows , and newspapers ,to influence the public and help them to form attitudes towards political bodies and figures who played a significant role in this challenging period and to what extent this role was effective in helping them vote during the parliamentary elections ,or future presidential elections   Consequently, this study aims to explore the role of the media in democratization and promoting political awareness and participation in the society , how the media would open up for potentials on one hand or enhance more possibilities of risks of tensions in dealing with the issues that might lead to more confusion in the society In dealing with skeptical assessments and concerns visions and expectations the study will try to probe how the media would function as a tool towards democracy and political reform and how it can help the process of empowering people as it can form a meeting place for citizens to converse or inform themselves, and to carry out individual or collective action.   Research Objectives: We can classify the objectives into; societal, and theoretical: 1- The societal objectives: - Investigate the role of the media in promoting democratization and political awareness and activating citizens' participation. - Evaluating the talk shows , newspapers coverage in employing political reform issues and determining how can we benefit from these changes in achieving the reform and democratization in Egypt - Understand the techniques interpreting the relation between media and audience dependency on the media in forming attitudes towards political reform in the Egyptian society. . 2- Theoretical Objectives: - Testing the hypotheses of the Cognitive Priming theory in a society with rapidly changing social, political circumstances. - Determining the theoretical and empirical variables affecting the mechanism of media covering salient issues and the attitude of audience towards political reform in Egypt Significance: The significance of this research can be underlined in two aspects: (1) Theoretical frame: During the transition period , media have been influential primarily because of the growing amount of attention they get among the public opinion and consequently they have drawn the attention of researchers to study their effects on the political and social life specially after the revolution in Egypt .. This transition in the media itself is a new phenomenon, which need developing and utilizing a unique methodology to analyze their content and study their influence on their audience. (2) Empirical application In Egypt media ownership nowadays plays a vital role in presenting different political trends so it is important to study the effects of this phenomenon on the political life in Egypt and how I affects political participation as it is considered a prerequisite for democracy

and fulfillment of political citizenship, and consequently for political reform. All in all, the proposed research will present an empirical vision on of employing media to achieve the social reform and citizenship in Egypt Methodology: (1) The first part aims at analyzing the content of a sample of high ranking talk shows in Egypt and a sample representing different trends of newspapers since the beginning of parliamentary elections November 2011 till presidential elections June 2012). This part will also depend on qualitative analysis which adds an insight to the analysis . (2) The second part aims at surveying a sample of audience to probe their attitudes towards political reform in Egypt and , determining to what extent the media influenced their attitudes towards main political issues in Egypt Research Questions: - How the new media can promote democratization and form citizenship attitudes towards political life in Egypt? -Can media promote political participation in transition periods? -To what extent heavy viewers and readers can be dependent on the media in forming their attitudes towards political entities and figures functioning in Egypt nowadays? - What are the audience evaluation to media performance and their credibility? - Can the new media, , play a role in forming attitudes towards salient issues covered by the media according to the Priming theory hypotheses? - What are the intervening variables of the media and audience that affect the role of media in influencing the audience

Author(s):
Kim Johnson

Title:
The Framing of Crime as a 'Coloured' Phenomenon

Abstract:
Crime is probably one of the most defining, if controversial features of post-apartheid South Africa. Partly a legacy of Apartheid's 'separate development' policies which promoted a hugely unequal society, crime remains one of the most publicly debated subjects in the country. For the period from April 2009 to March 2010, the recorded cases of murder, for example, reached 16 834, whilst there were 68 332 reports of sexual crime. The media, as institutions of the public sphere, are sources of information whose simplification of the issue of crime fails to give a realistic representation of the situation in South Africa. With this in mind, it is hypothesised that the media, specifically the *Cape Argus*, frames crime as a racial phenomenon unique to people of colour (both coloured and black). A sample of 25 stories, over a period of two weeks, was taken from the *Cape Argus* and both quantitatively and qualitatively analysed. The two themes emerging from the data, namely the racialization of crime and the gendered nature of crime, support the notion that particular crimes are reserved for certain racial and gender groups. White collar crime is attributed to white people (both male and female). Violent crime, such as murder, is characteristic of black and coloured males, whilst non-violent crime (such as shoplifting) is 'typical' behaviour of the black and coloured females.

This study acknowledges that the manner in which crime is framed in the media has resulted from events that have taken place. However, it is not only people of colour who commit crime as is depicted in print media.

Author(s):
Sharma Sharma

Title:
Justice for Bhopal: Crisis? Moral Panic? Political Scandal?

Abstract:
The Bhopal gas disaster remains the worst industrial disaster that the world has seen so far. In 1984, the Bhopal city breathed in tones of toxic methyl iso-cynate gas that leaked from Union Carbide owned factory. Twenty seven years later the disaster continues in the form of second generation effects, water contamination and a complicated history of legal suits and settlements in search of justice.

 Twenty seven years ago American Multinational Union Carbide considered it one of the biggest 'crisis' that it has seen forcing it to launch a series of crisis management steps. Indian State considered it an 'accident' an aberration from its pro-corporate development agenda, and the world media covered it as 'world's worst industrial disaster' or 'chemical holocaust'. Twenty Seven years later, Dow Chemicals (owner of Union Carbide since 2001) continues to promote the disaster and liability issues attached to it as non issues. How different actors promoted their own notion of Bhopal and how this notion came to define the survivors struggle for Justice is the key inquiry of this paper.

This paper is based on author's field research in 2010 when she experienced and observed the developments in the light of the 7th June Bhopal High Court Verdict that represented a *crisis* for the American Corporation, a *moral panic* for Indian media and civil society and an unfolding *political scandal* for Indian state. The different ways in which the Justice for Bhopal Movement experienced these developments and contested the politics of the state and the multinational is the key enquiry this article undertakes.

Author(s):
Björn Buß

Title:
Political Parallelism as a Contextual Factor in Comparing Media Systems in Europe

Abstract:
The concept of media-political parallelism is one of the key dimensions in describing the relationship between the media and politics in Western societies (Seymour-Ure 1974; Blumler/Gurevitch 1995; Hallin/Mancini 2004, 2012; Blum 2005). Historically it can be understood through the parallel development of parties and the press in the 19th century. It is in the theory divided into five aspects: media content, organizational connections, the political attitude of journalists, editors and owners, the partisanship of the media audiences and broadcasting regulations.

But there are only a few attempts to measure it quantitatively (Bayram 2010; Çarkoğlu/Yavuz 2010; Van Kempen 2006, 2007) and comparative way (Berkel 2006; Van Kempen 2007) and show the influence of media-political parallelism on the political process. According to Van Kempen (2006, 2007) a high degree of political parallelism has a positive effect and increases the level of voter turnout.

This study examines the degree of media exposure and party preference in the 27 member states of the European Union and changes through time (2004, 2009). My hypothesis is that the results of the statistical analysis can be used as a contextual variable and explanatory factor not only of the national electoral participation, but has also a positive effect on the political participation in general. Furthermore, this is interesting to internal and external media pluralism which affects the political knowledge and institutional trust on individual level. Finally the contribution of this paper is the quantitative specification of Hallin and Mancini's three (Mediterranean, North Atlantic, Northern and Central Europe) respectively four (Eastern Europe) models.

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Author(s):

Øyvind Kalnes

Title:

Institutions adaptating to new media technology: Norwegian parties and the Internet

Abstract:

This paper discusses political parties' adaptation of Internet technologies to communicate with their voters, using data from the Norwegian case. The influence of ICT on society has fascinated researchers and artists for a long time, and scenarios have ranged the revolutionary (utopian or dystopian) to the more incremental. The discussion here confronts an incremental neo-institutionalist view with data that indicate "normalization"after an infant period, but also challenges it, as the established media learn to take advantage of the new media to pick up good stories for their headlines. While not triggering major electronic disruptions (Pascu et al. 2007) in our case, the Internet - and Web 2.0 in particular - will continue to be a challenge for the party organizations.

Starting with a review of literature concerning the relation between technology and society in general, and then communication technology and party organizations, it is hypthesized that the aggregate effect is rather modest in party systems consisting of well established parties with a stable and simple environment. Neo-institutionalist theory (DiMaggio and Powell 1983) and party theory suggest that given such conditions, established parties will resist or at least attempt to add new technologies as just another "instrument" grafted onto the party organization (Harmel and Janda 1994; Panebianco 1988).

This paper studies the adaptation to Internet technology of 11 Norwegian parties, providing great variations in size, resources and ideological baggage, providing own data through two parliamentary and two local elections 2005-2011. It focuses both on party web sites – representing what is labelled as Web 1.0 – and the parties' presence on new social media - or Web 2.0. The data show that the parties adapted to the new technologies early on, although they were immature and had uncertain consequences, at best. Furthermore, there is a clearly detectable left – right dimension, reflecting norms of radicalism and ideals of participation from below, especially in the infant periods of the two mentioned technology types.

On the other hand, they also reveal a pattern of normalization over time, where the parties' presence becomes more professionalized, leader oriented and controlled by the party organization. Hence, the institutionalist approach appears to be supported. However, the openness of the Web 2.0 technology in particular, as well as the established media's focus on these media as news sources indicate that the party organization will face great challenges I maintaining control. The Web may provide an excellent opportunity for the party to bypass the press and communicate directly with voters, as well as to feed the press with news stories. On the other hand, as indicated in the news hybrid thesis (Chadwick 2011), it is also an excellent opportunity for oppositional elements – or "political uncorrect" members and representatives – to gain the attention of the press, sometimes much to the embarrasment of the leadership. The paper provides some recent data that indicates this challenge of the new hybridity, especially for populist parties on the right.

Author(s):

Rofhiwa Mukhudwana

Title:

The Uniqueness of Government Communication: Investigating Communication Management of Government Departments in the KZN Metropolitan

Abstract:

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Academic debates concerning the management of the public sector as a business have become rife in recent years. This sentiment is predominantly expressed through terminologies such as: 'customer service governance', 'customer-responsive governance' and 'customer-focused governance' amongst others. Gelders, Bouckart and Van Ruler (2003:327) query the extent to which management models from the private

sector are transferable to the public sector (government) and the arising consequences for public communication management. Heise (1985:200) was one of the first few scholars to evaluate the impacts of the corporate communication models in the government sector. Scholars from political sciences, particularly public administration, have long begun documenting differences between the environment of the public and the private sector. Communication research examining the public sector rarely indicates differential communication practices as due to a unique environment in which government communication takes place (Liu, Horsely & Levenshus. 2010:190). The increasing complexity of government policies, rules, and practices make government communication uneasy and therefore different (Killingsworth, 2009:62). For example, Theaker (2004:218) claims that working in the public sector is challenging for public relations.

The purpose of this study is to explore the extent to which the unique communication environment of the public sector impacts upon the nature of communication management practiced in government departments within the Kwazulu-Natal metropolitan. In addition, the study aims to examine the role of the GCIS in standardizing and professionalizing government communication at a provincial departmental level[1].

Gelders, Bouckart and Van Ruler (2003), Liu & Horsley (2007, 2010, 2011), Vos & Westerhoudt (2008) Glenny (2008) Gelders & Ihlen (2009) Killingsworth (2009) and others have conducted intensive research into the uniqueness of government communication in their respective western countries of the North. However, from an academic point of view, no studies on the uniqueness of government communication have been conducted within the African context of the South.

Specific research questions guiding this study are as follows:

- To determine the roles and functions of government communicators working within provincial government departments in South Africa.

- To explore how government communicators perceive, experience and function within a unique communication environment of the public sector.

- To investigate the organisational structures, communication processes and evaluation measures of communication management in provincial government departments.

- To explore the role of the GCIS in standardising and professionalising the government communication function at a provisional-departmental level.

- To examine reputation management in government departments as an overall outcome of good communication management. [2]

References

[1] GCIS – Government Communication and Information Systems

[2] This study is still in a progression stage (not yet concluded) but may spark rational debate and provide a foundation in which the uniqueness and functions of government communication in the North and the South many be compared and contrasted.

Author(s):
Huan Sun

Title:
Rightful Resistance? The Discursive Battlefield in Chinese Media

Abstract:
In democratic countries, activists of social movements tend to create adversarial or controversial scenes to attract attention from media and expand their influence in society. This strategy aims to generate pressure from the public to the authority, and thus increase the possibility of success of the movements. However, scholars of Chinese studies find the strategy of resistance in authoritarian countries is not explicitly adversarial. Activists often position themselves in line with the official ideology, so as to obtain rightful identity.   Based on this discussion, this article further invites the factor of media ecosystem in discussion. Strategies adopted by activists are inherently mediated by the media environment if they are determined to reach out for the support of the public. I propose in haste here that in a complex media ecosystem in China, a more effective strategy of positioning is non-adversarial, if the appeal made by actors is materialistic. If the appeal of the movement is about high politics supported by oppositional ideologies, actors will adopt an

adversarial strategy, but the information about this movement cannot flow to mainstream channels of Chinese media ecosystem.   Two cases of resistance will be examined to establish different outcomes of movements with distinctive media strategies. Wukan Incident and human rights movements (Ai Weiwei) both are framed as democratic power by international news agencies, but the activists of Wukan consciously cooperated with provincial authority and scaled down the attention from outside. While human rights movements directly challenge the political system as well as the official ideology, so the agenda proposed by this movement is less likely to be found in domestic mainstream sphere, and undermines the opportunities to negotiate with the authority.   This paper conducts frame analysis on these two cases. Tweets from participants in Wukan Incident on a Chinese micro-blogging platform, Weibo, are scripted, and then we will compare the tweets about Ai Weiwei in Twitter using frame analysis. Questions of who are the actors, what do they say, what frames they use will be answered in this paper.   This paper intends to draw conclusions that when the resistance of grassroots community in China is more about low politics, they consciously align themselves with the official ideology, but when their claims target at the authoritarian regime as a whole and addressing the values of freedom, their strategy will probably be adversarial and more contentious. Although alignment with official ideology is effective in a short term, the long-term price paid because of this strategy is the lessened possibility of generating democratic discourse.

Author(s):
Chien-Yi Hsiang
Leshuo Dong

Title:
Political News Discourse Analysis on Chinese media: Investigation of Scientific Outlook on Development Coverage

Abstract:
Scientific Outlook on Development is the latest official guiding socio-economic ideology of People's Republic of China. Proposed by Chinese President Hu Jintao, this grand strategy is widely publicized all over the country by Chinese media. This study aims to analyze the use and meanings of the scientific outlook on development in coverage by print media. By selecting six mainstream newspapers from three major cities in China, which is Beijing, Shanghai and Guangzhou, we discovered regional disparity on media coverage of Scientific Outlook on Development. Also, by comparing different categories of news media, including Communist Party's official media and popular newspaper, a distinction of media treatment is discussed. Based on scrutiny of frequency, salience, news source, news theme, valence and core frame of the reports on Scientific Outlook on Development, this research also explores how political news discourse is presented on Chinese print media. The findings of this research can be summed up to five aspects. First, about the frequency and salience of report, the party newspaper is much more proactive than popular newspaper. Second, for party newspapers, the news theme is mainly about current political issues while the theme on popular newspaper is more comprehensive and localized. Third, news source is not diversified, even limited, mainly from governmental, party and army officials. Forth, the dominate valences of reports are positive and neutral. Fifth, the core news frame is social and individual development. Further implications to political news reporting are also discussed.

Author(s):
Mafalda Pereira

Title:
Portuguese presidential election of 2011: analysis of the communication strategy of political candidates on web

Abstract:
In the early years of the 90th century, new technologies have opened up the Internet for political communication and brought the discussion about the impact of this medium in the democratization of the political system and efficiency in election campaigns. Recently, especially after 2003, social networks, MySpace, Facebook, Twitter, Flickr or Second Life etc., Opened new channels for direct communication between politicians and citizens, placing an ongoing paradigm shift based on a model political nature of individualized, personalized and closer to the Internet allows. In Portugal (similar to what has happened all over the world), the need to avoid the intermediation media - which is always an intervention-free - and considering that in Portugal, 48.1% of the population now has access to the Internet and more than three and a half (33%) are users of facebook (data from Internet World Stats June 2010 and March 2011), public

opinion can no longer be so influenced by the media, and therefore are candidates for elections been used also to the internet to disseminate their political ideas and projects, presenting this as an alternative and / or complement to traditional media. In the presidential campaign for the Portuguese in 2011, all candidates have joined the Internet and the use of social networks to political campaigning. One of the main objectives of this study was to understand if, in the phenomenon of the Internet and social networking campaigns, allows us to speak of a virtual public sphere that is complementary to traditional space that enables real-time discussion and exchange instant information between candidates and citizens. Our study answered the main research questions: 1) What kind of tools were used more often on the Internet by candidates in this election? 2) What types of content were generated by the candidates on the Internet? 3) What were the most emphasized themes of the campaign on television, and the most prominent issues on the Internet? The corpus of analysis for the empirical study of television news stories corresponds to the prime-time news on the Portuguese television channel SIC and RTP1. On the Internet, the corpus of analysis corresponded to the pages of websites of the candidates and "posts" which were received in the pages / Facebook profiles of candidates in the pre-campaign (14 December 2010 to January 8, 2011) and during the official campaign (January 9 to January 21, 2011). In analyzing the results we resort to techniques of qualitative and quantitative research. New technologies and the Internet have evolved rapidly in recent years, and politicians realized that the way to communicate with citizens and voters have to follow this evolution. The internet has come to constitute itself as a new instrument for political and electoral marketing, and presents itself today as a new space for democracy increases the political participation and debate among citizens in the political communication process, extending the public sphere .

Author(s):
Julio Juárez-Gámiz
Marcin Gruszka

Title:
'The media love me, don't they?': building a media index for presidential candidates in the 2012 Mexican presidential election

Abstract:
Evaluating presidential candidates' media coverage has gained increased attention in Western democracies. Over the last couple of decades Mexico has followed suit. The emergence of a competitive electoral market has pushed candidates to maximize electoral benefits through both visual and verbal messages. Not surprisingly, political strategists and candidates place great efforts in their media management hoping to shape public opinion through their media coverage. The challenge, however, is how to evaluate and monitor candidates' media exposure from an objective index and not just from war room's gut feelings.

The paper presents findings regarding a media index that is built upon three basic components of candidates´ media exposure. First, it considers the volume of coverage measured by aggregate time (seconds) on radio and television or space (words) in print media. Second, it incorporates a content analysis on the basis of the channel through which information is presented and thus considering a rational-emotional dimension (visual versus verbal messages). Finally, it analyzes the valence of information according to a positive-negative scale that moves forward from the traditional binary distinction where content is either positive or negative. This scale allows coders' distinctions between different degrees of positivity or negativity.

The paper presents data collected throughout the Mexican presidential election in 2012. Data was collected from a sample of the ten highest ranked news shows in radio and television (based on IBOPE/AGB ratings) plus five national dailies. The paper shows data from media coverage longitudinally for each of the four presidential candidates. Authors are currently working on demonstrating the strength of correlation between the index and vote intention.

Author(s):
Alessandra Aldé
João Guilherme Santos

Title:
Public petitions and online battles in Brazil

Abstract:
A classical tool for popular pressure on governments and legislatures, public petitions reached new vitality with the internet, broadening its potential constituency and power of mobilization. This paper aproaches online public petitions building on the study of the two most popular petition platforms in Brazil: Avaaz, an intenational site with centralized coordination, and Petição Pública Brasil, in which any user can host and promote petitions. We chose as case study the publication of petitions, on both sites, for and against the PL 122/2006, a law project which criminalizes homofobia, during the first semestre of 2011. Analyzing systematically 35 petitions, we can indicate the centrality of superposition and use of opinion spinning mechanisms, such as social networks, twitter and other forms of mobilization, inside and outside the web, to directi signataires to the petitions. In both cases, the internet appears as an environment that favours aggregation and visibility of citizen opinion, although it does not foster much the underlying deliberation process.

Author(s):
Steven Bosch

Title:
Tweeting political participation: The use of Twitter by South African politician Helen Zille

Abstract:
Often referred to as a microblogging service, Twitter is a global social network where users communicate with one another by means of public and private messages restricted to 140 characters. In recent years, social media, specifically Twitter, has played a central role in politics with examples such as the Obama 2008 election campaign, and the Arab spring uprisings.

Twitter specifically provides the opportunity for political participation in the democratic process as it enables the pubic to communicate with their representatives directly and immediately (Ladhan, 2010), but that public figures often use it for "self-promotion" and dissemination instead of dialogue (Golbeck, *et al*, 2010).
In South Africa, the most prolific user of twitter in the realm of politics is Helen Zille (@helenzille – who at the time of writing had over 110 000 followers). The politician herself primarily manages the @helenzille account (at timesa representative tweets releases on her behalf).

Zille is the leader of the Democratic Alliance (South Africa's current opposition party) and the premier of the Western Cape province (the only opposition-held region in the country). Thus, when it comes to her use of Twitter, she fulfils both the abovementioned roles, and at times she represents herself in a personal capacity.

This paper investigates the use of Twitter by Helen Zille in terms of the manner in which the politician facilitates political participation by means of a case study approach.

A contextual qualitative content analysis was done on tweets by @helenzille as well as those interacting with her surrounding each case, in order to ascertain to what extent dialogue and engagement form part of the communication.

The research uses Coleman's (2004) ideas on authentic polylogue in order to investigate the extent of the Twitter usage being disseminative (one-directional, controlled, manipulative) or conversive and dialogic (informal, open-ended and co-owned and open to conflicting ideas) within the restrictions of 140 characters.

Political Economy Section

Author(s):
Fredrick Ogenga

Title:
Is Peace Journalism Possible in the 'war' against terror? The Daily Nation and The Standard representation of Operation Linda Nchi in Somali

Abstract:
Peace Journalism is gaining prominence in the scholarly field of media and journalism studies. However, Peace Journalism finds it difficult to situate itself in mainstream journalism. This is due to fundamental differences located in ideologies of mainstream journalism or war journalism that distinguishes the latter from Peace Journalism. Out of the many critiques, the most important one is that Peace Journalism has watered down journalistic 'objectivity' and detachment because it demands some level of attachment. This would imply that journalists take a stand for peace. Peace journalism has arguably capitalized on the well known tradition of 'journalistsic exellence' or good journalism and has nothing new to offer - it has been branded peace PR or activism. Further it has been accused of taking for granted structural factors that influence news production and the relationship between message content and audiences. It has assumed that audiences are a mass in need of peace messages, an account that has failed to take into consideration issues such as audience fragmentation and the diversity of media outlets. The paper uses a complimentary theoretical approach that combines theories of media representation in mainstream journalism and Peace Journalism concepts. Methodologically, a triangulated approach that employs both quantitative and qualitative content analysis is used to analyse the Daily Nation and the Standard representation of operation Linda Nchi to give a critical appraissal of the possibility of Peace Journalism in Africa amidst international terrorism.

Author(s):
Wei-Ching Wang

Title:
Journalists, the new working poor? A political economy analysis of wage trends for journalists in Taiwan

Abstract:
The wage level of journalists is closely related to the profession and performance of the news industry. However, in recent years, salaries of journalists around the world have severely dropped even when compared to other relevant communications, information, and culture industries. Journalists in Taiwan face the same declining situation. The average pay of Taiwanese journalists has fallen from superior among general professionals to inferior. And if we take the communications, information, and culture industry as a whole, journalists' salaries already fall near or at the bottom. This affects the news industry's capacity to attract new workers and to encourage promising journalists to devote themselves to the profession. The resulting lack of journalistic excellence will hinder the development of a wholesome democracy and vivid civil society.

What factors influence the wage level of an industry? From the macro view, reasons determining wage level might include the business cycle, industrial performance, market structure and extent of competition, labor market situation, and technological application in a particular industry. Considering the falling wage level in the news industry, this research explores the determinants of the average wage level of Taiwanese journalists in terms of four main perspectives: industrial performance, market structure, labor market situation, and technology. The researchers approached 21 sources of news media in Taiwan, including 11 newspaper companies and ten news stations, and interviewed a total of 30 industry professionals at those sites. The research results indicate that the primary factors leading to the falling tendency of journalists' wages include the emergence of new technologies and the Internet, the economic recession, the public's changing preferences, and the lack of appropriate news industry policy. Consequently, this trend toward decreasing wages influences the quality of labor and work performed by journalists, their professional skills, and ultimately the news presented to the public.

By uncovering the reasons for lagging wages in the news industry compared with other relevant industries, this research will help us understand technologies' effect on the journalism profession and news professionals, and the way today's market endangers the labor rights of journalists. More importantly, this study will facilitate dialogue about and a rethinking of the developmental limitations and challenges faced by today's news industry. As a result, the study will provide the policy sector with a valuable reference in reconsidering policies in the news industry.

Keywords : Journalists, wage, labor, information and communication technologies (ICTs), political economy of communication, news industry

Author(s):
Joerg Becker

Title:
The Misuse of Women's Issues and Women's Emancipation in War Reporting.

Abstract:
Jörg Becker

The quantity of scientific literature dealing with gender aspects of war reporting is quite manageable. Romy Fröhlich at Munich University, Germany, and Elisabeth Klaus in Austria have worked on various aspects of this topic. I myself have written an essay on gender logic in the reporting on the war in Afghanistan. In the lecture I am planning for the IAMCR Conference in South Africa, I will focus on the misuse of women's issues and women's emancipation in war reporting.

First the following seven media events will be described in detail and reconstructed:

- The 1992 Bosnian War: media reports on Serb rape camps; with an estimated 50,000 rapes

- The 1993 Bosnian War: publication of the war diary of the Croat girl Zlata Filipovic

- The 1999 Kosovo War: public internet correspondence between the Albanian girl Adona and the Californian student Finnegan Hamill

- The 2003 Iraq War: liberation of the US American soldier Jessica Lynch

- The 2004 Iraq War: torture photographs from the Abu Ghraib prison with the US-American soldier Lynddie England

- Unrest in Iran 2009: photograph of the lecturer Neda Soltani killed during the unrest in Teheran

- The 2011 Libyan War: the US-government's accusation that Gaddafi had given his soldiers Viagra tablets with the demand that they carry out mass rapes.

Then the most important dimensions of each of the seven case studies will be recorded and systematised.

Finally an analytical summary will integrate the systematised result of this lecture into the larger, theoretical contexts of the themes of Women and Media, Women and War Reporting, and Women and Peace Research.

Author(s):
Shu-Fei Chang

Title:
Taiwanese Entertainment Agents, TV Field, and China: An Alternative Political Economy Perspective

Abstract:
In the second half of 2011, the State Administration of Radio Film and Television (SARFT) issued orders to ban TV commercials and to cut back on TV entertainment. Professionals in the field expect that these orders will strongly affect the Chinese broadcasting market. Additionally, these two orders also highlight the vulnerability and uncertainty that Taiwanese entertainment agents face in the TV and cultural brokering fields. However, while research on the cultural, broadcasting, and media exchanges between Taiwan and China, and on the employment trajectories of Taiwanese TV workers in China exists, studies about the work practices of Taiwanese entertainment agents in China, as key figures of broadcasting exchanges, are needed.

The work practices of Taiwanese entertainment agents in China cross both the TV field and the entertainment brokerage field. Therefore, any changes in these fields will also affect the agents' work practices. This study aims to understand the nature and the rules of the game in the entertainment brokerage field and explores the negotiation processes that Taiwanese agents undertake in the Chinese TV field. To achieve its purpose, this study partners Western theory with Chinese concepts into a theoretical framework consisting of Pierre Bourdieu's political economy perspective, James Scott's notions of hidden transcripts, and the Chinese concept of guanxi. The researcher adopts them, respectively, to deal with

invisible controls in the two fields, to reveal how the weak use obedience and resistance in the negotiation processes and adopt disguises to maximize benefits or to minimize losses, and to analyse how actors apply quanxi to affect power relations in these fields.

This study significantly contributes to the media studies field by building an alternative theoretical framework that is suitable for the study of media work practices in the Chinese context, and for gradually forming a picture of the different Taiwanese media workers' work practices in China.

Keywords: field, hidden transcripts, guanxi, entertainment agent

Author(s):
Irina Turner

Title:
Political communication about the state of the South African nation: rhetorical turning points in an evolving democracy

Abstract:
Between 1994 and today, South Africa has seen four presidents each of whom have left their distinctive handwriting in the history of the young democracy. Although all stemmed from the same ideological school of the African National Congress, for the last 18 years, globalization and personality has driven the ruling party from a socially oriented to a neo-liberal agenda.

Where are milestones of this development evident? How are these political shifts manifested in public memory? The strong link between language and ideology is uncontested, therefore state of the nation speeches during election years reflect the political climate for the legislation period and can serve as communication markers of political change and agenda.

This paper examines pre- and post- election state of the nation speeches and their media reception during the election years of 1994, 1999, 2004, and 2009. Critical discourse analysis serves as a helpful tool in revealing political profiles and diachronic shifts in their broader historic and social context.

In accordance with Blommaert (2006; p.29)., based on ideas by Norman Fairclough, a three step method is followed: On the first level, the analysis looks at discourse as text and starts at the rhetoric structures of the speeches, their framing of content, rhetoric objectives, as well as stylistic and linguistic patterns with a focus on metaphorical models. Secondly, the texts are reflected within their discursive practise (Blommaert 2006; p.29), i.e., in their pragmatic setting (e.g., the event of opening of parliament). This implies tracing intertextual references, consideration of text production (authors etc.) and the analysis of the media framing, i.e., the manifestation of the state-of-the-nation discourse in public memory. Thirdly, Blommaert recommends the analysis of discourse-as-social-practice (2006; p.30). This third step will place the discourse in its historic set-up and reveal the threads of political discourse that have evolved in post-apartheid South Africa over the past 15 years.

Rather than judging and criticizing political tendencies, this diachronic approach aims at showing how the historical shift towards neo-liberal politics in South Africa is reflected in the rhetorical gestures of the country's narrators.

Author(s):
Joe Khalil

Title:
Empowering the Local: Challenges to Post-Revolution Arab Media Environment

Abstract:
Emergent information and communication technologies have periodically reshaped the dynamics of governance in the Arab world. Since the 1990s the power of social and political actors has been increasingly dependent on their access to satellite television channels, as the Arab television industry went from government-owned national terrestrial services to privately-owned regional satellite channels. Balancing economic imperatives and editorial challenges, these regional channels continuously negotiate direct state control after they repatriated from their off-shore European bases to the Arab world. At the same time,

radical Islamic groups, human rights activists and youth groups rely on the Internet to expose and circumvent repressive government policies. After years of activism, young people were able to mobilize mass movements in Tunisia, Egypt, Libya, Yemen and others. The ensuing expansion of participation in Arab public discourse leads to a remapping of media landscape, as local audiences empowered and emboldened by their reclaimed liberties advocate for new media policies. This paper explores the significant technical, economic, political and cultural challenges facing the emergence of new modalities of governance, by focusing on the wide-ranging debates around local media. New publications, broadcast channels and social media platforms illustrate the complexity of the new media environment because its reliance and defense of media freedoms activate a strong local impulse including investments, coverage, audience interest and following. This advent of strong 'local pull' challenges modalities of governance from the state and regional/global actors to a myriad of local political, social, economic and professional actors. This paper analyzes the dynamics of this environment and its challenges to governance, and calls for new approaches (in both academic research and policy-making) that treat that 'local pull' as a complex adaptive whole.

Author(s):
Stefan Hebenstreit

Title:
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

Abstract:
The 2010 World Cup in South Africa can be described as a social and economic political vehicle for nation branding in the country and general image improvement concerning the whole African continent.All involved actors averted that one of the event's essential aims was to shift global perceptions about Africa and African cultures and societies. Even media actors in Europe realised that chance and some of them declared to take the opportunity to focus on 'Africa' on occasion of the tournament. But equally, the World Cup was an object of investment for global commercial enterprises and in this way a potential catalyser of unequal balance of power between Africa and Europe.This disbalance usually is reflected in 'Africa' as a side issue in European mass media. The coverage about occurrences in African states concentrates commonly on exotic sensations and curiosities or on negative incidences (wars, epidemics, starvation etc.). In doing so, the media coverage contains still colonial patterns of thinking. With the objective of improvement, media actors had to overcome these colonial images of Africa to that effect.Nevertheless one could assume that colonial images would persist in the course of the 2010 World Cup, too. After all, sport (especially football as popular spectator sport) reproduces usually a rating scale of self-and-other stereotypes which is composed of glorifying the own national team and ethnic group and downgrading all the other.Therefore, a content analysis, conducted by me in summer 2010, asked the question in what way the media coverage still contains colonial images. In the meantime, the results of this research project are analysed and should be presented in my planned lecture. Using several vivid examples out of the German print media and television, I illustrate that the media still contained eurocentric and partly alarming racist images of 'Africa'. In detail I will show examples for reproduction of (1) afro-pessimism, (2) elitarism and (3) exotism as traditional colonial ways of thinking. These remarks are embedded in a sociological view on the nexus of sports and society, which often is paraphrased in the metaphor of sport as 'mirror' of social patterns of thinking and ways of behaving. Especially the football system reproduces political and economic imbalances between Africa and Europe and even the formation on the pitch is interpreted as indicator for cultural differences. A media-historical overview of images of 'Africa' and Africans in German sports media finally serves to estimate the continuities of colonial images.

Author(s):
Slavko Splichal

Title:
The 'marketplace' metaphor and marketization of the public sphere

Abstract:
The public sphere is often represented metaphorically as a sort of 'opinion market.' The marketplace metaphor is not new but it is still used to present the specifics of the public sphere; the public sphere has a similar meaning for politics as the market has for the economy. The relationship between the buyer and seller was used in the early 20th century by R. Park as the best exemplification of the importance of 'the process of reciprocity between interests or interest groups in the public.' In the public sphere, as in the

market, many different actors (individuals, groups, organizations) were believed to meet. However, half a century later J. Barron argued against the 'romantic conception' – 'a belief that the "marketplace of ideas" is freely accessible.' Actors in the public sphere do not all have equal access to the 'market,' and their opinions do not have equal weight or value. Nevertheless, the 'marketplace' metaphor persists but it acquired an important additional component – that of legitimizing the existing capitalist (world) order by hiding its capitalist character. The reference to the 'market system' instead to 'capitalism' minimizes or even deletes, as J. K. Galbraith suggested, 'the role of wealth in the economic and social system. … Instead of the owners of capital or their attendants in control, we have the admirably impersonal role of market forces.' It seems paradoxical that '*anonymization*' typical of the market forces is used in attempts to describe or even explain 'the process of reciprocity' (Park) taking place in *the public* among *strangers*, thus turning the public sphere into a sphere for external, someone else's (rather than the public's) end. By transforming 'strangeness' among participants into anonymity, participants are all becoming *anonymous* 'forces' and the deliberative substance of the public sphere is completely discarded. In terms of Dewey's conceptualization of the public, anonymous networks fail to create communicative access to (ever more global) transactions that significantly affect participants in this network. By 'imitating' market systems and competition, the public/sphere is losing the very basis of its own fragile autonomy, i.e. to mediate between the governors and the governed, and the capacity of its members to form, express and disseminate opinions. The concepts of the public/sphere are stripped off the discursive-political context and critical reflexivity, and 'liberated' of any democratic (normative) political theory; they became simply irrelevant for *democratic theory*.

Author(s):
Dal Yong Jin

Title:
The Evolution of the Notions of Imperialism in Media Studies: from Lenin to Platform

Abstract:
In the early 21st century, notions of imperialism have gained significance with the rapid growth of platform technologies. Platforms, such as social network sites (e.g., Facebook), search engines (e.g., Google), and smartphones (e.g., iPhone), are known as digital media intermediaries, and they have greatly influenced people's daily lives. The primary goal of the paper is to historicize a notion of imperialism in the globalized 21st century. It investigates whether the recent growth of American-based platforms has resulted in a change to the norm of the imperialism thesis by analyzing the evolutionary nature of imperialism, from 1) Lenin's imperialism, 2) cultural imperialism, 3) information imperialism, and 4) platform imperialism. Given that the U.S. has continued its power with platforms, it especially endeavors to make a contribution to the platform imperialism discourse as a form of new imperialism, focusing on the role of the nation-state—meaning it investigates whether the nation-state takes a primary role alongside transnational corporations (TNCs), such as Google and Apple, in platform imperialism.

Author(s):
Leon van Jaarsveldt

Title:
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

Abstract:
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Beliefs about Democracy, Economic Powerhouses and Mediating Role of the Internet: A closer look at developing Southern Democracies, South Africa, India and Brazil, since 1994

In the context of the digital and civic divide, this paper will investigate the beliefs about democracy & global economies and the possible mediating role of the Internet, in developing Southern democracies. This research uses secondary analysis on time-series dataset, World Value Survey (WVS 1994-2005), applying

regressions and Sobel tests. This research hopes to find evidence for an increasingly important role by the Internet to reducing the digital and civic divide and information mediator.

Civic divide are those rights and responsibilities of democratic citizens (Gibson, Lusoli & Ward, 2005; Seong-Jae, 2010). Political participation is defined by Hardy & Scheufele (2005) as having written a letter to a newspaper, called a public affairs radio talk show, circulated a petition for a candidate or issue, voted for an elected official, worked for a political campaign, contacted a public official, raised funds for a political organisation, contributed money to a political organisation or candidate.

Emerging media provide benefits of immediacy, increasing the potential for participation and creating an informed, responsible, citizen, achieved through freely accessible web2.0 applications that has served during US-elections (Zube, Lampe, & Lin, 2009) and the Arab Spring (Harb, 2011).

Access is limited due to digital divide, e.g. physical access, economic ability and education (van Dijk, 2006). However, between 2000 and 2011 Internet penetration has continually increased by 2, 527.4% in Africa (Internet World Stats, 2011).

Research Questions

- How has the view towards democracy changed since 1994?

- How has the view to global economic powerhouses changed since 1994?

- How has the role of the Internet affected this change and the digital divide since 1994?

- Overall, what can be said for the role of new media in changing North-South relations?

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Author(s):
John Sinclair

Title:
The Internet as an Advertising Medium

Abstract:
This paper will review and assess the forms of advertising now flourishing on the internet, and critique the use which advertising makes of internet users, both as generators of content, and in the tracking of their online behaviour.

Although the internet is a transactional space in itself and so much more than a new medium for advertising, it is nevertheless the case that advertising in its various forms is a major motive force in internet development. The world's most valuable brand and internet titan, Google, has attained that position

precisely because of its dominance of search advertising, a distinctive new model of advertising that capitalises on search behaviour, an essential form of interaction on the internet.

Search advertising, to be distinguished from the colour and movement of display, the online version of conventional mass media advertising, is where the money is. Attention in 2012 is upon Facebook and its public share offer. Facebook's global growth has been very rapid since its founding in 2003, and it has enjoyed brisk increases in display advertising revenue. Yet since Google's strength remains in search, and it enjoys much greater international reach amongst advertisers, its annual revenue may be as high as 10 or 12 times that of Facebook.

So, it should not be assumed that because the social networking sites enjoy high visibility and novelty, not to mention immense popularity, that they are proportionately profitable for the companies which own them. Rather, the elevated stock market valuations are based on the potential which they have to exploit their user base. Mobilization by advertisers and the new media of the aspirations, creative talents and energies of media users has drawn much criticism in a wider debate about corporate co-option of the affect and 'work' invested in media consumption by new media audiences in general. The rise of user-generated content thus becomes transformed into a process of 'value co-creation'.

Yet not only the creativity and social networking activities of users are exploited by advertisers, but also the information about themselves that they offer up both knowingly and unknowingly in the course of their everyday internet use. The internet age is distinguished by unobtrusive electronic means of following users' online tracks – 'behavioural targeting' – as the basis for cultivating niche markets. Although the search engine and social media site owners claim such information can't be traced back to any individual user, occasional public gaffes about their data management do nothing to alleviate concerns about privacy and surveillance, and their opaque practices of data collection, storage and ownership. Just as we pay the true price of 'free' television in terms of the time we spend watching commercials, and the hidden costs of advertising passed on to us when we consume goods and services, the true price of using internet services such as Google or Facebook is in how we, in using them, necessarily give over information about ourselves which they are able to monetize. In both cases, the illusion of getting something for nothing overshadows the implicit transaction.

Author(s):
Olivier Jutel

Title:
Populism and the New Political Economy of the Media Field

Abstract:
The emergence of the Tea Party as a specifically mediatized, populist movement owing its success and pledging allegiance to *Fox News*, while directly challenging liberal-democratic notions of the polity, is emblematic of the new political economy of the media field. As the term *field* suggests my intentions are to complement Bourdieu's work on the journalistic field (Bourdieu 1998, Benson 1999 & 2006, Hesmondhalgh 2006), with an approach to political economy that corresponds to the increased immateriality of audience commodification (Cote & Pybus 2007, Caraway 2011). What we crucially gain from Bourdieu is a means to conceptualize the neo-liberalization of the field of power and the importance of the site of the media as increasingly heteronomous and ubiquitous across other fields and the social space. This reality has meant both a transformation of the media field's notions of cultural capital and logic of accumulation. The traditional Fordist model of a unified mass audience, commodified or rented out to industrial capital, has been superseded by the new audience commodity of immaterial labour. Audiences no longer merely consume media but actively construct the very communication networks that are used to surveil for the minutia of personal taste preferences. In incorporating forms of free audience labour the media simultaneously perfect the audience commodity while opening up the field of power to the social logics of difference and equivalence which represent the political (Laclau 2005). *Fox News* has been successful operating in the new media field through its ability to function as a 'brand community' (van Dijck 2009) diametrically opposed to the traditional liberal unifying media. Thus *Fox News* viewers do not simply consume the news but make it as Tea Party protestors. In aiding, promoting and at times staging Tea Party events *Fox* creates content that reinforces its brand image, engenders a loyal and active audience whose free labour creates the very spectacle *Fox* covers. The implications of a new logic of commodification and accumulation need not assume such a populist commercialism in that the incorporation of free labour is voluntary and signals the positive agency of mediatized subjects. What defines the new political economy of the media field is a dialectic between real subsumption (Marx 1976) in which social and political identities are colonized by

capital, and the potential of audiences to appropriate that which is forged by their labour and as such constitute new public spaces.

Author(s):
Sebastian Sevignani

Title:
Surveillance, immaterial labour, and exploitation on social networking sites: Empirical findings and critical reflections

Abstract:
The overall aim of this contribution is to present findings from a study on surveillance on social networking sites (SNS) that is based on a Marxist approach. The presented empirical results and theoretical reflections are an outcome of the 3-year research project "Social networking sites in the surveillance society" that has been funded by the Austrian Science Fund (FWF). The submission wants to contribute to the field of critical Internet and Surveillance Studies (Coté and Pybus, Campbell and Carlson, Turow, Andrejevic, Fuchs, and others).

Nowadays SNS are mainly commercially organised. Commercial SNS, such as Facebook which has passed the 800million user mark and is currently the world's biggest SNS and the second most visited web page, operate on behalf of a surveillance-based advertising model that commodifies and exploits users' work and personal data in order to gain profit.

The general research question is how students think about economic surveillance and targeted advertising on SNS. In the proposed contribution, I particularly inquire after exploitation in the context of economic surveil-lance. With respect to theories of surplus, prosumerism, audience commodity, and immaterial labour, I discuss the interviewee's lines of arguments related to the following questions:

- How is targeted advertising perceived by interviewees? In their view, is it surveillance?

- Do interviewees feel that they work while using SNS?

- Do they feel exploited? Are there aspects of coercion, estrangement, and recognition of societal sur-plus appropriation discernible?

- Do interviewees want compensation, such as a share of SNS's profits or "wages" for their usage?

- Or/ and prefer they alternative SNS that are not based on surveillance/targeted advertising?

To answer these questions, the research methods employed are semi-structured interviewing (N=30) and quali-tative content analysis informed by thematic coding. The methodological approach is both, theory-driven and inductive; this is appropriate because economic surveillance on SNS in general, and the question of exploitation in particular, has thus far hardly been studied and lack empirical exploration.

Overall, we expect to observe a gap between students' subjective perceptions, on the one hand, and critical political economy analysis, on the other hand. This ultimately relates to the question of (missing) class con-sciousness and immaterial labour.

Author(s):
Edgard Rebouças

Title:
Rhetorical strategy of media "owners" as a shield against social debate on sector regulation

Abstract:
This article argues the historical rhetorical strategies adopted by media "owners" to guarantee a situation of anomie in the sector. The analyze is about the factors involving the called media "owners" to promptly assume a discourse in defense of "freedom of expression" in all occasions where the others social actors reveal any intention of public or social control on media field. This kind of "shield" is used similarly in many countries as a repetitive and monochordic voice against what they call "authoritarian control" or even "censorship". This study compared several discourses throughout the historical evolution of media firms,

mainly from the moment they begin to have the only purpose on commercial interests. Finally, we show how public opinion is formed around a manufactured consensus that society should not get involved in issues concerning the media.

Author(s):
Tara Nair

Title:
Making of the Audience or Unmaking of the Citizen? Media, Market and the Middle Class in Contemporary India

Abstract:
Audience is defined as a natural grouping of viewers, readers, listeners of media content. The predominant theoretical function of audience is to receive media messages while the predominant theoretical function of communication is to produce messages for the audience. The flow of messages from professional communicators to mass audiences is the defining feature of mass communication. Under late capitalism, this relationship has been subsumed in to large and complex set of institutional arrangements. The flow of messages (collection of signals) between communicators and receivers is subsumed by a vast industrialized system of signs exchange. The interaction between the production system and the audience is mediated by a host of agencies like financiers, market research and rating agencies and advertisers who control the flow of funds within the system. Within such a system, audience is both a consumer and a commodity, the economic value of which can be expressed by measuring its size and composition. The audience product thus created is used as 'a coin of exchange' to buy advertising space and time in mainstream media.

One of the key dilemmas of the industrialized media production system founded on advertiser patronage is how to construct and maintain a network of relationships with taste-differentiated audiences of consumers. Resolution of this dilemma requires standardization of audience wherein every individual is seen as a collection of attributes and can replace anybody with similar attributes. It is this understanding of audiences that governs the decisions of communication workers who 'manage' the process of making of messages and audiences. They are incessantly engaged in reaffirming the perceptions of the market of consumers as self determined, independent decision makers driven by hedonist motives.

The paper argues that the constant mediation by advertising industry has resulted in media constituting two parallel and contradictory spheres - one that engages them in discourses around the contemporary social and political issues and the other that eloquently celebrates late capitalism, "*the society of the spectacle*", the culture of which is determined by the 'commodity'. Excessive engagement of the audience in the commodity-centric public sphere has both trivialized and complicated its engagement with the public sphere that can potentially lead to politically effective social change. It has made it easy for the media industry to reconstitute media publics as media markets. Contextualised in India, one of the fastest growing media markets in Asia, the paper argues that the retreat of the media publics to the private sphere would be inimical to democracy as it results in the unmaking of the political agency of the citizen.

Author(s):
Iñaki Zabaleta
Santi Urrutia
Nikolas Xamardo
Arantza Gutierrez
Carme Ferre Pavia
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Title:
Economic Volume of European Minority Language Media as a Community Building Force

Abstract:
Subject**.**

In the current times of "global systemic crisis", as it has been labelled, it's necessary to analyze the economy of media from different angles. It's evident that all communities need financially sound media systems not only to perform well their central roles in the areas of information, culture, political participation, public sphere and community identity, but also to act as a synergetic source for economy improvement.

Among minority language communities, which endure serious restrictions developing comprehensive services in their language, it's even more crucial to have media systems that are economically viable to fulfil their core services and, at the dame time, yield a positive impact in the economy of the community (employment, production sector, technology and ancillary services) and its empowerment.

This paper studies and compares the economic volume of the media systems in ten European autochthonous languages and the overall impact on the political and cultural life of the community.
The ten languages are Basque, Catalan, Galician, Corsican, Breton, Frisian, Scottish-Gaelic, Welsh, Irish and Sámi. They amount to about twelve million speakers out of a population over thirty million individuals. The geographical distribution goes from the North to the South of Europe.

This study is a new chapter of an ongoing and multi-annual research project on European Minority Language Media and Journalism, conducted by the same team of scholars for over ten years.

Theoretical framework

This paper is grounded on a combination of two theoretical areas: (political) media economics and minority language media studies. Media economics is a broad field that not only embodies economic theory, policy and practice specific to media, but also the direct and indirect influence in the community and on such core remits as quality journalism, language, culture and contemporary media reform. On the other hand, minority language media studies can be considered as a specific area of media studies devoted to the particular situation of minority languages; in this case to their economic weight and influence on the community.

Relevance

Most studies on media economics focus on news organizations of major languages and individual countries. Comparative research is not abundant either. This paper diverges from that mainstream approach and studies the forgotten Europe of minority languages from a comparative strategy. Thus, results can be regarded as innovative and, due to the general economic and political crisis, timely.

Method

Questionnaires and field interviews to media directors and financial managers were conducted; balance sheets and financial reports of the news organizations were gathered and analyzed; and trips to the communities and media outlets were made to grasp the human perception behind the economic data. Two methodological criteria were used to collect data: census and stratified samples.

Results

For the first time at a European level, the real economic size of European minority language media organizations, the share per speaker and the differences and similarities emerging among the ten languages will be provided amid this continuing crisis. Thus, new interpretations will be inferred to empower those communities and their media.

Author(s):
Jacinta Maweu

Title:
The Freedom to be Silent? A Case of Market Censorship Muzzling Journalistic Freedom Through Silent Policies In Corporate Media In Kenya

Abstract:
Corporatization and financialization trends have had a tremendous impact on the media market in Kenya since political and economic liberalization took root in the early 1990s. For the last two decades, there has been immense growth in the media industry in Kenya as well as increased media and journalistic freedom. Unlike in the pre-liberalization era, the government is no longer a threat to media and journalistic freedom. But journalists are facing a new threat to their freedom; market pressures to make business friendly decisions at the expense of their professional independence and democratic values. This paper examines how owners and shareholders interests' muzzle journalists' freedom to pursue their ideal role- the promotion of public interest through informal silent policies at the Nation Media Group in Kenya. Through the findings of qualitative interviews with journalists, the paper shows that internal pressures from senior management

trickle down to individual journalists to protect corporate interests of sister companies affiliated to the Nation Media. Journalists therefore result to self censorship not to offend the powers that be.

Author(s):
Matthias Niedenfuehr

Title:
The Tug-of-War between Regulatory Interventions and Market Demands in the Chinese Television Industry

Abstract:
TV programs in China are produced in a tension field of state, market and consumer forces, where state control, supervision and intervention have a prerogative over what content is shown on the "small screen". Hence the Chinese authorities do not limit their role to the mere arbitration of operators in the TV market. They have an ambiguous function of having to foster growth while at the same time having to ban profitable program formats if these are deemed "harmful" to the "socialist Chinese society".

Institutional modifications of the regulatory system and a flurry of new guidelines reflect the overall importance of television – especially TV drama – for the authorities. The opaque State Administration for Radio, Film and Television (SARFT) as the key institution for the regulation/censorship of TV program works along broadly defined criteria. I connect the occurrence of disputes around TV dramas in Chinese media with the introduction of relevant guidelines to be able to identify the focus and intentions of SARFT when it confronts trends in the Chinese TV market.

Disputes around historical misrepresentations in TV dramas triggered the installation of joint review/censorship boards at the juncture of party and state institutions to streamline the examination process. The licensing procedures now focus on the epoch portrayed in order to specialize the relevant reviewers and help them identify unwelcome program content. A recent trend of popular TV dramas which sport time travel in Chinese history prompted a ban on time travel and supernatural elements in Chinese TV drama.

SARFT's adaptive-reactive approach as seen in these examples often collides with market demands and audience preferences, but is a reassertion of the party's claim to act as guide of social development.

Author(s):
Cecilia Cavalcanti

Title:
Digital communication: the conflicts in the transmission and distribution of information in the era of knowledge economy

Abstract:
Globalization, previously determined by European colonialism which drew the world system until the middle of the last century, is fundamentally characterized by the accumulation of capital and dominant and dominated markets; today is represented by an electronic globalization (SLOTERDIJCK, 2005) characterized by the advance of technology, collaborative networks and the dissemination and defense of its processes, the local material and immaterial products, for the great variety of inventions, improvement of old materials and invention of new ones, and the acceleration of research development, determining this time as the Era of Knowledge. Added to this scene, are the social pressures - in movements now taking place over the 'net' in search for a democracy and a local identity - and the economic crisis, visualizing the abysm between rich and poor countries and making the relationship between north and south even more unstable. As a consequence, no one knows any more what could be the right time and place for everything, generating insecurity which disorganizes capitalism. In this sense the biopolitics is more and more interconnected to social, cultural, economical and political matters, which led us to see in the contemporary scenario the creation of new forms of social organization which will determine how we interact with each other and how we face the world. Additionally, questions emerge about the usage of the means of communication, particularly those related to Technology of Communication and Information (TICs): the excess of information and knowledge produced primarily by the technologies of information and the enormous development of 'nets' and topics generated by the Internet, transform information as products and

their means of dissemination as big shopping centers. Well, for its peculiarities, primarily through the character located on the processes of innovation and diffusion of the TICs - a powerful instrument in the generation of information and consequently on the technological changes - strengthen the concentration in the process of accumulation and further ourselves away of the so called homogenization of the activities established by some "globalizes". We can then all edge that the public image of the social-economic globalization of knowledge is disseminated by technologies of communication on its most explicit or usable of the Internet, cellular phone or international TV via satellite, etc., creates the idea that TCIs enable knowledge to be on the reach of everyone, that there is a democratization of this knowledge. However, and paradoxically, there is an enormous distance between those who have access and those who really use this knowledge. In fact, the influence of the media over the social-cultural activities tend to create a homogenizations of senses, aiming a planetary visibility in a process that can not only disfigure but destroy many symbolic representations and cultural forms. On the other hand, globalization tends to, instead of minimize the differences in the world, ended up creating new conflicts that, through the usage of new technologies of communication, expresses and articulate themselves.

Author(s):
Peter Thompson

Title:
Panel Proposal: Media and Financial Crisis

Abstract:
The 2007-8 global financial crisis saw the annihilation of many trillions of dollars of financial asset values and an unprecedented government bail-out of the banking sector. The ramifications of the crisis continue to unfold, with widespread economic recessions, Eurozone currency instability and increasing social inequality being driven the adoption of austerity measures by indebted governments. The political economic significance of these developments is evident, but the role of the media in the crisis and its aftermath is manifold, complex and arguably contradictory. Financial information/ communication systems embody market activity, but a distinction must be drawn between the private trading room networks and publicly-available financial news media. The extent to which the latter can be considered to have caused or exacerbated the crisis is contested. It is nevertheless clear that the media representations helped shape the responses of market and government actors as well as the public's understanding of the causes and consequences of the crisis. This panel is intended to provide bring together a range of theoretical and empirical perspectives on the media's role in the crisis and explore their interconnections. These would include:

- Global capital, temporality and financial collapse   (Wayne Hope)
- Journalism and the challenges of financial crisis reporting (Steve Schifferes)
- Policy responses and government crisis management   (Eva-Karin Olssen)
- Financial market trader expectations and fictitious value (Peter Thompson [chair])
- Public understanding and the impact of the crisis on the lifeworld (TBC)

(Exact paper titles and presenters are still be be confirmed.)

Author(s):
Peichi Chung

Title:
The Regionalization Narratives of Two Asian Cities: Hybrid Cultural Policy and Creative Industry Development in Hong Kong and Singapore

Abstract:
This paper studies the regionalization narratives represented in the cultural policies of Hong Kong and Singapore. The purpose is to compare and contrast the two Asian cities in their development of creative industry in the age of regional integration.

Literature in cultural policy has indicated a trend of hybrid cultural policy that a country uses to adjust to the fast changing geo-political environment. Supported by UNESCO, the global cultural policy has focused on the promotion of cultural diversity and multiculturalism in all regions around the world. The paper has the

intention to construct what regionalization means in the cultural policy framework of two of the most aggressively globalized cities in Asia. It aims to deconstruct existing cultural policy, look for subordinate elements that constitutes cultural domination and map out a hybrid cultural policy framework that allows vibrant local dynamics to co-exist with the economic aim when cultural policy becomes a response to Asia's rising regional economic growth and political transformation in both Hong Kong and Singapore.

The paper first looks into historical, social, political, economic and cultural dimensions to explain the competitive advantage of Hong Kong in South China (East Asia) and Singapore in Southeast Asia. It then discusses trend of cultural policy that both Hong Kong and Singapore currently develop in the area of new media and art. The paper argues that both Hong Kong and Singapore have constructed outward-looking regionalization narratives in their cultural policies of creative industries. In the case of Hong Kong, development in media and art shows a trend of sinonization. In the case of Singapore, westernization remains a strategy to maintain its leadership in the ASEAN community. While the Kong Kong government constructs its global city narrative through connecting China's marketization, Singapore government develops its global city narrative by transforming the nation through technology.

In all, the paper will focuses on cultural policies that both governments are currently engaging for their preparation to Asia's upcoming political and economic transformation. The paper will discuss the current state of Hong Kong film industry. It will also analyze government projects such as West Kowloon Cultural District (WKCD) and Pearl River Delta project. This paper will also focus upon community actions that involve citizen participation and artist protest toward the government's implementation of these cultural policies in Hong Kong's outward looking regionalization process.

Comparatively, the paper will focus on Singapore's cultural policy in the area of arts and science. It will examine IT policies promoted by Info-Comm Development Authority (IDA) as a form of implicit cultural policy. The paper will also examine controversy created in the policy planning process when the government combines creativity and censorship into the regulatory framework. The paper will examine projects including Arts and Science Museum and other entertainment related projects on theme part entertainment and casino gambling.

Author(s):
Nuno Moutinho
Raquel Meneses

Title:
Productivity and Efficiency of the Cultural and Creative Sector in Europe: North and South Divide?

Abstract:
The Cultural and Creative Sector (CCS) has been structured by recent studies (Kea, 2006; Mateus, 2010) in three anchor sectors: arts and heritage (nuclear); cultural industries (including newspapers, radio and television) and creative activities. This sector has also presented high values in terms of contribution to the gross domestic product (Kea, 2006) and employment (EUROSTAT, 2011) of European countries. This work intends to extend literature in order to use production frontiers in a comparison of productivity and efficiency within CCS for 26 European countries using data for 2003 and 2009. We will also determine the contribution of media sectors (newspapers, radio and television) to each result. A country will have a technically efficient CCS if lies on the production frontier determined for all countries. So, measuring efficiency involves always benchmarking, a comparison of performance of a country with another located on the production frontier. We will use parametric/ stochastic and non-parametric/ deterministic techniques to determine the production frontier. Preliminary results suggest that countries with a liberal tradition such as Germany as well as countries with higher government expenses such as France can be efficient. It might be interesting to study capital and labor productivities and to notice differences between north and south countries inside European Union. Within each framework, we try to shed some light on the causes of labor productivity changes by investigating the extent to which they are due to catch-up, technical change and factor accumulation. In brief, we propose a method based in the production frontiers literature (data envelopment analysis and stochastic frontier analysis) which can also be used to other countries, sectors or even within a microeconomics level, to compare, for instance, productivity and efficiency of media companies. We believe that it is very important for each institution or company of the CCS to know the macro environment in which it operates (and therefore considering this kind of international comparisons) and to perform similar benchmarking techniques to its subsector of action.

Author(s):
Colin Sparks
Zhou (Vivien)

Title:
"Gloom in the West. Boom in the East:" Exploring different trajectories of the newspaper industry through an examination of the Hong Kong case.

Abstract:
The crisis of the newspaper industry in the developed world is well known.. Circulation is in decline and more recently advertising revenue has fallen. The USA is the best known example among rich countries. Readership amongst US adults fell by ten percentage points between 1998 and 2007 and advertising revenue fell by 25 per cent between 2008 and 2009 alone, partly due to the cyclical effects of economic crisis. This picture is not a uniform one across the world. In many countries, newspaper circulation is rising and advertising revenues are buoyant. India and China are the best known examples of countries in which newspapers are booming. There are a number of well-known explanations for these differences. Some, like rising literacy, urbanization and increasing disposable income are obvious explanations for increasing readership. The facts that the advertising market is undeveloped and internet penetration remains low in these countries mean that newspapers continue to enjoy the monopoly position in sections of the advertising market that they have forfeited in the developed world. According to this explanation, as the societies in question "develop," newspapers will start to demonstrate the same profile as in the USA. This paper questions these explanations through an examination of the Hong Kong newspaper market. Hong Kong is an interesting case since it is most certainly part of the "East" but, unlike the PRC mainland, it is not a "developing" society: it is one of the most urban, and richest, societies in the world and it enjoys high literacy rates. It has relatively high internet penetration and high usage of other ICTS. It has a well-developed advertising industry: indeed it has the highest per-capita advertising expenditure in the world. The Hong Kong newspaper industry, however, does not demonstrate the same signs of severe crisis as other countries that are comparable in terms of living standards, advertising saturation and ICT penetration. The number of titles is growing, circulation (including free newspapers) is stable or slowly increasing, and advertising revenue continues to expand, albeit not as rapidly as in the past. The paper examines possible reasons for these realities via a study of the business and editorial strategies of the main newspapers in Hong Kong as revealed by interviews with journalistic, advertising and circulation staff. Three possible interpretations of the situation are explored: that this is simply a delayed reaction to changing conditions and in time the situation will come to resemble that in the developed world; that Hong Kong newspapers have managed to adapt to the changing market conditions better than those elsewhere and thus are surviving better both editorially and economically; as with online gaming, there are distinctive features of ICT usage in East Asia that mean that the trajectory of newspaper will remain different to that in the developed world.

Author(s):
Haiqing Yu

Title:
A Tale of Two Counties: Bridging the Digital Gap in Rural China?

Abstract:
The policy and industrial developments in Chinese telecommunication industry have been extensively documented. So has Chinese media and Internet censorship. There is also a increasing number of researches on the cultural and media practices of the urban poor (for example, migrant workers). It is understood that Chinese Internet and telecommunications in general are government-dominated, market-oriented, industry-led, high-end customer-focused, profit-driven, and urban-based. Such communication-driven developmental path is characterized by paternalistic, mercantilist, and administrative approaches to addressing China's many facets of its "digital divide": rural-urban gaps, regional gaps, age gaps, and class gaps. Such approaches have not been able to achieve the goal of bridging the digital gap for rural communities in China's hinterlands, despite additional efforts by private entrepreneurs. Rather, in many of these rural communities traditional communication channels are destroyed while new media and communication are still far away at the "last mile," which are colonized or stifled by local officials. This article examines local deployment and reactions to the state-engineered "universal service" policy in two less-developed rural areas: one in the eastern Shandong Province (Changyi county) and the other in Northwestern Gansu Province (Huangyangchuan county). It illustrates the paradox and pitfalls of the "Village Informatisation Program" (VIP) that incorporates telephone, television, electronics and Internet "village

access projects." It argues for nurturing and reinforcing local interpersonal agents and traditional forms of media of communication in the diffusion of new media and communication technologies in rural China.

Author(s):
Harsha H N
Shubhda Arora

Title:
Impact of Social Media on Economic Development – A Perspective of Transaction Costs and Social Capital

Abstract:
The emergence of Social Networking Sites (SNS) has ushered a new era in the field of communications. They are becoming increasingly popular not only as a tool of personal interactions but also as a preferred platform to do business. This paper attempts to build a theoretical understanding on how online social networking can influence economic development by reducing transaction costs and increasing social capital in an economy. We use the framework of transaction cost economics and social capital theory to understand the role of online social networking in the socioeconomic context. Firms try to do business in a way to reduce the overall transaction costs. This paper attempts to show how firms can reduce transaction costs incurred within and outside their boundaries. While the costs of transactions done inside the firm can be reduced by using social media platforms for intra-group and intergroup transactions, these platforms can also reduce the costs incurred for transactions outside the firm. This can be brought out through disintermediation and by exploiting the economies of network offered by SNSs. The paper argues that SNSs can also reduce costs of information search, price discovery and trade settlements to bring about efficiencies in the existing market structures.The paper further investigates as to how SNSs can impact the formation of social capital in an economy as people use them to create online profiles, build and strengthen relationships, communicate, transact and stay in touch with others by recreating their offline social networks. We further examine how development of social capital impacts human capital by improving awareness, creativity, and dissemination of knowledge and new ideas. These in turn promote innovation, entrepreneurship and technological advances that would improve the productivity at the macro level.Notwithstanding the recent rise in popularity of online social networking, its penetration across the globe has been unequal and limited. This can be mainly attributed to the unequal access and utilization of Information and Communication Technologies (ICT) among the developed and developing economies. The paper examines economic, social and technological factors that determine the adoption of online social networks in an economy. The paper also discusses ways to improve adoption of SNSs in developing economies through changes in policy, institutions and technology that would foster economic development by reducing transaction costs and enhancing social capital thereby bridging the digital divide.

Author(s):
Zanette Jansen

Title:
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

Abstract:
Rather than a 'First World' within a 'Third World', and a Third World within a First World, in light of this conundrum, globalization, we too now can speak of the 'global within the local' and the 'local within the global'. This theoretically-based paper questions whether the more conventional references and concepts of traditional (Marxist) political economy still hold ground in a now 'phase II- globalization' process; the 'first phase' represented by Industrialization and this 'second phase', by a post-industrialization or the 'knowledge/information society'. The paper draws on aspects of neo-Marxism and cultural studies in order to construct a post-Marxist framework for debate. It argues a displacement of a single and central axis of power in proposing a new world order in which 'pockets' of emergent powers are redefining global politics and economics –hence power relations . It questions whether the so-called Third and Fourth World societies stand any chance of survival in this new world.

Author(s):
Sarah Chiumbu

Title:
Knowledge and Ideas in a Context of Power: Rethinking Media Policy and Reform in Southern Africa

Abstract:
The discourse of media reform emerged in Southern Africa in the early 1990s on the back of a protracted 'democratisation agenda', which over the years has promoted broader media reforms in the print, broadcasting and new media sectors. This paper applies critical theory and post-empiricist policy analysis approaches to examine and interrogate actors, ideas and interests behind these policy reforms. While much attention has been paid to the analysis of media reforms in the region within the democratisation and globalisation frameworks, less sustained analysis has been made in examining the role of neo-liberal intellectuals, knowledge entrepreneurs and think tanks in the production of policy ideas and ideologies that shape media debates in Southern Africa. In addition, the role of domestic elites and how they are incorporated into a neo-liberal transnational project has not been subject to systematic inquiry. Informed by neo-Gramscian, governmentality, post-colonial and policy transfer theories, the paper argues that policy is neither formulated nor implemented in the absence of ideas. Global actors, with the backing of material resources, propagate ideas that create hegemonic understanding of social reality, leading to a situation where systems and discourses seem "natural" and beyond critique. The paper intends to focus on two media policies: the Windhoek Declaration on Promoting an Independent and Pluralistic African Press adopted in 1991 by the UN General Assembly and the African Charter on Broadcasting endorsed by the African Union in 2002. Both documents have fed into the influential Declaration of Principles of Freedom of Expression, adopted in 2002 by the African Commission on Human and Peoples' Rights of the African Union. Ideas in these two policies are in the main neo-liberal and are transferred by knowledge brokers through several channels ranging from conferences, exchange programmes to technical assistance. The paper argues for a rethinking of dominant models of media reform in Southern Africa.

Keywords: Media reform, media policy, ideas, actors, Windhoek Declaration, African Charter on Broadcasting

Author(s):
Stephen Schifferes

Title:
Journalism and the challenge of financial crisis reporting

Abstract:
THIS IS PART OF THE PANEL PROPOSAL FOR "MEDIA AND THE FINANXCIAL CRISIS" organised by Peter Thompson (V The global financial crisis that reached its peak in the autumn of 2008 was of intense interest to the public. In the UK, the BBC news was the biggest source of new about the crisis, both online and in broadcast. This presentation examines the dilemmas of BBC journalists as they sought to cover the fast-moving crisis and the challenges they faced. It looks through content analysis at the types of stories that were reported, the tone they topic, and who were the main sources. In addition, data on the audience and what their story preferences were is drawn from website data. This is compared to the attitudes and views of the audience for financial news drawn from opinion poll evidence.

Author(s):
Guillermo Mastrini
Martin Becerra
Santiago Marion

Title:
The Media Law in Argentina: new democratic regulation ways for communication

Abstract:
The new Law on Audiovisual Communication Services, No. 26 522, has a change the State´s rol as guarantor of social rights to communication. This question was the subject of a agressive campaign for the

main media groups to which the law caught without a strategy. The suspension and the re-position of the Law by the Supreme Court highlighted the importance of the question: the relationship between the Law and the media system, based on ownership concentration, centralization of production and the absence of public and non-governmental media. The implementation of the new Law promises to affect and transform these three aspects in the context of digital convergence that the article also discusses.

Author(s):
Michael Serazio

Title:
Crowd-Sourcing Consumer Governance: Social Media Marketing and the Web 2.0 Populism of Viral Culture

Abstract:
This paper offers a production-of-culture exploration of the growth in social media marketing practices witnessed in the past decade. Through a textual analysis of hundreds of articles in the popular and trade press and in-depth interviews with 48 agency CEOs, creative directors, and brand managers, this study goes behind the scenes to examine the tactics and processes informing this approach to consumer governance – an approach that assumes networked interactivity, as opposed to mass broadcasting, as the organizing principle for contemporary media ecology. By highlighting a series of case studies drawn from viral and social media strategies, online self-publishing, consumer-generated video contests, and alternate-reality marketing scenarios, I identify a Foucauldian mode of power central to diverse crowd-sourced strategies: the effort to embed promotional messages in ostensibly amateur creative flows and voices so as to authenticate the collaborative, decentralized management of consumer subjects. I further emphasize the presumed persuasive capacity of these new media enthymemes that rely upon a continuum of open-to-closed media content as a way of understanding how brands oblige that engagement. The paper also represents an opportunity to update and adapt Marshall McLuhan's taxonomy to reflect the advertising phenomena of our digital era ("the cool sell," as I term it) and their capacity to conduct audiences through ambiguity, discovery, and engagement rather than that of the aggressively overt practices endemic to interruption marketing ("the hot sell"). Yet the free labor interpellated that underpins this move toward populist credibility and "brand democratization," as some have hailed it, equally heralds a dematerialization of the creative industries and a flexible, contingent, if not precarious instability that defines a more heterarchical media world. In sum, the project contributes to an emerging school of research that seeks to critique both the marketing discourse and practices of "empowerment" and "participation" that function so commonly as buzzwords within the creative industries – and, more broadly, highlights how audience agency is increasingly co-opted by and coded into commercial structure.

Author(s):
Lars Nord
Eva Karin Olsson

Title:
Good news in bad times. A study of political journalism during the financial crisis in Sweden 2008

Abstract:
Most studies of electoral outcomes stress the importance of the final campaign weeks, when the increasingly volatile electorate in modern democracies are influenced by intensified campaign communications and media coverage of politics. Consequently, most studies of political journalism focus on election campaigns while other periods are less examined (Neveu & Kuhn 2002). However, opinion studies of political party support in Sweden between the elections 2006 and 2010 indicate that the most decisive shift in support occurred in the mid term period of 2008, in the midst of the financial crisis, when public trust in the centre-right government increased significantly and made it possible for the government to remain in power, despite economic recession both globally and in Sweden. In order to explain this shift, this paper analyses news media coverage of political parties and prominent politicians in all leading news media in Sweden in the period between September and December 2008. Based on the fact that the support for the centre-right government radically shifted during the most intensive period of the financial crisis we believe crisis to be an important area of study for scholars with an interest in the forming of public opinion. In contrast to, in particular election debates but also everyday political life, crises are non pre-scheduled scripted events in being characterized by profound uncertainty and urgency (Boin et al, 2005). True crises function as frame disrupting events creating windows of opportunities for actors to launch new polices and ideological standpoints (Kingdon 1995). In contrast to previous studies on crisis exploitation we will explore, not only the

frame game as it played out amongst leading politicians, but also highlight the role played by journalists in undermining or supporting certain political frames. In doing so we set out to explain the increase in support for the centre-right government during the financial crisis based on the characteristics of the frame game between the government, the opposition as well as the journalists covering the event. In developing our theoretical framework we draw upon theories developed within the fields of crisis and political communication. Deriving from the two research traditions the study explores the frame games based on; reporting basis, the use of issue frames and game frames as well as the amount and character of interpretive journalism in the reporting. Methodologically, the paper is based on a quantitative content analysis of 3,000 articles and news features from four leading national newspapers, three main TV news station (public and commercial) and one main radio station in Sweden during three months in Fall 2008. In exploring political journalism during the financial crisis as a frame game the paper aims to facilitate the understanding of news coverage of political parties in different political and economic contexts, as well as contributing to the fields of political journalism and crisis communication studies by focusing on news practices outside the often more regulated, and self-regulated, electoral context aimed at explaining political success or failures during frame disrupting events.

Keywords: political journalism, financial crisis, Sweden, framing, interpretive journalism

Author(s):
Zhuang Xiong

Title:
'Whether the propaganda model was out of date?' Critical discourse analysis of criticism on American neoliberalism media system during China's media reforms

Abstract:
With regard to China's media reforms, there are full of opposed discourses, the American-type neoliberalism is the dominant one. For instance,'whether the propaganda model is out of date' is a question often asked by many Chinese scholars. In their opinions, if the propaganda model is outdated, it means that we can smoothly follow in and transplant American media system in China. Thus, criticizing and challegning American neoliberalism media system may takes many risks in contemporary China.

Centering on the issue of discoursive hegemony, a core research problematic, this article use critical discourse analysis to examine the three main political and ideological risks and the relevant causes. First, in the view of liberal intellectuals, since the direction of media reform is clear about, there is no need to discuss the problem of the basic value guidance, and criticizing American neoliberalism media system means challenging the direction of reform. Second, the disputes between the left and the right have been always fierce in China, but the left is often looked up down. The ones who criticize American media system or the market logic run a risk to be deemed as the 'notorious' left. Third, American media system has been the example of Chinese transforming media system to follow for a long time. Many journalist and scholars are reluctant to speak ill of American media system. Finally, this article emphasizes that necessity of criticizing the market logic, and the importance of examining communication and power in China's media reforms from a critical perspective, for all these are relating to the directivity of media democratization.

Author(s):
Padmaja Shaw

Title:
Moral Economy of Public Broadcasting in Post-Liberalisation India

Abstract:
India has moved in less than 20 years from a single state-owned broadcast network till about mid-1990s to over 700 television channels today. The transformation has been spectacular, but its impact on public/state-run broadcasting networks has not been adequately analysed.

Over the years, in India, there has been a gradual shift away from dependency on public broadcasting institutions, both by the governments in power and the consuming public. The misuse of state-run broadcast institutions by successive governments has also led to a finer distinction between state-run and public broadcasting systems. However, in 2006, a new 'state-run' cable television channel was launched under the

stewardship of the Lok Sabha (Lower house of the Indian Parliament) Speaker. Over the last six years, this channel has built up a coherence and focus which has been widely appreciated. While remaining a state-run enterprise, the Lok Sabha TV channel has developed a distinctive public interest focus, while the national state-run broadcaster has been losing both its first mover advantage and its public interest mandate to Lok Sabha TV and to the market driven media.

Using the concept of *moral economy* as propounded by Prof EP Thompson, this paper will look at the changes in the funding patterns, sizes of the institutions, changes in policy environment, institutional environment, recruitment and issues of management and hierarchy that have had a profound impact on the broadcast networks. The study will use case study method to compare Doordarshan, the national broadcaster, and Lok Sabha TV. Also, secondary data from the archives of the national broadcaster will be used.

The major questions the study will attempt to answer are:

1. What *moral economy* was the public/state-run broadcasting in its early years driven by?
2. Was there an identifiable shift in this with the growing dominance of neo-liberal policies and the opening up of Indian media markets?
3. What are the significant differences and similarities in the *moral economies* between the two state-run broadcasting institutions?
4. Do these similarities and differences offer a road map for future policy?

Author(s):
Jennifer Proffitt
Shea Smock

Title:
Keeping Workers Down The Wal-Mart Way: Mainstream Media Coverage of Dukes v. Wal-Mart Stores Inc.

Abstract:
In 2000, Betty Dukes of California filed a sex discrimination case that would later become the largest class action suit in U.S. history, *Dukes v. Wal-Mart Stores Inc*. Rather than denying that systemic sex discrimination was taking place, Wal-Mart successfully argued that the class action suit was too broad as it covered all 1.6 million women employed by Wal-Mart since December 26, 1998, and that these women have different experiences. If Wal-Mart had been found guilty in a class action suit, it was estimated by *The New York Times* that the corporation would have to pay $1 billion or more in damages to the women involved (Greenhouse, 2010). The U.S. District Court in California sided with the women, but the Supreme Court agreed with Wal-Mart's assertions of over breadth. The Supreme Court's decision made it clear, though, that groups of disenfranchised workers have little redress for discrimination by large corporations. Indeed, the *Dukes* case is the most important class action suit to date because the Court's decision has serious consequences on the future of class action labor suits and labor issues in the United States.

Previous research suggests that the mainstream media have a history of framing labor issues in a pro-business way. Park and Wright (2007) argue that it is in the best interests of media corporations to concentrate on privatization and lowering taxes rather than on corporate accountability, labor issues, or questions of the public interest because issues of the public interest are often in opposition to media's economic interests. Martin (2003) explains that mainstream media tend to promote five central labor frames; 1) "The consumer is King;" that is, consumers are highly valued by the media when acting individually, but viewed as a "menace" when acting as a collective; 2) news organizations rely upon advertisers to generate profits, and advertisers often try to promote their products to consumers without addressing the actual production of those products; 3) the economy is represented as being driven by great business leaders and entrepreneurs rather than workers; 4) the workplace is represented as a meritocracy; and 5) collective action is viewed by the media as dangerous and un-American as it disrupts consumerism. Using a political economic approach and utilizing Martin's categories of labor coverage, this paper analyzes the mainstream media coverage of labor issues in relation to the *Dukes v. Wal-Mart Stores Inc*. case.

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Author(s):
Cesar Bolano

Title:
Creatividad, eurocentrismo y lucha epistemológica.

Abstract:
Desde la perspectiva de una Economía Política de la Comunicación y de la Cultura, como la que se practica en Brasil desde los años 1980, la contradicción fundamental del capitalismo es doble, presentándose, en primer lugar en la oposición capital-trabajo. Pero, en el mismo Marx, esa contradicción tiene un componente cultural, pues solo se establece realmente con base en una "acumulación primitiva de conocimiento" (Bolaño, 2000), por la cual el capital se apropia del conocimiento producido por la clase trabajadora artesana a lo largo de los siglos anteriores. También la constitución de la Industria Cultural, que subsume la cultura popular previamente constituida, puede ser analizada en esos términos (ídem). Pero se puede ir todavía más lejos y entender todo el proceso de constitución del capitalismo, desde por lo menos el nacimiento del mercado mundial, como una profunda "ruptura en el plano de la racionalidad" (Furtado, 1978), por la cual se constituye la Ciencia europea y el eurocentrismo. Quijano (2005) deja muy claro que en la génesis de ese proceso se encuentra una separación fundamental, basada en el concepto de raza, que permitirá la apropiación del conocimiento de las culturas no europeas, al mismo tiempo en que se las desvalora y marginaliza. La perspectiva intrínsecamente racista de todo imperialismo europeo, como bien advierte Harvey (2003), facilitará la incorporación de la clase obrera metropolitana en un proyecto hegemónico que otorga a la cultura nacional un carácter civilizador. La consolidación de la hegemonía norte-americana en la segunda pos-guerra exigirá un ataque mortal al sistema colonial y al racismo europeo, aun practicando el racismo a nivel interno. Furtado llamará al periodo que se abre con la consolidación de la hegemonía norte-americana y la "unificación del centro" capitalista, como "capitalismo pos-nacional" (Furtado, 1978). La literatura anglo-sajona, posteriormente, dirá "globalización", pero los orígenes y el sentido del proceso están perfectamente aclarados por el brasileño. En esas condiciones, la integración obrera se dará, bajo el paradigma norte-americano de la Industria Cultural y de la sociedad de consumo, en bases pretensamente democráticas. La EPC brasileña incorpora la crítica frankfurtiana al fetiche del carácter democratizador de la Industria Cultural y avanza en el análisis de las diferentes industrias culturales – utilizando, desde principios de los años 1980, las herramientas de la teoría económica heterodoxa y de la economía industrial – sin perderse en la ilusión de que la mercancía cultural pueda tener un valor transcendental esencialmente distinto del de las otras mercancías que forman la cultura material de la civilización industrial. En ese sentido, la crítica a las llamadas industrias creativas, por ejemplo, no tiene porque ser en esencia distinta de la crítica a las industrias culturales. En ambos casos se trata de desvelar la doble contradicción a que se ha hecho referencia arriba. En el límite se trata de pasar de la negación de la apropiación capitalista de la cultura, como la negación de la exploración capitalista del trabajo, a la negación de la apropiación capitalista de la creatividad humana en general.

Author(s):
Randall Nichols

Title:
Macro Meets Micro: Cultural Capital and the Political Economy of Video Games

Abstract:
Throughout his writings on cultural capital, Pierre Bourdieu offered an expansion of the ways in which we think about value in relation to culture. Mainstream economic theory, he argued, is content to focus on forms of valuation that represent relatively straight-forward exchanges. Doing so, however, not only misses a considerable range of more subtle economic exchange but reinforces a simplified process of creation. Thus, cultural production serves to both legitimize and perpetuate particular relationships with and valuations of a variety of capital forms while hiding or ignoring others. His ideas of field and of cultural capital provide a bridge between the industrial production of media products and the challenges of agency posed raised by cultural approaches.

This paper uses the area of video game studies and political economy to elaborate on Bourdieu's forms of capital and its promises and challenges. Video games are significant in part because they represent a cultural commodity wrestling with what and whom define their cultural legitimacy. Like other forms of cultural production, economists' descriptions have focused on a fixed system of production that the range of cultural capital involved. In so doing, only limited attention has been paid to play testing, audience repurposing, and formal and informal forms of game education. The application of Bourdieu's forms of capital, however, shows a much more complex cultural process. Indeed, the production of video games displays considerable nuance, involving a wide number of actors with varying levels of access to both the commodities being produced and the capital needed to produce them. Perhaps more clearly than in art, video games draw on a wide network of cultural production for creation, reproduction of cultural capital, and legitimacy of the forms taken.

Author(s):
Matthias Niedenfuehr

Title:
Panel: Political Economy of Chinese Media and Communication

Abstract:
The renaissance of China from the backwaters of the international arena to a prominent player has caught worldwide attention. Yet productions "made in China" remain largely absent from "small screens" abroad. State and private sector stakeholders endowed with deep pockets aim to change this by ambitiously spurning the development of the Chinese media sector into a competitive industry. Chinese TV - like the Internet or other communication media – is highly regulated and dominated by state control, supervision and intervention. The authorities jealously retain the prerogative over what content is broadcast and the rationale behind austere government measures often conflict with the goal of developing and internationalizing the domestic TV industry mentioned above. This panel presents recent developments in the area of Chinese media and communication with a focus on the effects of state regulation on production processes, distribution and infrastructure, as well as program content. Some of the questions we raise are:

- How and with what development trajectory is the TV industry in China transformed under government leadership? How does cross-fertilization of the Chinese TV and film sectors fit in the official strategic imperative to disseminate Chinese popular culture internationally?
- What technical innovations and investments are spurned to close the digital gap between center and periphery? What structural and political impediments need to be overcome and how can this be achieved?
- What institutions govern the production and distribution of TV programs and what content is discouraged/encouraged? How are guidelines and the regulatory institutions themselves remodeled to adapt to the fast-pace development?
- What topics gain the attention of the ever more demanding Chinese TV consumer? How can the authorities' need for propagandistic programming be explained outside the simplistic state control/free media dichotomy?

In order to answer these questions the panelists use various methical approaches ranging from interviews with Chinese officials and TV producers, analyses of official documents (both publicly and internally circulated) relevant to media policy, critical examination of Chinese-language journals, magazine articles, editorials and commentaries in mainstream newspapers on censorship and media freedom, as well as analyses of netizens' comments in Internet forums.

Ying ZHU, PhD (City University of New York)
Cross-Fertilization in Chinese Cinema and Television: A Strategic Turn in Cultural Policy
Under the guidance of state regulators and private entrepreneurs collaborations between the film and television sectors in China, which only until recently had been developing independently, are fostered. Using CCTV-6 as a case study Ying Zhu will track the path and current state of cross-fertilization between the two creative industries and consider its implications for the future of Chinese media.

Haiqing YU, PhD (University of New South Wales, Australia)
A Tale of Two Counties: Bridging the Digital Gap in Rural China?

Within the overarching goal to make new media and modern communication available in rural communities traditional communication channels are destroyed while new media and communication are still far away at the "last mile". Using two case studies, this article examines local deployment and reactions to the state-engineered "universal service" policy and argues for nurturing and reinforcing local interpersonal agents and traditional forms of media of communication in the in the diffusion of new media and communication technologies in rural China.

Matthias NIEDENFÜHR, PhD (Peking University/Tübingen University)
The Tug-of-War between Regulatory *Interventions and Market Demands in Chinese Television Industry*
The regulation of television underwent vast institutional and regulatory transformations. The panelist retraces the introduction of selected guidelines and measures with coinciding media debates to illustrate the adaptive-reactive approach of the authorities, which regularly collides with trends in the Chinese TV market.

Ruoyun BAI, PhD (University of Toronto)
Disciplining the Boundaries of the Visible: A Polanyian Approach to Chinese
Media Regulation and Censorship
China's regulation authorities launched the "Cleanse the Screen" project to "construct a moral system" implemented forcefully and reinforced again and again with a powerful impact on TV production and programming. Drawing on the notion of "moral panic" and Karl Polanyi's thesis of "double movement," this paper argues that Chinese state's regulatory and censorial urge may be interpreted as a response to a moral panic that has been on the rise as Chinese postsocialist society undergoes rapid marketization and atomization.

Chair: Ying ZHU
Discussant: Wanning SUN

Author(s):
Wayne Hope

Title:
Time,Crisis,Rupture ;global capitalism and the communication of revolt

Abstract:
During 2008 the increasing fragility of global finance within global capitalism brought to light an underlying,time related contradiction;the financialised acceleration of speculative profit making was at odds with longer term rythyms of capital realisation centred upon production commodity exchange and aggregate demand.Financial collapse,liquidity freezes and self reinforcing recessionary spirals have openly damaged the capital realisation process on a transnational scale. Subsequently,massive tax funded bailouts of the Anglo-American banking system and emergency mitigation in the developing world by supra-national institutions such as the IMF have only renewed the terms of the underlying contradiction;time related contradictions between financialised profit making and longer term processes of capital realisation remain unstable. Financial opportunities for derivatives speculation and related inter-bank trading have simply moved from morgtage securities to food/mineral/energy commodities and sovereign debt. This raises the prospect of future and larger financial collapses and deeper recessions.This is an intractable crisis of recurrence which has precipitated a crisis of macro-economic management at national,international and supranational level. Keynesian policy instruments and broader counter -development strategies are not ready at hand. Meanwhile,however,proliferations of opposition such as the so called Arab Spring and the Occupy Wall Street movement exemplify the real time capacities of satellite television transmission,satellite phones,mobile telephony,portable video cameras and internet based social networking. It seems that the same ICT networks that accelerate global financial flows and underpin the reach of transnational corporations also facilitate the global communication of revolt. This paper outlines a set of criteria for assessing the efficacy of transnational oppositions to global capitalism. The primary objective of such oppositions ,I will argue,should be to disrupt the recurrent instantantiations of financial and economic crisis to include the possibility of the new. This means new courses of action ,new forms of social production and new forms of political-administrative organisation. Public comprehension of these possibilities will necessarily require an advancement in the collective powers of social labour. Such an advancement requires counter representations of globality which sharply depict the power stuctures and processes of financialised global capitalism. Collective opposition will also need to rupture the de-temporalised ,real time given-ness of global business activity which pervades mass media and social media worldwide. This,in turn,I will argue,entails the construction of a global counter -memory of earlier mobilisations (including memories of alternative futures which opened up on previous occasions in the past). Finally,against this background,the

global communication of revolt against financially driven global capitalism must project a shared realisation of a `now time` which preserves locally embedded temporalities while advancing new possibilities for economic,political and social change on the global stage.

Author(s):
Peter Thompson

Title:
Great expectations? The role of the media in trading decisions and the generation of financial bubbles and crises

Abstract:
As the political, economic and social ramifications of the 2008 global financial crisis continue to unfold, there has been increasing debate about the role of the media in these events. The extent to which the financial media are regarded as functioned effectively in reporting the crisis depends partly on normative assumptions about media obligations to particular audience constituencies, and partly on epistemological assumptions concerning the way in which financial facts might be verified and reported.

An obvious question for critical political economists is how far corporate news media interests and capture by elite sources in financial institutions may have inhibited critical reporting of financial risks. The fact that the crisis occurred is not sufficient evidence that the media's shortcomings were a contributory factor, or insofar as they were, that ownership structures and source dependence are primarily to blame. Although many financial market reports transmitted and helped amplify the prevailing market consensus, some did raise critical questions about the sub-prime mortgage system and the plethora of complex financial instruments derived from it. Clarification of the role of the financial media in requires consideration of two important themes:

First, here is a need to understand the institutional practices that underpin financial reporting and the complex, and sometimes self-referential relationship among analysts, traders and journalists. This requires recognition of the reflexive, constitutive role of information and communication processes in financial markets. Financial values are driven by market expectations of future asset price movements. In turn these depend on the intersubjective codes that performatively define market reality and ascribe meaning to the available information (including valuation models and trading frames). This has important implications for any analysis of financial journalism: The reflexive-constitutive nature of financial information means verification of financial 'facts' is often not possible independently of the collective definitions of market agents. This is also problematic for the representative conception of objectivity and accuracy in reporting that underpin many critiques of media performance.

Second, although financial information plays a constitutive role in the generation and annihilation of fictitious asset values, it does not follow that the financial news media are principal drivers of market activity. Research into media usage by institutional investors indicates a functional differentiation between publicly-accessible financial media and the high-end financial IT systems that underpin the information flows within elite institutional investor networks. The media' role in financial crises cannot assume direct effects and requires a more nuanced formulation: When transitions in market cycles generate market uncertainty, the codifications that sustain prevailing expectations and fictitious market values are susceptible to redefinition. During such periods, self-referential monitoring among investors is liable to intensify. The relations among the financial analysts (who typically serve as primary definers), the trading rooms they advise, and the journalists reliant on these sources becomes significant here because they form the nexus within which shifts in trading frames and consensus market expectations are articulated. A focus on these relations is needed to evaluate the role of the media in promoting or preventing financial bubbles and crises.

Author(s):
Özge Özdüzen

Title:
All that is Large-Format Movie Theater Melts Into Air: The Transformation of Movie Theaters in 2000s Beyoğlu, Istanbul

Abstract:
From the 1980s onwards, Turkey has been through a wide range of transformations in every aspect of life; economy, politics, social life and culture. After the military junta of 1980, the elections in 1983 gave way to a government, which did not disturb the military junta, but rather introduced neo-liberal right wing policies to Turkey. From the 1980s onwards until today, this socio-economic transition is marked by four globally significant concepts; globalization, commercialization, individualization and mediatization. As Friedrich Krotz underlines in his paper entitled "Meta process of mediatization", these four concepts are meta-processes to have recently influenced democracy, society, culture and politics and other conditions of life."[1] In this presentation, how transformations within Turkish social fabric, with respect to these four concepts, have affected the transformation of movie theaters in Beyoğlu, Istanbul will be discussed.

The transformation of the movie theaters in 2000s around Beyoğlu, Istanbul, i.e. the replacement of large format movie theaters by multiplexes or small scaled movie theaters, point to a threefold interrelated local and global transformations, in relation to abovementioned concepts. First, the fact that Istanbul has been becoming a global commercialized city changes the dynamics of the movie theaters. Secondly, the changing media technologies and the adaptation of the traditional filmgoers to those newly emerging technologies, have lessened the number of people going to movie theaters. Thirdly, before 1990s *Yeşilçam* film industry was a determining factor in shaping the way Istanbul, especially Beyoğlu was structured but after Yeşilçam's dissolution, the *Yeşilçam* street –named after the industry-, on which most of the movie theaters are situated has lost its impact and popularity. The aim here is to argue that the transformation of movie theaters is embedded not only in the privatization of economy but also of culture, although while privatization of the economy and culture has started during the 1980s, the reorganization of movie theaters has intensively begun in 2000s. This is why in this presentation, I only refer to data from the beginning of 2000s until 2012, with regards to the seats, number of the rooms of the movie theaters in Beyoğlu.

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[1] Friedrich Krotz, "The meta-process of `mediatization' as a conceptual frame" in *Global Media and Communication,* 2007; 3; 256-260, 257.

Author(s):
José Vicente García Santamaría
Raul Magallón Rosa

Title:
"The Spanish media walk to the duopoly informative"

Abstract:
Financialisation processes carried out in Spain during the last five years have culminated in a massive media concentration, led by Mediaset and Planeta-De Agostini. Both groups are the majority shareholders of the two major TV platforms (Telecinco and Antena 3), which control 85% of television advertising, over 45% of the total audience, a good portion of premium content, the most sports broadcasts and an important position in pay-per-view Television. This large media concentration clearly draws a map that can harm the necessary pluralism that should exist in any democratic society. A situation that is aggravated partly because Spain, unlike the major countries of the EU, has no anti-concentration formulas for the media, and not existing an independent regulatory authority in addition. This Paper therefore seeks to set out the reasons which have led to this situation, and at the same time, consider whether there are viable alternatives yet to change this status quo.

Author(s):
Tewodros Workneh
Ridwan Raju

Title:
Teasing the IMF: State Monopoly of Telecommunications in Ethiopia and the Liberalization Creed

Abstract:
Developments in satellite, optical fiber, the Internet and the World Wide Web have put the telecommunications sector one of the most profitable industries across the globe. However, no more do states view telecommunications only as an economic and communications powerhouse but also as a critical

hub for combating security threats by enemies, imagined and real. The importance of the telecom sector across the globe has hardly been more imperative as manifested by the reluctance of governments to avoid "a hands-off approach" amidst flagship neoliberal and free market economic policies.

The Horn of Africa nation of Ethiopia presents an intriguing (or controversial) case in the sector of telecommunications. In spite of continuous attempts of coercion and cooption by the likes of International Monetary Fund and The World Bank for the sector to be liberalized, the ruling party of Ethiopian People's Revolutionary Democratic Front (EPRDF) claims to remain unfazed by repercussions of cuts in loans and aids. True to the claim, Ethiopia's telecommunications industry is characterized by a vertically integrated market run by a state owned enterprise outside the realm of competition, thereby exercising complete monopoly over all telecom services including fixed, mobile, Internet and other value added services. The government maintains its apprehension about the impact of telecommunications liberalization on the economy. Progress so far indicates that despite pressures from international financial institutions for competition, and in the absence of local initiative for liberalization of the communication sector, Ethiopia's telecommunications market structure will continue to be state owned for the foreseeable future.

By investigating the case study of Ethio-Telecom—the only state-controlled telecom provider in Ethiopia—this paper explores external pressures of telecom liberalization. In doing so, it probes into the economic and political rationales—both documented and constructed—of the EPRDF presently and the Ethiopian State historically. Given these factors played a major role in the current set up of telecommunications in Ethiopia, this paper also examines the political economy of the sector with a particular emphasis on cost-benefit analysis of the existing state monopoly model as compared to other models in sub-Saharan Africa. It concludes by outlining underlying economic and political issues in the globalization of telecommunications in the Third World.

Author(s):
Moisés Martins

Title:
Could the lusophone peoples improve the cultural dialogue between North and South? The Portuguese language internet communication flows' contribution for a multicultural global world.

Abstract:
Starting from the "North and South Conversations", the main theme of this conference, I would like to propose a new way of seeing the Portuguese speaking cultures, or the lusophone cultures, in the global communication world.

In the last quarter of the 20th Century, each lusophone culture was a little isolated from the others not only because the Portuguese speaking countries are geographically distant, dispersed in Europe, Africa, South America and Asia, but also because some painful colonial memories were very present in these societies. In this context, perhaps Brazil was the only exception: the Brazilian independence, in 1822, was far enough to allow the development of a post-colonial way of life. So, during this period of time, only the Brazilian "telenovela" circulated in almost all Portuguese speaking countries as a well accepted lusophone cultural product.

Nowadays, in a post-colonial time that is also a global communication time the lusophone cultures are closer and stronger. New generations of Portuguese speaking citizens have invaded the internet with sites and weblogs about their own countries and cultures. These sites and weblogs are written in Portuguese, from the place where their authors are living directly to all lusophone cyberspace, improving the cultural dialogue among lusophone peoples. So, in a few years, the Portuguese language became the fifth most represented on the internet in number of users as we can observe in the Internet World Stats data (Macedo, Martins & Macedo, 2010).

The lusophone cultures on the internet are, nowadays, one of the strongest ways to bring the cultural identities and the social representations in this linguistic space up for discussion. At the same time, the internet communication flows in Portuguese language have improved the knowledge that each lusophone culture has about the others. Furthermore, these lusophone cultures on the internet bring other cultural spaces to their own space: Brazil brings the Latin American culture; Mozambique brings the African culture; Portugal brings the European culture, to mention but a few examples (Macedo, Martins & Cabecinhas, 2011). Consequently, we must ask ourselves if the lusophone communication flows on the internet can increase the dialogue among different cultural sub-systems in the global world.

Actually, most of the Portuguese speaking countries, cultures and citizens are located in the South and not even the digital divide can minimize the contribution of the South to the lusophone cultural interactions. The ongoing "Identity narratives and social memory: the (re)making of lusophony in intercultural contexts" research project, placed in the Communication and Society Research Center, University of Minho, Portugal has revealed some important empirical results concerning this issue: Brazil (in the South) is the country with the major presence in the lusophone cyberspace; the African Portuguese speaking countries, namely Mozambique (in the South, too), give good quality contributions to the internet communication flows. Observing the Latin American and African cultures linkage with the North, by its relationship with Portuguese cyberspace, it is possible to conclude that lusophone peoples are improving the cultural dialogue between North and South through the internet.

Keywords: Lusophone cultures; North; South; internet; communication flows; cultural dialogue; multiculturalism

Author(s):
Lida Holtzhausen

Title:
Non-Profit organizations bridging the communication divide in a complex South Africa

Abstract:
South Africa's post-apartheid governments have made remarkable progress in consolidating the nation's peaceful transition to democracy, but many South Africans still view themselves and each other according to stigmatizing categories. As the country's remarkable and peaceful transition to democracy unfolds, millions, both urban and rural, are still confronted with having to survive unemployment, homelessness, lack of basic services, HIV/AIDS, food insecurity and unacceptable levels of crime and violence. Confronted by the complexity of our development challenges, one of our biggest failures is a lack of communication, trust, common purpose, collaborative leadership and sustainable relationships between the various sectors and stakeholders in development. Transforming South Africa's society to remove the legacy of marginalization will be a long-term process requiring the sustained commitment of the leaders and people of the nation's diverse groups.

In this climate of polarization non-profit organizations (NPO's) play a pivotal role in providing a voice to the poor, mobilizing a motion of change and creating a platform for relationships, credibility and trust. Within the theoretical framework of relationship management theory (Grunig, & Hon, 1999; Grunig & Grunig, 2002; Ledingham, 2003), the interests of all stakeholders are balanced through the management of the stakeholder relationships. Although some non-profit organizations recognize that their relationships with stakeholders is of great importance for their survival, various forms of communication takes place without the necessary planning and without clear objectives for the development of these relationships (Dyer *et al.,* 2002). Non-profit organizations need a positive image and reputation due to financial implications where they do not have sufficient funds to support or market themselves effectively. The non-profit sector should manage their identity to ensure a positive image in the minds of stakeholders and to establish relationships with their stakeholders (Van Dyk, 2007:6, Holtzhausen, 2008). If the non-profit organizations succeed in managing their identities effectively, it may serve as the foundation for developing and maintaining relationships with their respective stakeholders which in turn could change the face of South Africa's society. So the question remains: how can non-profit organizations establish themselves as development providers within the uncertain political arena, of which South Africa is characteristic, in order to represent all the masses who cannot speak for themselves and more than often find themselves in a marginalized and stigmatized position?

The exploratory nature of this study allows for a qualitative approach to research. Semi-structured interviews with management at various non-profit organizations will be conducted in order to determine how these organizations might go about creating a platform for dialogue in an attempt to build sustainable productive relationships that can go about uplifting and empowering those who would otherwise not have such an opportunity.

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Author(s):
Victor Pickard

Title:
The Postwar Struggle for Regulatory Power and the Triumph of Market Libertarianism in U.S. Media Policy

Abstract:
In response to a journalism crisis with some similarities to the one we are facing today, the postwar 1940s saw the brief ascendance of a social democratic approach to media. At this time, progressive policymakers sought to lessen profit pressures on key parts of the U.S. news media. They assumed that crucial public services should not be left entirely to market-driven forces and they attempted to put into place safeguards to protect and sustain news media. Historical evidence suggests that postwar America was closer to following a social democratic trajectory in media policy than is generally acknowledged. Policy initiatives and experimental models ranged from non-profit ventures to strong public interest mandates for commercial news organizations. An examination of the conflicting narratives and logics within postwar policy debates suggests that the U.S. did not go down this path largely because of a concerted backlash—often in the form of red-baiting—organized by newspaper and broadcast industry operatives who reacted against the threat of state regulation. The settlement that emerged was based largely on a corporate consensus and in some cases the suppression of popular will, not a citizen uprising against governmental overreach.

Much of the framework through which we understand today's journalism crisis and related discussions about the future of media can be traced back to these postwar policy battles. Therefore it is instructive to explore how these earlier debates were framed, and what arguments were made to reach specific conclusions. The following preliminary analysis draws from extensive archival research to shed light on an early paradigmatic challenge to the corporate libertarianism that continues to orient much media policy in the United States. In particular, it focuses on the narratives and logic deployed by commercial broadcasters in the immediate postwar years to defeat the threat of a more muscular regulatory program defined by public service-oriented media policy. This paper also addresses how the legacy of postwar media policy debates holds much relevance for the many challenges facing U.S. and global media today.

Author(s):
Jane Duncan

Title:
The political economy of press self-regulation: the case of South Africa

Abstract:
In 2011, the Press Freedom Commission was established to recommend the most appropriate regulatory form for South Africa's press, in the wake of the ruling African National Congress's criticism of the existing system of self-regulation as toothless and self-serving. In 2012, Parliament is also planning public hearings in response to an ANC call to investigate the feasibility of setting up a statutory Media Appeals Tribunal, to hear appeals from the Press Ombudsman's office.

South Africa is not the only country having these debates. In the wake of the phone hacking scandal in Britain, an enquiry chaired by Lord Justice Leveson is also considering alternative regulatory forms to self-regulation, given the failure of the Press Complaints Commission to stem the ethical excesses of the tabloid Press. Several Southern African governments either have instituted or are considering instituting statutory regulation, and politicians are wasting no time on capitalising on developments in Britain to drive a press control agenda. If statutory regulation or even state-industry co-regulation is introduced in Britain, it is very possible that Southern African governments such as South Africa's and Zambia's will follow suit, leading to a form of 'North-South' transfer that will be to the detriment of press freedom in the region.

This paper will consider the roots of the crisis in South Africa, the merits of the arguments that the existing system is self-serving, and options for the future. Using a political economy analysis, it will argue that while the system has proved to be very effective in monitoring and adjudicating ethical breaches, it is implicitly designed to cause minimal offence to the industry. The fact that the Council's founding members have chosen a 'soft law' model of self-regulation is a structural flaw in the system's design that is now being exploited by the detractors of self-regulation, and that may well lead to system failure at some stage in the future as newspaper circulation declines further and press standards are placed under pressure. Aspects of the 'best practice' the Council has drawn on from mainly Northern self-regulators have been implicitly designed to benefit proprietors, rather than journalists or the public at large. Unless the system is reformed to develop 'teeth', then the introduction of statutory regulation through the Tribunal is almost inevitable as the industry will have great difficulty in defending its version of self-regulation

The paper will pursue these arguments through an analysis of the powers and functions of the Council, as well as its key judgements. The paper will pay particular attention to levels of proactivity of the Council in promoting journalism standards, its investigatory powers, its approach to third party complaints, as well as its sanctions. Moving from the premise that solutions to the crisis of press self-regulation should not come from the North only, the paper will also consider regulatory options for the future, informed by the particular press freedom challenges that Southern Africa faces.

Author(s):
Antonio Araujo Neto

Title:
The Propaganda Model and the Financial Press

Abstract:
This paper presents a proposal to assess the Propaganda Model (PM) developed by Herman and Chomsky as a useful theoretical approach in order to explore the dynamics of financial, business and economic newspapers in liberal democratic societies, especially during economic crisis. The study will be based on the liberal rationale that as an specialised segment of the media the financial press should have the fundamental role of providing analysis and in-depth information in order to rise its audience awareness on the more critical economic, financial and business issues. However, according to some writers, the main global economic turmoils of the last two decades, such as the Asian financial crisis of 1997, the Internet Bubble of 2000, the sub-prime crisis of 2008 and the Euro crisis of 2011, have show that it hardly happens.

Addressing the coverage of these events, business journalism have been blamed for contributed to and caused many problems that confronted the U.S. Economy and business world by providing weak reporting and analysis. For some critics, the responsibilities fall over reporters and editors who should have sounded the alarm bells before and during the emergence of economic crises. For other, the problem is that the average reader had not understand what the economic journalists were telling them or simply had ignored the warning signs. However, it is reasonable to argue that the process to produce and publicise economic information takes place in a more complex environment, which respond to the demands of the political economy of the financial press.
With those in mind, could the financial press provide a better coverage of economic crisis? Could this coverage be aligned with public interests, instead of those of economic and political elites? The Herman's and Chomsky's PM can be useful in order to give reasonable answers for these questions, among others. The writers argue that the flow of information pass through five main structural filters. These include ownership arrangements, reliance on advertising revenue, dependency on elite sources, concern to avoid 'flak' (in the form of complaints, lawsuits, career penalization and so forth) and ideological conformity.

However, since it was launched, in 1988, the model was object of systematic criticisms, which were marked firstly by hostility, indifference and rejection, and eventually by a greater engagement with the PM. Alongside

criticism, the PM has been tested through a number of empirical research. The Chomsky-Herman political economy model has been presented itself as a very useful methodological approach for research in journalism. Its concepts and methods are essential for researchers to move from description to explanation of the workings of the media and its products, especially in contemporary capitalist societies.

The questions is: to what extent the political economy of communication, and more specifically the Propaganda Model, can be useful in analyzing the dynamics of financial, business and economic journalism. The objective of the proposed paper is present a critical literature review in order to give an answer.

Author(s):
Rob Heyman
Ralf De Wolf
Jo Pierson

Title:
Not all privacy settings are created equal - evaluating social media privacy settings for personal and advertising purposes

Abstract:
Social media are heralded for their empowering effects on users both for self-expression and revolutions (boyd, 2007). The same companies are however also criticised for their privacy invasive ways of advertising and generating money out of personal data, since this is their main revenue stream (Cohen, 2008; Fuchs, 2011). These seemingly contradicting features of social media illustrate the discussion whether social media are empowering or not. However being targeted through personal data disclosed on social media does not have to interfere with spreading the word of an anti-regime demonstration. Social media can be both empowering and disempowering at the same time on different levels, of both the individual and society.

We do not describe social media as either an empowering or a disempowering medium. We situate commercial social media as companies with an economic profit-oriented goal and with a specific business model that will enable and disable certain settings at the user level. Social media are enabling mass self-communication (Arsenault & Castells, 2008), which gives users the ability to self-select, direct and receive messages on a mass medium scale. But these platforms also allow for a new form of labour: immaterial labour 2.0 (Coté & Pybus, 2007) that uses user generated content (UGC) and data for advertising purposes. Privacy can be conceptualised in two ways: (1) linked to the ability of managing an identity vis-à-vis other users (boyd, 2007) (as a subject) and (2) linked to the surveillance perspective wherein users are reduced to data (Gandy, 2003) (privacy as an object). In order to analyse the settings offered on social media we make use of the notion of 'affordances' (Norman, 1999).

We analyse all privacy settings to map the amount of user control or lack thereof for the aforementioned kinds of privacy. This research will reveal to what extent users can manage their privacy(s) and how this is coupled to social media business models. The research took place in the first semester of 2012 and consisted of a mapping of default privacy settings on three social media: Facebook, LinkedIn and Twitter. These results are part of the four-year interdisciplinary EMSOC project where social media and user empowerment are the main research focus.

Our first findings suggest that there are more settings to control subjective privacy both in a more fine-grained way and to a higher degree if compared to privacy settings related to advertising and interaction with third parties. Privacy settings are also limited in choices for subjective privacy if these messages can be used for new way of advertising like social advertising.

This paper therefore nuances the empowerment-disempowerment discussion on social media by moving it away from a dichotomous position. We also show the relevance of political economy analysis to better understand the limits of mass self-communication on the micro-level of a user's privacy.

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Author(s):
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Title:
NAMA : Contradictions of Neo-liberal Discourse and Policy Practices in Times of Crisis – The case of NAMA

Abstract:
This paper will explore the contradictions between neo-liberal discourse and rhetorics and state practices in a time of deep economic crisis. It focuses on the case of NAMA, the largest property company in the world – a company created, (nominally) owned and controlled by the Irish state. The paper draws on critical discourse analyses of a relevant corpus of media materials to explore the re-framing and re-articulation of ideological tropes to justify such massive 'market interference' after decades of articulated opposition in the Irish setting.

Between the early 1990s and 2007, proponents of neo-liberalism celebrated the Irish State as a model to be emulated. Ireland and it's systems of light touch regulation, low corporate tax levels and heavy incentives for foreign direct investment attracted much positive international attention, and indeed much international investment. Ireland particularly attracted the shadow financial services sector with the promise of what could be properly described as 'no touch' regulation. Ireland's impressive growth rate was held up especially to newly emergent states as a successful model.

However what was ignored were contradictions such as hyper inflation in housing costs, an asset price bubble in commercial and residential property and a massive overdependence on the construction industry and the related legal and financial services (Preston and Silke 2011; 2012). By 2008 the contradictions in the property market became undeniable and the property market and banking system were on the precipice of a crash. According to neo-liberal theory the markets should have been allowed to 'correct themselves' and property to find it's correct value (articulated in the Irish media as a 'soft landing'). However as the crisis unfolded the Irish 'model' neo-liberal state intervened into the market. It created an agency known as the National Asset Management Agency (NAMA) which took over the majority of bad loans owed by property developers, (to the estimated value of 67 billion euro).

This paper will address the contradictions of the neo-liberal state in a time of economic crisis by drawing on a corpus of relevant media materials. A core aim is to explore the re-articulation of ideological tropes to justify such massive 'market interference' after decades of articulated opposition. We observe how, once again, Ireland is being held up as a model state in its execution of 'austerity' policies. The paper will draw on critical discourse analysis and other methods to investigate how this strategy of austerity for the majority and rescue for the minority has been articulated and justified in the Irish media.

The NAMA case study raises issues that have a much wider relevance in terms of the specificities of state practices and the ideological tropes characterising the current deep economic crisis and the peculiarities of its attendant 'creative destruction' processes. The paper sheds light on how NAMA may represent a veritable [and peculiar] new form of 'welfare state' for property interests (and related professional milieu) -- very distant from the 'euthanasia of the rentier' as imagined by Keynes amidst the last great western economic crisis.

Author(s):
Ellen Strickland

Title:
Political Economy at the Periphery: Communications and Connectivity in the Pacific Islands

Abstract:
The Pacific Island Region is an area covering a third of the surface of the earth, populated by only approximately 10 million people, and comprised of nations of many remote and isolated island communities with diverse cultures, economies, languages and dispersed geography. This paper examines the historical political and economic drivers of communications connectivity into and within the Pacific Island region and examines the outcomes, in relation to these drivers and influences, for the region: very limited access and low levels of affordability.

This research is grounded in an historical analysis of the political economy of connectivity in the region, including wireless and telegraph communications through to current satellite, radio and fibreoptic cable connections today. The influences on and outcomes for connectivity in this region, which is peripheral geographically, economically and politically, in the spirit of South to North dialogue, has relevance to all remote and 'peripheral' places in relations to the drivers and influences which dominate communication infrastructure development. The paper examines the drivers and influences on communication infrastructure in relation to the political and economic realities of the region. After examining this relationship, this paper explores the challenges and opportunities for gaining communication infrastructure in this region, particular for the most remote, low income, and low population nations and communities.

The research for this paper draws on methods of economic and political historical analysis, with reflections based on extensive knowledge of communications and connectivity issues in the Pacific Islands region. Through this approach, this paper explores how the reliance on global drivers for communications infrastructure have increased the regional 'digital divides'. This paper concludes with recommendations to policymakers about how recognizing the global political and economic interests at work can aid in serving communities not served by those interests, in this case the Pacific Islands region, Pacific Island nations and peoples, in terms of providing equitable and affordable access.

Author(s):
Maria Immacolata Vassallo de Lopes

Title:
PANEL "Visions and Divisions: the political economy of language and identitary memories in the communication field"

Abstract:
This papers aims to discuss some new thesis about television in Brazil, particularly its main genre, the telenovela, in its role in the late modernity that is in process in the country since the decade of 1950. The central presence of the television in a country located in the periphery from the occidental world could be described as a paradox, in one hand, it is linked with the reproduction of representations of a society made of inequality and discrimination, and in the other its peculiar capacity to create and to feed a "common repertoire", through which people from different social classes, generations, genders, ethnic groups and geographic regions localize and recognize each other. Far from promoting consensual interpretations, producing struggles for the interpretation of the meanings, this shared repertoire is in the base of the representations of a "imagined national community" that the television, more than any another media, achieves to collect, express and to bring up to date in a permanent way.

Doubly contradictory it is the fact of such public space had appeared under the aegis of the "private sector", where not by coincidence, the telenovela became the greatest popularity and profitability product of the Brazilian television. The telenovela provides visibility to certain subjects, behaviors, products and not to others; it defines a certain agenda that regulates the intersections between the public life and the private life. Considering the telenovela from these categories, it can be said that during the period of 1960 to 1980 the telenovela structuralized itself around representations that composed an imaginary matrix capable to synthesize the Brazilian society in its "modernization" movement. This modernization movement was grabbed by a narrative where the representations translated the private anguishes of the middle class families from cities as Rio de Janeiro and São Paulo. With the diversification of the television structure (Cable TV, video, competition increase) and with the social and political modifications during the 1980's until

the present day (political redemocratization, new social movements, globalization process), this synthesis strength from the telenovela is dislocated to new social representations with a modernization nature. A kaleidoscopic, multidimensional narrative of the everydaylife routine   lived by the Brazilian people enters in scene.

Author(s):
Valério Cruz Britttos

Title:
The Economist and the so-called 2008 crisis: the ideological role generating ideological legitimacy

Abstract:
The second semester of 2008, specifically starting from September, marks the worst moment of capitalism in the financial stage. At the height of the so-called crisis, economic and ideological agents led by the media in which the position on global scale transcendence has been fundamental to understanding the phenomenon and the interpretation of causal relationships derived from them. In this article we analyze a specific portion of the behavior of The Economist magazine, observing the front pages during the period described. The paper analyzes the sixteen front pages produced by the magazine, starting on September 6, 2008 to the concluding issue of that year, in December 20.

The article seeks exposure of three variables, the control variable points an exposure (or not) of simple causal relationships, localizing the agents generators of the alleged crisis and stating their position or not. From this control variable, the secondary is the naturalization of asymmetrical relations in negotiations between the present economic and financial agents and the last resort payer, the State as controller of collective reserves imposed and the entity allowed to impose new taxes over the population, afflicting an entire society. The conclusive variable is relatively simple conclusive. If there is no identification of agents and causes, so the phenomenon is narrated starting from the premise determining the deviation in the rationality of markets and hence the theorem of cyclical crisis and it inevitability.

Given this hidden premise, we show the theorem that there can be no misunderstanding when leaders of an oligopoly are holders of perfect information. And, as we assume that there isn't a mistake, the story that purports to explain, brings a position and form opinions about the phenomenon becomes a reinforcing element of asymmetrical relations, justifying the political and institutional barriers operated from the obvious theory of revolving doors in key positions of decision makers deciding over the destiny of huge collective budgets. Those decision makers in many times are also former top rank executives in the fictitious capital industry being them too co-responsible for the so-called crisis. The concept of hegemony is perfect applied in this analysis because we observe the naturalization of political and institutional barriers exerted by economic-financial agents (like transnational banks, hedge funds, investing funds), this naturalization acquires dissemination and credibility gained from the exercise of aesthetic barrier-operated by the global media leaders, private organizations that are economic-ideological agents, represented by The Economist.

It is concluded that the magazine and its digital media operate as part of legitimizing interpretations and "derived solutions" to the insolvency of the financial system in the U.S. and Eurozone and so, although they are not decision makers, reinforce the decisions taken in defiance of public consultation for the allocation of collective resources under private corporations control and benefits. The author assume that the people wishes and the exercise of its sovereign decision, a democracy in any scale, there will always be an obstacle to free movement of capital in general and financial capital in particular. That's why those vehicles defending the financial right-wing must have to hide the financial relations of cause and effect when covering and explaining the real facts.

Author(s):
Zhihua Zhang

Title:
Whom to Speak to: from a post crisis global perspective

Abstract:
In a post-crisis era since 2008's financial crisis, and with the structural crisis of the world-system, it is high time that China came up with alternative discourses in a global perspective. In this paper, the author argues

that the western elites, especially those in the U.S., should not be the only audience while China encourages it's media to 'go out'.

With over 30 years' reinvolvement into world economy, the author demonstrates that the Chinese working class and farmers have been well exploited since China's liberal transformation in 1978. So are the working class and middle class in Western countries whose social welfare has been gradually deprived during the latest neoliberalist crisis. So in the globalized neoliberalist world, the subordinated populous Chinese working class and farmers and the deprived Western working class and middle class have the common interest. In 2003, Chinese government put forward a balanced, coordinated, and sustainable development in the transformation of its economic growth pattern instead of developmentalism, with that, the author argues that Chinese global media should speak to the Western proletariat and people in Third World, not simply the Western neoliberalist elites, to provide an alternative discourse frame to neolibralism in such a critical moment.

Keywords: China, global communications, audience, global political and economic structure

Author(s):
Cinzia Padovani
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Title:
" '…this strange disease of modern life…': the concept of Public Value and the Triumph of Materialist Modernity.

Abstract:
In a famous and, it now seems, somewhat prescient comment, the European social theorist, George Simmel in his 1903 essay, The Metropolis and Modern Life, observed that as capitalism matured – not in an emotional or moral sense, but as an economic formation - and as urban environments metastasized, everything, all modes of living and being, would be reduced to one question: "How much?" The rise of the concept of "Public Value" and its application to major institutions, such as public service broadcasting and, equally disastrously, higher education and the consequent search for definable metrics, measurements, calculations of "performance," questions of whether the provision of public service media/psb are a "good deal" and the attendant rise of technocratic, managerial elites to implement the concept, suggests that prescience.

This paper fleshes out this basic proposition, building on the premise that historically public service broadcasting was precisely an effort, an ambition, to set its face against the economic imperative and calculations of capitalist modernity, to provide a place within which could be nurtured, created and communicated cultural products – of all kinds – imbued with the assumptions, expectations and desires of that other, more marginal construction of modernity, humanistic possibility. We believe that these normative notions are important and need to be brought back into the discourse about public service media, reflecting the desire to counter the dominant logic of capitalist exploitation of culture and leisure, and the hyper commercialization of the life world.

The paper looks at this argument by unpacking recent academic literatures about the concept of public value'. It also conducts a critical analysis of the adoption and rise of the concept of 'public value' in the public policy discourse in three countries (the United Kingdom, Italy, and Spain, selected for their different funding systems and perceived roles in society).

Our aim is to confront the fundamental contrast between the comment by the person taken to be the author of the concept, Mark Moore, that "public value is what the public value," and Mark Thompson's statement that "something which has been apparent for some time now… is that regulators and policy-makers are increasingly finding themselves having to weigh the benefits and disbenefits (sic) of public service provision quite forensically, almost numerically, against the interests – and pressures – of the private sector" with those of two very different figures. Adorno, in response to a failed effort to work with Paul Lazarsfeld on a quantitative study of American popular culture, noted: "When I was confronted with the demands to 'measure culture,' I reflected that culture might be precisely that condition that excludes a mentality capable of measuring it." Then there is this comment: "In almost all other lines of business it is possible to tell pretty accurately whether one's efforts are meeting with success or not. There is usually some unit of measurement available. It may be tonnage output per week, or comparative weekly costs, or a dozen other equally satisfactory tests, around which one can build one's comments, complimentary or otherwise, at the

weekly staff conference. I should be grateful to anyone who would suggest a really reliable criterion for this business. I cannot find one." That would be Reith.

The competing views of Adorno/Reith and Moore/Thompson embody a vast philosophical, cultural even moral gulf between a view of the audience as citizens with the capacity, patience and desire to flourish and a view which sees them as consumers ambling through the vastness of an Asda store.

Author(s):
Suruchi Mazumdar

Title:
Journalists' Trade Unions And Challenge to Media Capital – A Case Study of India

Abstract:
Scholarship of labour within political economy of communication attempts to address the question of how media and communication workers meet the challenges of the steady shift to informational capitalism – represented by the global phenomena of increased corporate media concentration, spread of global conglomerates and the proliferation of new communication and information technologies (Mosco, 2011). The attention to the issue of labour is pertinent to political economy's concern on the power relations that determine media production, distribution and consumption and also the democratic functioning of media. In line with the discipline's commitment to praxis, the labouring force, especially when linked to a labour movement, has been perceived as a challenge to the forces of capital in media production (Mosco & McKercher, 2008). This explains the scholarly discourse (Mosco, 2011) on the possibilities of global convergence of communication and media workers. In relation to a united labouring force's capacity to challenge capital, one needs to consider the dialectical relationship between capital and labour that is characterised by both cooperation and conflict (Gall, 2008).

In this context, this paper considers the historic role of the national journalist unions of India (National Union Of Journalists, India and Indian Journalists' Union) in operating as central trade unions. Drawing attention to the unions' long-drawn struggle for statutory recommendations for structured pay (towards institution of pay recommendations by the statutory wage board constituted under the Working Journalists' Act) and their role in defending press freedom, protecting journalists' rights and safety and enhancing professional skill development, this paper defines the changing nature of journalists' trade unions' operations in India. The unions' affiliations to international organisations like International Federation of Journalists are also considered in this regard. The following research questions are raised: To what extent do journalist unions in India seek to challenge media capital (manifested in forms of concentrated ownership)? To what extent does global labour convergence help address the onslaught of capital in media?

This paper argues that to address these questions, it would be essential to consider the specific nature of postcolonial modernity of India and consider the issue from one of the central perspectives of subaltern historiography that speaks for "relative separation of the history of power from any universalist histories of capital" (Chakrabarty, 2002, p. 8). The understanding of Indian democracy (the fact that even though constitutionally a strong democracy, democratic transformation in social relations is yet to be thorough in India (Chakrabarty, 2002)), drawn from the expansive literature of subaltern studies, in this case offers a useful framework to explain the pertinent issues confronting the profession and journalists' rights in the country.

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Author(s):
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Title:
Creative destruction in the digital milieu

Abstract:
Much discourse within and surrounding the media industries over the past decade has been predicated on the transition to a digital milieu which has generated several salient problems for content industries, and how they make money. The notion of a 'crisis of digitalisation' in the media industries has consistently echoed from various corners of these industries themselves, from academia, and from the political establishment. The primary objective of this paper is to examine and unpack concepts of 'crisis' in the contemporary digital media environment. Our approach to this task is underpinned by an analytical framework that sees us draw upon tensions between the 'creative commons' and the 'proprietary media spaces' approaches to the application of intellectual property rights. We apply and interrogate these concepts by focusing our attention on two separate genres of media content: i) news and journalism; and ii) entertainment.

Thus, the paper will initially summarise and critique some of the theoretical concepts and ideas in recent literature that consider different approaches to the application of intellectual property rights, and in particular copyright [e.g. 'creative commons' versus 'control is good' approaches. Then, drawing upon these concepts, we will proceed to focus on processes of change and continuity in the spheres of journalism and entertainment to illustrate how a time of 'crisis' may be seen as a time of general creative destruction and restructuring. As such, the paper will show how the extension and expansion of intellectual property control mechanisms in cyberspace sits close to the heart of a process of reconfiguration in the media industries aimed at bolstering and sustaining economic performance in an era of 'limitless substitution'.

The paper will further argue that the deployment of copyright in such a process is ultimately suppressing the transformative potential of the internet and undermining its ability to be an 'emancipatory' technology. Furthermore, at a time of significant global economic and cultural crisis, we consider how the afore-mentioned theoretical debates may also be drawn upon to underpin an interrogation of a marked 'crisis' of the established 'modern' model of journalism.

Author(s):
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Title:
Resumen: Comunicación Pública, estatal y gubernamental: diferencias y similitudes que emergen en la Empresa Brasil de Comunicação (EBC)

Abstract:
En este artículo serán investigadas las diferencias y similitudes de los conceptos de Comunicación Pública, gubernamental y estatal. A menudo, los tres conceptos se consideran sinónimo en muchos países y contextos, en la tradición académica brasileño, entretanto, persiste la distinción entre los termos. Utilizando la técnica de estudio de casos, complementado con el análisis de contenido y entrevistas, vamos a investigar los límites y las dificultades de los tres conceptos mediante su aplicación a la *Empresa Brasil de Comunicação* (EBC), con los objetivos de verificar si la empresa lleva a cabo su propuesta de construir una comunicación ciudadana, y hacer sugerencias para ella a perfeccionar sus prácticas.

Creada en 2007 para administrar la radiodifusión pública, la EBC representa un logro importante, ya que puede ser un contrapunto a los intereses puramente comerciales de la radiodifusión en el Brasil. Sin embargo, incluso entre sus defensores, plantea dudas de dos tipos. La primera es cómo hacerla efectivamente pública, y no un mero instrumento de las actividades de difusión del Gobierno Federal, o "*chapa branca*", como se llama peyorativamente los organismos de radiodifusión, agencias, vehículos y productos de comunicación que sólo están de acuerdo con que un gobierno específico, dice o hace. La segunda duda es sobre el aumento de la participación del público y la contribución de la sociedad en su

gestión, democratizando temas, ampliando el contenido y yendo más allá de lo que ofrecen las redes privadas. En esta duda, están representados dos dilemas de la comunicación contemporánea, a saber, como se cambia una recepción apática para una recepción más activa, el que puede ser facilitada por las nuevas tecnologías, y la necesidad de consolidación del control social sobre los medios de comunicación. Serán utilizadas cinco fuentes para el análisis: los documentos de creación de la Empresa; el material publicado en el sitio que describe sus objetivos y se presenta a la sociedad, el papel de los mecanismos de Control Social, en especial de la "*ouvidoria*", rescatado por medio de entrevistas con sus trabajadores, algunos de los informes elaborados en la EBC para verificar la preocupación por el interés público y las noticias periodísticas sobre la propia Empresa, en búsqueda de como el periodismo, con sus intereses y visiones del mundo, construyó representaciones de la EBC.

Nuestro aporte teórico será construido de dos frentes. El primero está formado por los estudios del Estado como regulador de las comunicaciones, que es la literatura desarrollada por la producción de autores propios de la Economía Política de la Comunicación y estudios relacionados con la ciencia política y las políticas públicas, como Jay Blumer, Murciano Marcial, Graham Murdock, Helena Souza, Enrique Bustamante, Laurindo Lalo Leal Filho, Murilo César Ramos, Luiz Felipe Miguel, Venicio de Lima, César Bolaño, Santos Suzy, Britto Valerio, entre otros.

Los estudios del Estado como proveedor - principalmente como proveedor de comunicación pública - no san necesariamente una constante y aún requiere un mayor profundidad. Algunas de las contribuciones se han construido en el ámbito de la comunicación organizacional, encabezadas por autores como Jorge Duarte, Brandão Isabel, Ana Lucía Novelli, Luiz Martins da Silva, Heloísa Matos y Maria Helena Weber. Todos tributarios de la discusión iniciada por el francés Pierre Zémor de la conceptualización de la Comunicación Pública de la necesidad de cambiar el enfoque de la comunicación que se estaba desarrollando en el mercado mundial para la comunicación ciudadana.

Author(s):
Satyabrata Paul
Anirban Mukhopadhyay

Title:
Imagining the Nation: Visual spectacle and Neocolonial Narratives

Abstract:
Tourism promotional websites with distinct slogans have become increasingly visible space for nation-branding. Benedict Anderson saw the nation-state as a narrative of 'destiny' of its people to belong together in space and time. This belonging often takes shape through mediated discourses as a connection between state (power), nation (people) and territory (space). In this paper, we analyze an emerging process of remediating India in a changed media- and market-environment not as local, national imagined community, but as global commodity and branded imagination. The discursive shaping of India as global commodity, follows a distinct narrative of neoliberal logic.Through an analysis of narratives of "incredible India" website, we focus on how the neoliberal cultural politics and contingency of globalization shapes the postcolonial nation state as a space of cultural spectacle palatable for the consumption of "whiteness". The mediated space becomes an arena of re-branding of the national image bounded by the norms of global markets; not through the "imagined" identities of culture, community or the public.

This paper focuses on how global capitalistic tendencies align with the local market forces to fashion hybrid neo-liberal logic of capitalism to colonize social, cultural and political space across cultures. Mediated texts increasingly become symbolic spaces to construct representations of materiality which privileges narratives of consumption and commodification. The visual narrative of consumption and commodification form an important part of the machinations of producing crisis of voices in public sphere within neo-colonial global capitalist structures. The neo-colonial project of economic nation branding (re)produces narratives of prosperity by invoking consumption of global brands. Our focus here is to deconstruct the narratives of nation branding at work through media narratives within the global web market capitalism. This idea of nation branding is a neocolonial project which often manifests and constitutes itself through cultural artifacts which has its production, cultural, and distribution roots firmly entrenched in the global north.

Author(s):
Rodrigo Gómez

Title:
Digital Terrestrial Television Policies in Mexico. The Telecomm Wars

Abstract:
This paper analyses the DTT policies in Mexico and address the economic power of the TV companies in Mexico to pressure the political power to stop and frizz the DTT policies that potentially gives the opportunity to open and democratize the digital spectrum. The objective of this communication is to establish the economic, political and socio-cultural structures that shape the Mexican social communications system in a context of democratic transition, direct confrontation between the big conglomerates of the Media and Telecommunications -Televisa and Telmex- and the processes of convergence.

As first statement, this paper points out, that the public power is in jeopardy in front of the economic power of Media and Telecomm conglomerates, because the Mexican open signal TV continues concentrated and with a marginal public service media and no-room for other social agents as community media.

Author(s):
Reg Rumney

Title:
Interest and interest rates: a communication conundrum examined

Abstract:
The communication of central bank policy with the citizens of the country so as to manage inflation expectations is recognised as a crucial feature of a modern economy. An important intended audience is what is known as the "rationally inattentive" public, "non-market participants" whose decisions nonetheless are integral to the course of the economy. Yet it has been argued that the inflation expectations of the general public as an audience have received little research attention, and it is not clear how effective the communication of monetary policy is for this audience, certainly in South Africa. It is clear, however, that at times the South African Reserve Bank has in recent years encountered a high degree of public criticism for its handling of monetary policy. Perhaps any problem with effectiveness of the bank's communication does not lie in what the SA Reserve Bank calls its "transmission channel" but in the prior knowledge of the audience and its ability to construct meaning in the elite messages produced by interaction between the bank and experts in the financial community. The ability of the bank to influence inflation expectations seems to be based on a high degree of prior knowledge, and theories of human rationality. Research has been performed on central bank communication effectiveness, but this has been based on quantitative research influenced by behavioural economics. This paper will aim to show perhaps not the limits of the communication approach the bank has been using but the limitation of the theoretical underpinning of the approach by seeing how the message is mediated. A starting point will be interviews with representatives of the SA Reserve Bank involved in communication of monetary policy. Thereafter, using a qualitative research approach within the critical realism paradigm, focus group research involving 1st -year B Comm students should illustrate ways in which the Reserve Bank communication may be constructed by a group that is arguably be more incentivised to understand the bank message than most, but which is not (yet) part of an elite group. The research will not be definitive but may point the way to rethinking what seems to be the technicist approach of central bank communication strategy.

Author(s):
Chang-de Liu
Miao-ju Jian

Title:
Manufacturing consent among cultural workers: The labor process of young musicians in Taiwanese live venues

Abstract:
During the last decade live venues have become a major market for Taiwanese pop music and attracted increasing investment. Several political and economic factors have facilitated the development of this

emerging "creative industry" in local cultural field within global industrial and cultural context. On the one hand, the government implements several policies promoting the investment to "cultural/creative industries," which include pop music and live music venues, in order to maintain economic growth in the recession due to the "runaway" of local manufacturing industries to China. On the other hand, as the rise of unemployment rate and the spread of neo-liberalism ideology encouraging atypical employment, many people of the young generation flood into the creative industries and become freelancers, including musicians in live music venues.

Live rock venues organized by independent rock bands/singers and music critics—which are called "live houses" in Taiwan—had been seen as a symbol of alternative sub-culture that is independent from the authoritarian regime and big record companies in the late 1990s and early 2000s. Nevertheless, due to the fast expansion of live performance market, some of these venues become commercialized and profit-centered business. Beside, in order to receive financial support from the government, some venue owners rely on their relationship with specific politicians who decide or influence cultural subsidies from the public sector. Under such circumstances, the relationship between venue owners and young talents has been transformed from friend-like partners in the initiating age of "live house" into employment relations in recent years. In order to govern rather than control cultural workers, in the production process venue owners utilize mechanisms to manufacture consent among these music talents. For example, the "Ticket-sale Contract" by which the club requires the performers to pay the costs and expenditures of the concert according to anticipated ticket sales is one of effective strategies. A discourse prevailed within music industry that regards cultural workers as "self-enterprise" has turned new talents into socialized workers in "social factory" and convinced them to accept poor working conditions. According to the analysis, this paper demonstrates how the management in cultural industries employs strategies to ensure cultural workers voluntarily consent and reproduce the production relation.

Author(s):
Md. Abdur Khan

Title:
The Political Economy of Private Television Channel Ownership in Bangladesh

Abstract:
Private television as is a new phenomenon in Bangladesh society. Started in 1997 the private television channels have become a strong media outlet for the politicians and businessmen in the country. Finding it as one of the strongest medium in the post 1990s democratic Bangladesh the ruling elites want to dominate and to have a strong control on country's private television channels in accordance with their political mission and ideologies. The owners of the private television channels are blessed ones among the ruling party's cronies and enjoy one sort of invisible social indemnity against their all sort of and illegal acts and misdeeds. This has become an open secret in Bangladesh society. None and even the law-enforcing agencies dare to go take any action against a man who has private television channel. This is simply because the ruling party favors crony capitalists to give them private television channels licenses violating all existing rules and regulations. The process of political ownership of the private television channels was initiated during the period of former government of four party alliance led by BNP from 2001-2006. All the private television channels got licenses during this period belong to particular political alliances and most of them were the then most influential MPs, ministers and their cronies. Only the crony capitalists among the political cronies of the then ruling alliances were succeeded to get the private televisions licenses. These moneyed men who blended crime and industry as a means to enter into politics are investing in newspapers and other mass media for mere personal and party's political interest to control country's news. A group of private televisions owners belong to the same group who landed in jail in charge of massive corruptions during the emergency period of army backed care-taker government in 2007-2008.One of them still in jail on several charges and others are on bail. This section of nouveau riche people consists of bank loan defaulters, political mastans (hoodlums) and leaders, illegal way money makers, dishonest and corrupted businessmen-- has emerged as "the power elite" with their political link and influence as the private television channels owners of the country. The owners are consisting of businessmen turn politicians or politicians turn businessmen. There is a symbiotic relation between businessmen and politicians in the ownership of private television channels in the country. Most of the channel owners have had a blessing from the then ruling party. What happened during the regime of Bangladesh Nationalist Party (BNP) led religion based four party alliance government (2001-2006) in private television sector of the country same are being done by the present government of great alliance of 14 parties led by Awami League (AL). At present there are 14 private television channels on air in the country. Another 10 private television channels are given permission to go on air. They will start their broadcasting shortly. The owners are privileged class in the society with strong political support from the ruling parties. They are directly or indirectly involved with

the ruling party politics at different levels. This paper will try to focus on the political economy of the private television channel ownership in terms of structuration – the process of creating social relations, mainly those organized around social class.

Author(s):
Angela Aguiar Araújo

Title:
The Language Unit and the CPLP: The Concertation of the Harmony

Abstract:
The Community of Portuguese Speaking Countries (CPLP) and the accord to unify the Portuguese orthography are the points to entry in the analysis of discursive and institutional spaces where the language is meant as a tool for "harmonic" and "fraternal" "concertation" of international issues. How does the evidence of sense which the language is meant as one is traversed by for the politician, by the difference that divides the social in the disputes of power? What do the proposals for the formation of community and for the orthographic accord silence in the join of Portuguese-speaking-countries? The formation of countries and the definition of Portuguese as official language didn't result of natural condition, but it is from the historical process where the political-scientific work allowed the regularization and the hegemony of certain languages and not others in the administrative and legal capitalistic apparatus. In the work of "covering-reproduction-reinscription" of senses, it was effaced the relation between settler-colonized and it was constituted a new front of confrontation: the non-portuguese speakers. The Brazilian authorship position resulting of the grammaticalization process distinct of Portugal allow the constitution of another imaginary space of unity that will substantiate international political agendas without, however, efface the difference in the / of language order.

Author(s):
Hossein Afkhami

Title:
Pattern of Contemporary Press in Iran: a Political Economy Approach

Abstract:
This paper presents a structural analysis of the contemporary press in Iran. A country with different pattern of media ownership as no foreign investor is allowed to be engaged in press development and no stable party newspaper could be found on major stands for long time. The heavy bulk of public and state ownership of newspapers on the other hand indicates some degree of progress compare to the past; but why there is still a small portion of readers and instability in the press industry. With the growth of online papers and information services as well access to the new channels of news and current affairs from foreign based media, how competitive market could be for the future newspapers Iran?

A political economy approach is used to identify the relevant factors in the system, including their ownership, their revenue, their readers, political stance, and the constraints to which they are subjected. A population of over 100 dailies and more than 2000 periodicals and journals were assessed in terms of four major criteria. Findings showed that five major state run newspapers hold about 80 percent of total circulations of the national dailies and nearly more than 90 percent of the corporate advertising revenue. There was no reliable readership figures ad no particular assessment could be made on their tastes. In terms of political stance as the press partisanship showed in the two last electioneering events in Tehran; there are visible signs of differences among three groups of papers in three categories of state run, party press and commercials. Therefore, with no clear public service mandate for major five papers and little regulation in favour of commercial press and instability on party press, the study raises the question of whether the current system of newspaper ownership serve the 'public interest' and support the journalistic cause or the country needs a different pattern of newspaper system.

Author(s):
Mariana Lameiras

Title:
Why is media regulation needed? An analysis of the Portuguese case

Abstract:
A new regulatory entity for the regulation of the Portuguese media was introduced in 2005 and has reconfigured the terms in which media regulation had been taking place. Several changes in terms of organic and functional organization were postulated, after a long period of media regulation undertaken by the previous organism called Alta Autoridade para a Comunicação Social (AACS) since 1989. The aim of this article is to understand the need for media regulation in modern democratic societies, also seeking to grasp the main foundational principles of state media regulation as well as to deconstruct the political model conceived for the new state media regulatory entity called Entidade Reguladora para a Comunicação Social (ERC). Through the analysis of normative and legal assessments which actually conduct the ERC's activity, stated in the Portuguese Constitution and in the law that created this regulatory body (no. 53/2005 of 8 November), we identify a set of main broad guidelines that justify and legitimize this sort of regulatory model.

Keywords: media regulation; governance; regulatory model; ERC

Author(s):
Helena Sousa

Title:
Regulating for whom? An analysis of media regulatory entities in Lusophone countires

Abstract:
Media governance as a total sum of forces and mechanisms that aim to organize media systems has been a popular concept in academic fora and scientific publications over the last years. Present-day discourses on media governance tend to recognize the profound complexities of multiple stakeholders' interests and actions, acknowledge the increasing participation of citizens in decision-making processes and imply (even if subtlety) a power shift from state/government to civil society. This article departs from this literature that rightly points out the complexification and expansion of participatory mechanisms but argues that this focal point might de-centre the analysis from the state which is frequently seen as relatively unimportant entity in the (re)configuration of media regulatory systems. Despite the recognized worldwide interconnections and interdependencies, this article attempts to reinstate the state as a critical actor in the definition of international and national media systems either through action (e.g. implementing media regulatory bodies) and inaction (e.g. deciding to turn a blind eye to issues such as internet regulation). Paradoxically, when academics argue that the locus of action no longer lies in the state, there is a risk of not fully recognizing both the national deliberate efforts to promote the qualification of media systems and the state's deliberate intentions to give additional room for market regulation. In this text we aim to tackle the state's resilience analysing the setting up of state and/or national media regulatory entities in Lusophone countries. Paying particular attention to the establishment and development of so-called 'independent', 'neutral' and 'technical' entities, we will try to assess if the perceived 'depolitization' of media regulation in this cultural area is more than an amorphous post-colonial construct or a lifting of pre-existing media policies and regulations.

Author(s):
Cinzia Padovani

Title:
Media Moguls and Late Capitalism. The case of Italy.

Abstract:
What are the historical, political, cultural conditions that allow the accumulation of political and media power in the hands of few elites, or even one person, in our democracies? This paper attempts to answer this question by analyzing the Italian case from a historical perspective and within the broader context of the development of media moguls and other iconic business men in various countries. Through the study of Italian political parties` original documents, interviews with key players, and other unedited material, I analyze the development of the Italian broadcasting and political systems from the late 1970s to the first decade of the 2000s. Fundamental questions leading my analysis are the following: how was the entrepreneur Silvio Berlusconi able to become a media tycoon, a political leader, and a prime minister? Is the Italian case a unique case in contemporary democracies? Or can it also be seen as a symptom of broader trends in global capitalism, whereby iconic businessmen and media moguls are able to conquer political power in the absence of appropriate media legislation and political opposition? Some of the follow up questions I ask in my paper are directly related to the history of Italian broadcasting: Why did the left wing parties of the late 1970s and 1980s, in particular the Italian Communist Party, fail to contrast the

accumulation of wealth and communication power in the hands of Berlusconi and Fininvest? How did media policy develop during those years and what was the national discourse informing the making of that policy? In conclusion, I argue that the accumulation of media and political power in Italy was the result of a series of domestic as well as international forces. Those were, on one hand, specific to the Italian political culture; on the other hand, those forces acted in synchrony with broader trends. Along with a series of elements that contributed to the accumulation of media and political power in the hands of only one person in Italy, other reasons determining the rise of a media mogul turned politician can be found in the general tendency toward concentration of ownership in the cultural industry, the strategic importance of the media sector in our societies, and the fragility of democratic institutions in the face of global capitalism.   [Bibliography To Be Completed]

Author(s):
Svetlana Kulikova

Title:
State ownership vs independent editorial policy in sovereign Russian democracy: Case of Echo of Moscow Radio

Abstract:
Echo of Moscow radio is one of the few news and talk stations in Russia performing the function of covering and analyzing current domestic and international events, often compared to NPR and BBC. Established in August 1990 as a joint effort of the Moscow State University journalism school, Moscow City Council, Ogonyok magazine, and USSR Radio Association, this was the first truly independent radio in the Soviet Union. From the very beginning, the station established itself as an independent leader of timely and balanced news coverage. As such, it was nearly shut down by the leaders of putsch against Gorbachev in 1991 and was sharply criticized by Yeltsin government for its coverage of 1993 Parliament shelling and later – war in Chechnya. The station leadership understood that in early democratic Russia it was important to achieve financial sustainability to become truly independent, and in 1998 Echo of Moscow, by that time privatized by its staff and management as a closed-stock company, joined Media-Most, the first Russian private media holding owned by Vladimir Gusinsky. Gusinsky aggressively developed and expanded all his media assets. By the time Vladimir Putin rose to power in 2001, Gusinsky's NTV television channel and Echo of Moscow radio became flagships of independent Russian journalism. Starting in 2001, Putin effectively dismantled many Russian democratic institutions, beginning with independent media and local gubernatorial elections, and declared that Russia will chart its own developmental course, dubbed first as «managed democracy», and later – «sovereign democracy». Media-Most was the first victim of this course, and Echo of Moscow was transferred as a part of «a debt settlement deal» into ownership of GazProm, the state-controlled oil and gas company that had loaned Gusinsky millions of dollars to develop the media holding. Currently, GazProm owns 66% of the radio's stock, while 34% is held by the station's management and staff. As an extremely profitable and popular radio, Echo of Moscow offered GazProm a buy-out repeatedly, but GazProm always rejected stating that it is proud to have Echo of Moscow in its media holding and that it would preserve the station's independent radio policy. So it did, until January 2012 when GazProm management decided to reshuffle the station's Board of Directors, almost immedaitely after sharp criticism of the station by Vladimir Putin in the aftermath of December 2011 Parliamentary elections. Many media commentators believe that it happened because Echo of Moscow, which traditionally was considered to be a «liberal ghetto» for about 5 million Russians, mostly Moscovites, became extremely popular after the elections and started to attract more listeners outside of Moscow, disillusioned with Putin's regime and angry about the election fraud. The goal of this study is to monitor the tension between the state ownership and independent editorial policy at the background of the March 4, 2012 presidential election in Russia and to report how the tension will have been resolved by the time of July 2012 IAMCR conference.

Author(s):
Verena Kreilinger

Title:
Critique of the Political Economy of Personal Information on Social Networking Sites

Abstract:
Contemporary Social Networking Sites (SNS) have become an area of conflict – between those, who build their social lives upon it and who have changed the way they communicate, and those, who capitalize upon this transformation in social organization and commodify personal information. It is a conflict between

users and platform providers; shaped by power inequalities, profit interests, and exploitation. >> We hijack their [the users’/consumers’] own conversations, their own thoughts and feelings, and try to monetise it. Ted McConnell, Head of Marketing Procter & Gamble, about advertising on social networks (Marketing Magazine 2008)[1] Selling personal information and targeting specific user groups (based on personal information such as demographic data, interests, online behavior) for advertising purposes is a political-economic topic that has thus far been rather ignored in SNS research, although it essentially constitutes the business model of commercial SNS. The overall aim of this paper is to present findings from a study on privacy and surveillance of personal information on social networking sites that is based on a critical political economy and Critical Theory approach and to provide answers to the following research questions: (1) What are the foundations of a critical theory of the political economy of personal information on SNS? (2) Are users’ knowledge and attitude towards surveillance and privacy of personal information on SNS and their information behavior on social networking platforms connected? (3) What are users’ perception, knowledge and attitude towards targeted advertising on social networking sites? (4) What are the concrete disadvantages that advertising on SNS poses for users? In order to answer the research questions, we conducted an empirical study among Austrian students (N= 4419). I analyze their usage behavior of social networking sites, how large their knowledge of surveillance and targeted advertising is in general, how much knowledge they have about concrete SNS that are used in Austria, which attitudes they have towards surveillance and privacy of personal information, and how these variables are ultimately linked to their specific information behavior (information revelation, advertising settings, privacy settings, etc.) on SNS. These empirical findings are integrated with critical theories on SNS, advertising, and the political economy of personal information. In the conclusion, I reflect on the practical and societal implications of the study’s results. [1] Marketing Magazine (2008): P&G marketing chief questions value of Facebook. Online: http://www.marketingmagazine.co.uk/news/862767/P-G-marketing-chief-questions-value-Facebook/

Author(s):
Md. Naser

Title:
Corporate Influence in Global South's Media Industry: A Study on Bangladesh Media

Abstract:
There is a growing body of literature based on empirical studies that suggests that the global North's corporate media system is manipulated by a few conglomerates to advance their own interests. Noted scholars and media critics including Noam Chomsky, Edward Herman, Robert McChesney and Ben Bagdikian believe that the so-called mainstream media in the Western World are "owned, funded, and controlled by an interconnected network of large corporate conglomerates and international banking interests," which they say manipulate and filter out news that does not fit their corporate agenda. McChesney; however, assert that "global conglomerates can at times have a progressive impact on culture, especially when they enter nations that had been tightly controlled by corrupt crony media systems (as in much of Latin America) or nations that had significant state censorship over media (as in parts of Asia)."

Unfortunately, there has been very little research to explore and understand the ground realities in the global South. What types of progressive roles, if any, the corporate media in many of the developing countries in Asia are playing? Or the corporate media in emerging democracies like Bangladesh are behaving in the same manner it function in the developed and established democracies like the United States?

Knowing the fact that only a handful of media outlets make diminutive profit, local corporate houses and global financers pour millions of dollars to launch new businesses in the fast-growing media market in Bangladesh. Due to this corporate intrusion, an unstable situation in the media world is being noticed. Almost every year new TV and radio channels, online news media, dailies, and weeklies are being brought out as a result of unhealthy competition among the big corporate houses. However, the question remains unexplored why the corporate giants tend to waste money in the media business? The government and the multi-national donor agencies like the World Bank and the IMF hail the new investments in media business arguing that the "vibrant media" are helping Bangladesh in its transition to democracy from authoritarian regimes. Do they really help democracy and play the "social responsibility" role of media? Many analysts however are skeptical, and they view the corporate giants as "intruders" who invest money in media to expand their multifaceted business interests, and insert power over the government machineries.

Investigating the political economy of media business, this paper studies the market-power dynamics behind the aberrant expansion of media in a poor country like Bangladesh, which has only $440 per capita GNP.

Drawing upon recent data and review of the current status of Bangladesh media industry, this study argues that the corporate ownership of the mass media is indeed favoring greedy capitalism and the vested interest groups since the media are used as the safeguards to protect their interest of power, politics, and money.

Author(s):
Janet Wasko

Title:
Teaching the Political Economy of Media

Abstract:
While a great deal of work has been dedicated to research in political economy of media and communication, less attention has been devoted to issues related to pedagogy. This paper will consider the challenges of teaching the political economy of media at the university level. The discussion will include results of interviews with experienced instructors who have taught courses dedicated to understanding political economy as applied to media, communications and/or information. From these interviews, the paper will present ideas and suggestions for courses that might contribute to a better understanding of this perspective, including goals for such courses, plus potential assignments, readings and other materials.

Author(s):
Des McGuinness

Title:
National Democratic Revolution (NDR): A South African/ Irish Conversation

Abstract:
My proposed paper to IAMCR 2012 focuses on two key themes associated with the geo-political theory of National Democratic Revolution (NDR) – democracy and communism. Both themes will be theorised in terms of phases 1 & 2 of the NDR – which is primarily a process of democratisation that extends beyond the combined limitations of parliamentary democracy and global capitalism. In doing so I will take on board the charges of 'disrepute' associated with democracy and communism.

The section of the paper devoted to democracy will address three contemporary arguments on the problematic aspects of the concept: Samir Amin(2011) on the 'democratic fraud' that conceals the historical division of politics and economics. Ellen Meiksins Wood's(2006) on how democracy is used as a cover for 'empire' [or 'new imperialism'] and Alain Badiou on how democracy has become the 'master- narrative' or 'emblem' of contemporary capitalism. I also address current debates centred on both the 'idea'(Alain Badiou) and 'actuality'(Bruno Bosteels) of communism, among with other contemporary writers.

Why communism? Despite the resistant capacity of the 'anti-globalisation' and 'occupy' movements to mobilse millions around the world, their response to the capitalist and ecological crisis is primarily at the 'reactive' level and does not have a ' active strategic goal', according to Frederic Jameson (2011). What is also missing is a theory of transition to go 'beyond capital'- István Mészáros (1995). So as in the world of communication research – we need more than administrative and critical modes of interpretation and change- communication scholars also require revolutionary modes of research to inform fundamental change in times of crisis, such as ours.

The core of my argument is that a theory of 21st century NDR requires a model of democratisation that fundamentally transforms cultural, economic, media and political life. In keeping with the north/south theme of conversations my research project critically engages the South African experience of NDR to advance a ND analysis of contemporary Ireland – one of interpretation and change.

Key Texts:

Democracy, In What State Edited by Giorgio Agamben (2011)
The Idea of Communism Edited by Costas Douzinas & Slavoj Zizek(2010)

Popular Culture Working Group

Author(s):
Gayane Torosyan

Title:
Ethnic identity in the music of Arto Tuncboyaciyan

Abstract:
Questions of ethnic identity are explored through the analysis of performance and music by Turkey-born ethnic Armenian multi-instrumentalist and vocalist Arto Tuncboyaciyan. The methods of the study include textual analysis and interview with the artist.

Widely known for his collaborations with prominent Jazz and Avant-Garde musicians, including the California-based heavy metal band The System of a Down, Tuncboyaciyan has a created a unique sound that carries a message of peace and humanity despite the context of competing ideologies embedded in his dual cultural background of an Armenian born in Turkey. The resulting cultural product is a unique negotiation of difference and similarity happening within the symbolic space of the musical performance that becomes the site for ideological struggle and reconciliation.

Turkey and Armenia have a long-standing dispute over the massacres of millions of Armenians during World War I. The issue has implications in the United States because of the October 10, 2007, 27 to 21 vote by the United States House of Representatives Foreign Affairs Committee to approve a non-binding resolution calling the Turkish massacre of Armenians in 1915 "genocide." Then President Bush and senior officials in his administration such as State Secretary Condoleezza Rice strongly opposed the measure, saying it would damage relations with Turkey and set back U.S. efforts in Iraq and elsewhere in the region. The measure passed, and Turkey retaliated by attacking Kurdish separatist groups in Northern Iraq.

Arto Tuncboyaciyan is one of many U.S. citizens who struggle to locate their identities within conflicting ethnic backgrounds. He has found a holistic solution to the question of identity by erasing the boundaries of ethnicity and declaring himself a "Human Being." Tuncboyaciyan's artistic philosophy is expressed in his motto: "Love, Respect and Truth."

The study will examine this cultural phenomenon on two levels, starting with the producer and moving on to the content of his message. Elements of artistic expression such as text and melodies will be explored for their significance in combining the artist's dual cultural and background, and creating a shared space where these conflicting identities can peacefully co-exist.

Author(s):
Dina Ligaga

Title:
 "Virtual expressions": alternative online spaces and the staging of popular internet cultures

Abstract:
The broad aim of this paper is to provide a basis for reading African online cultures as vibrant representations of everyday life, which in many ways inform larger political, social and cultural realities of users. The paper moves beyond restrictive macro-level developmental readings of ICT usage in Africa to engage more specifically with the more mundane activities of African online users which hopefully, will broaden understandings of the Internet's impact on African cultures and social lives.

Specifically, this paper will interrogate the extent to which Kenyan online cultures can be read as alternative spaces of media performance and representation. The paper will argue that in a context where mainstream media - mainly newspapers and broadcast media - have occupied and shaped public debate in areas of political, social and cultural realities of Kenyans, there is need to interrogate other avenues of expression that often exist in tandem with or in opposition to such mainstream media. The paper locates itself within an existing body of work on popular culture such as popular music, fiction, films and other cultural forms that emphasize the potential that such forms, which circulate everyday discourses, have in contributing to larger social and political debates (Ogude and Nyairo 2007; Barber 1987; 2000; Newell 2002). Selected Internet forms will be read as alternative media that "are 'alternative' not only in relation to the mainstream but also in

their potential to voice ideas which are important and distinctive in their own right, that are not necessarily counter-hegemonic, but are still of significance for different communities" (Bailey et al., 2008: xii). Such forms as Karin Barber (2000) argues, may not necessarily be political, and may not be intentionally designed to challenge hegemonic forces, but by virtue of their existence, contribute to our understanding of larger social and political debates. Chris Atton's (2002: 7) argument for "a theory of alternative and radical media that is not limited to political and 'resistance' media but which may also account for newer cultural forms such as zines and hybrid forms of electronic communication" further allows one to investigate the textual and discursive elements of forms that circulate outside mainstream media. Such a widening of the concept allows for an engagement with sexual, gender, ethnic and racial identities, as well as other cultural identities and struggles (Bailey et al., 2008). Each selected text will therefore be read using such broad popular culture frameworks to provide alternative ways of understanding Kenyan cultural and socio-political practices.

Author(s):
Kate Omenugha
Ike Ndolo
Chikezie Uzuegbunam

Title:
Celebrity culture, media and the Nigerian youth: negotiating cultural identity in a globalised world

Abstract:
Globalization more often is viewed as negative because of threats to the cultural identity, autonomy and integrity of Africans (African Nations). Arguably, young people are more susceptible to these threats as they appear to have more access to multiplicity of multimedia choices than any other age group. African countries, and particularly, African media are generally importers of cultural properties propelled by the domestic desire and taste for western entertainment and media products. In recent times, as this media globalization steadily deepens, celebrity culture has been identified as an ever increasing phenomenon that has emerged at the peak of globalization and the rise in popular culture. The media have become awash with the glamorization and glorification of the lives of celebrities which, according to research, engendered surprising influences in the lives of youth. This paper, therefore, examines in the context of Nigeria, if this celebrity culture, obviously a western cultural experience, is being appropriated by the Nigerian youth through their vicarious experiences of the media and to ascertain whether it has any influence on their social behaviors and attitudes. The study also investigates the nature of such influence and seeks to know if Nigerian youth are negotiating their social and cultural identities looking up to foreign celebrities. With respondents drawn from a select range of undergraduate students from two Universities in Nigeria, this paper finds that there are rife indications that the western celebrity culture perpetuated by the mainstream as well as the alternative media is fast catching up with Nigerian youth cultural experiences. However, rather than this interplay between these two cultures providing a merely homogenized culture where African culture is effaced, there appears to be an emerging hybridization of African and western cultures as the Nigerian youth negotiate their cultural identities. This hybridization provides a non-threatening scenario for the youth whom we find appropriating it as an empowering and autonomous cultural identity.

Author(s):
Juan Valencia

Title:
High-Culture beyond the West: The changing sonic aesthetics of a university radio station in Latin America

Abstract:
University radio stations are proliferating in Colombia since the early 1990s. The stations are tightly controlled by the universities. They are normally managed by what Bourdieu described as liberal arts professionals, with close links to the institutions. University academics normally play only a marginal role.

Most are used as training ground for undergraduate students from different disciplines. Some stations are just used as a branding and advertising tool for their universities, while some others have developed fairly unusual, even innovative programming styles. Their programming is frequently based on manifestations and particular appropriations of the elusive ideal of high-culture. But, what does high-culture mean in a non-Western context? How has it evolved amidst the tensions created by changing public attitudes towards the 'arts', intense competition in media markets, increased legitimacy of local forms of popular culture, growing decentring of the world-system and the deep crisis of long-held hierarchies built on Western aesthetic

values and canons? This paper based on a comprehensive examination of previous research addresses these questions for the case of Javeriana Estéreo, a station created in 1977 and owned by an elite, private University in Bogotá.

Author(s):
Yuval Gozansky
Gabriela Jonas Aharoni

Title:
The transformation of the concept of childhood in the Israeli television for children: From local to global issues and trends

Abstract:
In 1989, after 20 years of single-channel educational TV, children's television channels in Israel rapidly grew to various all-day channels. How did the field of children's television change so fast? What transformation has occurred in the concept of childhood that enabled it?

According to Bourdieu a "production field" (Bourdieu, 1993) may import social disciplines from other fields. Children's TV channels in Israel adopted the shift in the Israeli society from Zionist-centralist state monopoly to a society controlled by consumerism and individualism. This shift can also be attributed to a change in the concept of childhood from the state responsibility for the child's cultural and educational wellbeing, to the "illusion of autonomy" (Buckingham, 2007) of the child, which is one of the prerequisites of contemporary consumer culture.

We will discuss different aspects of the interrelation between childhood, youth and media, as they are expressed in the Israeli context. Israel's rapid shift towards a consumer-oriented, individualistic society has deeply influenced the concepts and experiences of contemporary childhood, as well as the role of the media in preserving and contesting these notions. However, adoption of global trends have not entirely erased the local manifestations of Israeli childhood and youth, the specific dilemmas and conflicts symbolized through the young and the role the media fulfils in preserving national and collective norms especially in regard to the young generation.

We will relate the concept of "youth" as it is expressed itself in two Israeli teen series: "A Matter of Time" (1993-1996) produced by the state owned Israeli Educational TV and "The Group of Eight"(2005) produced by the private Children`s Channel. This paper claims that these serials display the changes Israeli society in general and Israeli youths in particular underwent in the late 20th century and beginning of the 21st century. Both serials reflect the hegemonic social values of their time, as well as the shift from the local to the universal and global contexts.

Author(s):
Alette Schoon

Title:
The mobile phone and the production of space: Domesticating Lefebvre in a black South African 'township'

Abstract:
This paper discusses a research approach to the study of the production of space in everyday use of mobile phones amongst young adults in a poor black neighbourhood or 'township' in South Africa. Despite the advent of democracy residential segregation by race has remained a predominant characteristic of South African society with particular implications for how space is differentially experienced. Mobile phones however are ubiquitous amongst young people across class and race. How then do mobile phones influence the experience of everyday space? Research in the developed world has addressed issues of space related to the mobile phone in terms of the device enabling the blurring of the private and the public and the worlds of work and leisure, which in some ways assume that leisure time is private and that people have working lives. This paper calls these middle class assumptions from the Global North into question and instead uses Lefebvre's (1991) understanding of the production of space through the practices of everyday life. Lefebvre's techniques of studying everyday mobility and social interaction were developed to make visible the process of modern urbanisation in France and I believe are ideally suited to look at post-apartheid South African society in flux. Here there may not necessarily be abrupt divisions between communal and urban society, and social values may embrace both tradition and hi-tech consumerism. This paper discusses how applying

Lefebvre's careful attention to practices of everyday interaction on the streets can be extended to studying the practices enabled by mobile phone communication and may reveal new spatial forms such as virtual private spaces in an environment that is otherwise experienced as predominantly public and communal. I relate Lefebvre's notions of space produced through routes and routines to Silverstone et al's domestication approach for studying the consumption of technology in everyday situations. Their 'domestication' approach is a method of examining the consumption of technology in the household which describes how meaning is attributed to the technological device during four phases of consumption. While the first two phase of appropriation and objectification focus on the device itself, it is the phases of incorporation and conversion that are particularly relevant in terms of the spatial. The phase of incorporation is how the device acquires meaning through becoming part of daily routines in the household, and the phase of conversion is where it is redefined through interaction with the outside world. Since the mobile phone is a portable device and hence not restricted to the space of the domestic household, the terrain of study for the domestication approach, it should be studied in the space of the urban environment and this is why Lefebvre's notions of the production of the urban are so important here and indeed facilitate the 'making strange' of the everyday space of the neighbourhood

Author(s):
Sara Liao

Title:
Excessive Online Game Play: Testing Factors of Potential Gaming Addiction among Hong Kong Players

Abstract:
Video games have become an increasing popular activity appealing to adolescents, especially with the fast development of online games which become a worldwide craze. In 2010, the revenue of global game market has generated $67 billion. And according to research firm Gartner, the worldwide gaming industry will exceed $74 billion this year and possibly reach $112 billion by 2015 .

As the expanding of the entertainment industry, concerning the potential negative influence of video games on youth, the excessive use of games is a heated topic in recent years. Though no such clinical criteria termed video game "addiction", many studies in the field as well as popular press try to explain the phenomenon of excessive game play on the basis of observation of people's gaming behaviors. Scholars' discussion focuses on the problematic definition of "addiction", the core components of overuse on gaming (e.g., salience, escape of reality, loss of control, etc.), and the effects it brings to social concerns, of which many parents have remarked their worries about children being "addicted" to video games and disrupting family/friends relationship. The excessive online game use also catch the attention of mass media, many of which report game addiction with a few particular cases of high-profiled individuals who immerse in gaming environment and are no doubt about the pros and cons of it.

This current study draws attention on the online gaming environment, trying to identify the factors that contribute to game addiction among Hong Kong players. The exploratory research merits in several aspects. First of all, by synthesizing scales on measuring the game addiction components in previous studies, this investigation attempts to provide evidence on the validity of some contradictory measurements. For example, the preoccupation with game is treated as one of the important factors related to game addiction; while some others demonstrated the opposite results, differentiating the addiction symptoms and highly engagement situation in the context of game playing. The study presented is designed to enrich the understanding of addictive factors. Secondly, since online game is increasingly popular around the world, it is necessarily to inquiry similarities and differences among players in distinctive social contexts, to build a deep and thorough literature of excessive game play. Few studies focus on a non-Western domain of video game markets except on Korea and Taiwan. The current research, for the first time in existing studies, lays the background in Hong Kong, which is a fast developing region with high penetration of digital technology and high level of game consumption. Trying to explore the consistency of results in Western studies, this investigation would contribute to the comprehensive knowledge of game addiction.

As for methodology and sampling, a pool of 320 random respondents were drawn from different game centers of 2 chain shops in Hong Kong with completed questionnaire and interviews. Data was analyzed by using statistical methods to generate results. Further discussion and implication were to follow.

Author(s):

Hongmei Li

Title:

Orientalization and Self-Orientalization in China: Negotiation between Commercial Logic and Political Logic

Abstract:

This paper addresses the theme "The new racism and the exoticism of the South." In the past few decades, China has witnessed simultaneous decolonization and re-colonization in the cultural arenas. On the one hand, since the founding of the People's Republic of China (PRC) in 1949, the Chinese government has made various efforts to undo colonial influences in China by stressing political, economic and cultural independence and sometimes radical strategies were implemented such as severing China's relationship with the West and isolating itself from the international community. But on the other hand, since 1978, when China started to open its door to the outside world, colonial influences have reappeared and sometimes been glorified in cultural arenas when China attempts to communicate with the West. In such efforts, we often see a tendency to reinscribe onto Orientalist ideologies and self-Orientalism (Said, 1978). Situated in the tradition of post-colonial studies, my essay will analyze the patterns, processes, reasons, and implications for China to Orientalize itself in the larger context of China's search for modernity and rise of consumer culture. I will explore specific examples such as Zhang Yimou's award-winning films in the West, tourist sites in China, the exoticization of minority culture, and the Beijing Olympics. The rise of consumer culture in the past three decades has especially shaped Chinese people's their self-perceptions about how Westerners view China and Chinese people and what kind of cultural products are considered as attractive in the international market. While Said critiqued self-Orientalism as depriving people of their own agency, Xiaomei Chen (1995), using the term Occidentalism, argues that it could also function as a tool to advance one's political agendas. In other words, in some cases self-Orientalism could function as a critique to local conditions and thus be instrument for political, social and cultural changes. Therefore, my essay examines both the enabling aspects as well as the constraining aspects of self-Orientalism/Occidentalism. I also analyze how Chinese producers and consumers negotiate between a political logic and a commercial logic that simultaneously focus on issues of power, profit, agency, structure, nationalism and cosmopolitanism.

Author(s):

Wai Han Lo

Title:

Reproducing Pleasure through Rituals: The Music Culture of Older Adults in Cantonese Operatic Singing Lessons

Abstract:

Cantonese operatic singing, one of China's regional operatic styles, flourishes mainly in the southern province of Guangdong in China. It is one of the most common musical activities among the older population in Hong Kong. This study explores the associated culture and highlights the need for cultural theory to recognize music cultures in all age groups, not just among youth, and regards music participation as a kind pleasure that contributes to well-being.

The data were collected through active participation in two Cantonese operatic singing lessons within four months, where the activities and the targeted cultural group were observed. There were about twenty students in Class A and thirty students in Class B. By using the ethnographic method of participant observation, and a grounded theory approach, the rituals of conversation, of musical inquiry, of integration and of performance are identified in Cantonese operatic singing activities. The rituals fulfill four major functions for the students, including maintaining emotional attachment, implementing their pursuit for musical knowledge, creating a sense of satisfaction, and maintaining the hierarchy and the roles. Students develop the core values of Cantonese operatic singing activities by engaging in the rituals and cultural practices. Participating in the culture of the singing lessons gives them satisfaction and social capital, and builds a sense of commitment to the group. This further generates a desire or compulsion to enroll in the same class again and again. They are not only addicted to Cantonese operatic singing, but also to the identity of being a student of Cantonese operatic singing classes. This is a positive addiction, because this preferred identity could contribute to happy and meaningful lives.

This study makes several modest contributions to activity and cultural studies. First, previous studies of music participation have generally explored the relationship between popular music and youth culture, and as a result have defined music-related activity as a form of resistance and rebellion. This study, on the other

hand, provides evidence for music participation as a source of pleasure that enriches the daily life of older adults. Second, music participation is not limited to the young, but can be found in all age groups. The present study suggests that older people are prone to becoming addicted to certain types of music participation, because they have a stable economic status and more time. Third, previous studies of activity theory focused only on the individual benefits people gained through participation, and did not relate subjects' behaviors to a sense of collectivism or group identity. The importance of collective identity, rituals, and group culture cannot be overlooked in future research. Fourth, future Cantonese operatic singing studies should take into account the role of singing clubs and singing lessons in the development of this folk art.

Author(s):
Tsan-Kuo Chang

Title:
Graffiti as Global Communication in Hong Kong: The Interplay between Public Space and Public Sphere

Abstract:
In a recent survey of 60 cities worldwide, Hong Kong is ranked as the second most globalized city after Singapore. Of the five criteria of globalization, it receives the highest scores on the flow of capital and cultural integration. Among the indicators are the movement of people of diverse background to Hong Kong and the city's strategic location as a gateway between the East and the West due to its status as a British colony for more than 150 years. Since the sovereignty of Hong Kong was reverted to China in 1997, the global city has seen an increasing influx of popular cultural activities from the outside world, including graffiti works of well known street artists from the United Kingdom and the United States. The presence of graffiti on the walls in various sites, especially the areas most visited by foreign tourists and local people, has created a tension between graffiti's illegal use of public space and street artists' freedom of expression in public sphere.

Through field observation and critical analysis, the purpose of this study is twofold: 1) to examine how and to what extent graffiti has become a form of global communication in Hong Kong and 2) to determine the interplay between the local and the global in the production of graffiti as a diffusion of popular culture across national borders. Based on thousands of photos of graffiti taken throughout the city, the analysis focuses on the appropriation of writing styles and visual techniques from New York, the world capital of modern graffiti, and the innovation of local writers to transform the dominant English graffiti into indigenous language with a Chinese characteristic.

Author(s):
Malaika Mutere

Title:
Internal Reparations: The Oral-Aesthetic Conversation

Abstract:
Africa's oral traditions have contributed considerably to the evolution of pop and hip-hop music, acting as a civilizing and humanizing force in the world despite the countervailing forces of racial oppression and economic marginalization that became institutionalized in various ways throughout history. The formalized language of music appreciation for instance disenfranchised Africa's oral traditions through a theoretical lexicon in which western classical music became the standard-bearer of haute-couture (high-culture).

Such a hegemonic assumption of "universal" order misses the point of what these traditions contribute to humanity, and indeed continues to inscribe its wear and tear on the internal mettle of Africa's sense of cultural identity, purpose, and value in human affairs. Accusations of misogyny and hyper-masculinity that have been leveled at some expressions of rap music could in many ways be applied to the asymmetry of these communication flows which, lacking a culturally-congruent language of music appreciation, are insensitive to the victimhood inflicted by the cross-cultural appropriations and dissemination-for-profit-schemes of those in power.

In his "two-cradle" theory, Cheikh Anta Diop posits the African (southern cradle) as matriarchal and humane in its cultural ethos in contrast to the European (northern cradle) as patriarchal and aggressive. Connecting ethos to environmental influence, Diop's thesis aligns with Marshall McLuhan's determination of cultural

biases that correspond to the right (acoustic… intuitive… artistic… receptive… holistic…) versus left (visual… logical… linear… analytic… divisive…) brain hemispheres, which have expressed themselves antithetically in human affairs between these two groups.

This paper will explore this tension in a way that illuminates how the matriarchal aesthetic of Ubuntu ("I am because we are, and since we are therefore I am" – John S. Mbiti) has continued to in-form the cultural ethos and creative output of Africa's cultural custodians, even in the hip-hop expression embraced by youth culture worldwide. The scholar contends that when African souls were forcibly removed from the continent, they carried fully matured cultural tools which have never stopped being African in their identity, dynamism and purpose. A systematic program of cultural alienation that reflects in the available language of music appreciation has alienated Africans from this self-recognition by either diminishing it as mere pop culture "entertainment" or through token references such as "oral retentions," as if the African personality has somehow faded into a distant past.

In his documentary entitled "New York: The Secret African City," Robert Farris Thompson states that Bantu traditions are one of the strongest African civilizing forces in America today, a contention corroborated in Joseph E. Holloway's findings. The oral-aesthetic perspective re-evaluates musical "entertainment," interpreting the African presence and demonstrating how it shows up art-for-life's-sake, enfranchising our collective humanity in the global village through the cross-cultural conversations it facilitates. In so doing, the oral-aesthetic conversation strives to provide a beneficial language of African self-appreciation and collective human repair.

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Author(s):
John Benson

Title:
Paper Title. Transforming personal and national anxieties into popular entertainment television: the emotional public sphere as popular narrative therapy.

Abstract:
IAMCR. Durban Conference.
Paper Abstract for Popular Culture Working Group.
Paper Title.
Transforming personal and national anxieties into popular entertainment television: the emotional public sphere as popular narrative therapy.

This paper will consider a number of the themes that this conference seeks to address in a broader way.
These include such issues as: communication as a tool of empowerment of the marginalized and stigmatized; the border as trope in mainstream television and film production; and global media hegemony, especially in relation to global formats and semiotic imperialism versus the construction of local identity and the uniqueness of local political expression.

As mainstream popular television seeks to re-establish itself and rebuild audiences in the new digital media world of the fragmented marketplace and the multi-platform program delivery environment, a number of new programs have emerged within contemporary Australian television. These new programs pose a range of complex questions about their audiences, structure and reasons for their success.

These new programs range across a complex field of topics, subject matter and styles but many seem to be firmly located within an emotional public sphere. This alternative public sphere, involves and perhaps even requires, an emerging narrative of individual emotional growth and the revelation of deep personal feeling as its central organizing device.

Drawing stylistically on an eclectic remix of cultural antecedents, including but not limited to reality television, objective documentary, personal confessions, interviews and diary-like disclosures these programs range from the seemingly inconsequential "Please Marry My Boy" –a program where concerned mothers attempt to marry off their "stay at home sons" to the overtly political "Go Back To Where You Came From." This is a program that directly addresses, in a very personal way the individual plight of asylum seekers and the diverse range of popular opinions and prejudices, which surround this intractable national and international humanitarian crisis. Other examples focus on health concerns like weight loss and obesity while a variety of other programs function as avenues to self-improvement through the regulation of self and civility.

In essence, many of these programs build toward experiences of collective transformative anguish by participants (which are shared vicariously by audiences) as moments of deep personal insight are achieved in intimate and heartfelt journeys connected to both the personal and the national.

These are inevitably moments when participants in these programs publically realize they must revise and rewrite the narrative that has sustained their point of view, or even their life story, up until this time.

Central to this process is the construction of empathy and understanding, as the real plight of "the other," becomes the crucial unifying force, which brings about personal and social change in a kind of public narrative therapy.

Through the complex interplay of narrative, structural and textual strategies, which are embedded in these programs, a form of transformation of "the self" appears to occur.

This is articulated through a discourse, which moves us as both participant and observer, through a sequential process of information and facts which frames events; to an informal affective education about the issues as experienced by people "who seem ultimately to be and feel just like us;" to a conversion and support for the ideals, and people central to the programs and their concerns.

These television narratives, often constructed within globalised formats offer opportunity for insight and perhaps social change but more importantly become active agents in changing the community's way of knowing.

This paper draws on the theoretical work of Foucault, Nussbaum, Rose and others and considers some recent Australian experience.

Proposed Presentation Format.

Up to three or four small sequences from broadcast television on DVD and spoken interactive presentation.

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Innocentia Mhlambi

Title:
Wena ungubani?: Spatial and temporal restructuring of social relations through ukuthakazela in the Internet

Abstract:
The Internet with its capacities for 'space flows' and 'timeless time' (Castells, 1996a, 1997) has become within the age of information and the network society a new communications technology that can be

subjected to a variety of uses. The studies of the Internet's everyday use reveal fascinating synchronous or asynchronous ways contemporary societies reconfigure their identities or congeal around common causes or create resistance identities in their efforts to claim relevance to political economies designed to include or exclude them. Through a discussion of *ukuthakazela* on the Internet as a new virtual public domain, this paper demonstrates, how this oral genre as a pre-colonial performance tradition, is appropriated by a South African contemporary society, to construct (post)modern Internet mediated cultural identities. Arguably, the configuration of the Internet has thrown into sharp focus (dis)continuities regarding contemporary social organisation, with one end of the debate emphasising how the Internet is conceptualised on the discourse of rationalities and social control, as in the modernist sense, and with the other, stressing social disintegration, as in the postmodernist thinking. This paper, inserts itself into these debates through a careful consideration of *izithakazelo* as performative culture, but not to exemplify either of the position of the social construction models, but to highlight the meanings of those nostalgic moments brought about by intersectional 'space flows' that ethnicities surf to reconstruct lost or muddled up lineages.

Author(s):
Eva Bakoy

Title:
Travel programs in a cosmopolitan perspective

Abstract:
This paper interrogates modes of address and representational politics in travel programs. It presents an analysis of popular travel shows from the Asian and African continent hosted by Ian Wright (Globetrekker, Pilot Productions) and Michal Palin (Michael Palin in India, BBC). Borrowing concepts mainly from conversation analysis (Sacks 1992, Brown & Levinson 1987) and impression management (Shlenker 1980, Goffman 1967) the paper focuses on how the program hosts address the television viewers and the people they communicate with during their travels. The analysis also includes a discussion of the visual aspects of the shows and how they relate to the conversational dimension. The results of the analysis are discussed in a postcolonial, cosmopolitan and ethical perspective.

The paper argues that in spite of the fact that the discourse of exoticism described e.g. by Edward Said is a dominant feature in the portrayal of the foreign cultures in selected travel programs, this trait is balanced by the humorous and self-ironic behavior of the program hosts, and their ability to meet their interviewees with respect, humility and a basic sense of trust (Løgstrup 1999). By displaying and making fun of their own lack of competence in their meeting with new cultures and by being honest about their skepticism and insecurity in situations unfamiliar to them and their Western cultural heritage, the program hosts create a cultural space where conventional 'othering'- processes are displaced by what can be described as a cosmopolitan openness towards foreigners (Tomlinson 1999). This openness includes a delight in the contrasts between different societies, as well as a desire to learn something new, rather than a display of superiority (Urry 2000). Unfortunately, lack of reception research concerning travel programs makes it difficult to assess whether this reading of the programs are taken up by actual audiences or not.

Author(s):
Rosana Soares
Eduardo Vicente

Title:
Youth Cultural Center: a look at the musical diversity in Sao Paulo/Brazil

Abstract:
This paper aims to discuss the musical culture from the suburb of São Paulo (Brazil) through the analysis of the production developed in the Youth Cultural Center (YCC), a major public cultural space located in the north of the city. Our intent is to focus on the musical diversity produced there or offered in their schedule, understanding that it expresses, in a certain way, the ethnic and cultural richness of Brazil.

The Center is an important space to debate and produce the independent music in Brazil, often organizing events with artists and musical genres that are away from the Brazilian musical mainstream. The region where YCC is located has many favelas and poor neighborhoods, concentrating a significant afro-brazilian population and migrants from the poor northeast of Brazil. Also for this reason, since 2006 the Center has a recording studio where local artists can record cds for free.

From a preliminary analysis, the musical production developed in the YCC can be classified from three main points. The first one, strongly linked to the Brazilian music tradition, is the *samba*. Although this music genre is often associated to Rio de Janeiro, it is also well represented in São Paulo city, especially in the region where YCC is located. The *samba*, in its connection with the activities of the YCC, can be subdivided in three main aspects: a traditional one, linked to the local *samba* schools; a second one, linked to *pagode* groups, a *samba* sub-genre with broader commercial appeal; and a third one, more experimental and authorial, linked to the tradition of *MPB* (Brazilian Popular Music) and to an audience of middle-class college students.

The other two aspects of the musical production of YCC are more linked to international music traditions that were already incorporated to the Brazilian music. One of them, strongly present in the suburb of São Paulo, is the rap, sung in Portuguese (local language) with themes concerning almost exclusively the social and economic problems of the community. The other aspect is associated to a wide range of genres and sub-genres developed in the so-called "underground scenario" in Brazil. It represents the main dimension of the independent music movement and, although more traditionally linked to the white middle-class, it also includes funk, reggae, punk rock and heavy metal groups, among other music genres, from the suburb of the city.

The theoretical reference for the analysis of this genres and artists, of their working strategies and of the way they translate the "South-North Conversations" includes the authors Pierre Bourdieu, Stuart Hall, Nestor Garcia Canclini, Jesus Martin-Barbero, and Renato Ortiz, among others. Their perspectives will regard those in the so called "South" not as victims primarily in need of handouts from the more affluent, but as social and cultural agents able of producing balanced and empowering narratives that do not depend on the North. This production proves to be creative and challenging, bringing out new intersections between cultural practices, collective representations and the inscription of social inequalities.

Author(s):
Christian Schwarzenegger

Title:
(K)no(w) -go areas: Mediated communication, popular culture references and the construction of personal geographies

Abstract:
The Berlin Wall is down. And yet it is still there and waiting to be experienced. At least it is if you use the smartphone application "The Berlin Wall", which allows following the course of the wall as it used to be and provides multimedia information on your actual location. This is just one example of how the media and the augmented reality potentials of mobile devices influence our perception of places, space and geographies.

Media and mediated personal communication are decisive for how we perceive space, allocate meaning to locations, locate estimations of social interaction, draw cognitive, affective and conative maps of the geographies and landscapes that we navigate trough in our conduct of life. Despite of the wide ranging mediation of our everydays we do not live *elsewhere* but *somewhere* and build a personal horizon of spaces for actions, mobility and communication – that allow us to act meaningful in the world.

Spaces are not only occupied by the media as Sonia Livingstone (2002) has put it, but place is also structured by it and meaning is given to it by the media. In the work of Nick Couldry and Shaun Moores (2004) the famous assumption by Joshua Meyrowitz that our sense of place is marginalized or gets lost caused by the impact of electronic media is questioned. Both authors argue that place and space become pluralized instead of being degraded and that the interconnections between spaces and personal relations are multiplied. Accordingly, meaning of these places, of the multiplied spaces we frequent and inhabit is clearly not something given to them but constructed socially and culturally what means nowadays of course: medially. The meanings of spaces are based on "knowledge" that is gained and built in communication and to act based upon such specific „knowledge" about the properties of places and spaces. Regardless whether this knowledge is factual (tested) and gained from „hard" and reliable sources or fictional, just something one successfully believes in. This knowledge about places, spaces and geographies shows impact on everyday practice and actions of people and groups.

In our study we investigate spatial estimations, personal geographies and the sources of "knowledge" about space. We started a series of qualitative interviews and group discussions with members of the community

of backpacking-travellers. This group was considered an expedient starting point because their momentum of communitization has inherently got mobility, travelling and spatial orientation in it. It is a group to whom space without a doubt matters. In a follow-up we continued the study with members of the Hip-Hop and graffiti-subculture – a group that again has a specific relation to places and space is relevant for life-worlds of group members and communitization.

In the interviews and discussions we focused on habits and patterns of media consumption, personal media repertoires and strategies of information gathering in their everyday and while travelling, "knowledge" about cities and places and how this is interrelated and shaped by (and shaping) with their media use. We investigated how "empty" space becomes (k)no(w)-go areas.

Author(s):
Jia-Wei Tu

Title:
Stereotypes in Blockbusters: An examination of Asian Characters in Top Box Office American Films (2000-2009)

Abstract:
This study is an up-to-date investigation on how Asians are portrayed in American films. Top 10 American gross income films of each year from 2000 to 2009 were analyzed. Asian characters in the 100 films were examined from four dimensions: images, romantic relationships, costumes and accents. The findings have demonstrated that Asians are not completely annihilated but symbolic trivialized; the Asian stereotypes still exist in the top box office films.

Hollywood films are culturally important for media studies because Hollywood is best understood not as a geographical location, but perhaps as a state of mind. Also, Hollywood has long been fascinated with Asia, both for economic reasons and as the source of its productions. The potential benefit from the huge Asian market motivates Hollywood to produce films that will attract Asian audiences, leading to more and more Asian characters appearing in Hollywood films.

American films, however, portray Asian as an insignificant group on the premise of maintaining the dominant status of white people in films. Evidence from our content analysis shows that among the 100 films, only one bears a leading Asian character. Most of the Asian characters play minor roles. Asian characters are symbolically annihilated in American films, not by exclusion but trivialization. This finding implies that the concept of symbolic annihilation should be modified. With the development of globalization and the increased communication between different groups, it is impossible to omit a group from the film industry. But in order not to violate the dominant trend of a society, the not-valued group is still trivialized. Therefore, symbolic trivialization better fits today's situation than symbolic annihilation.

Among the Asian images, most fall into the "yellow peril" and "model minority" cateogories. According to our study, these two stereotypes are reinforced. If audiences rely on films to construct their views of Asians, they may take Asians as dangerous people that would fight against them or cheat them for fortune. Or, the audiences may believe that Asians will take their jobs. Besides images, other aspects of Asian characters are also stereotyped: Asian characters seldom have romantic relationships and they wear traditional Asian costumes more often than Western style costumes.

On the other hand, some stereotypes are challenged. This study found no "pollutant" and only a few "coolies." These two images are not consistence with today's situation; as a result, they have faded in modern films. Another noteworthy point is that many people in today's films are ordinary people; they do not fall into any of the stereotype images. The portrayal of ordinary native Asians implies that American films pay attention to places other than North America and to people other than Americans.

Author(s):
Anuli Agina

Title:
When Nollywood looks North: History and Identity in Nollywood Collaborations

Abstract:
What happens when resources and skills between Nigerians and Americans are pooled? Nigerians have collaborated with Americans, Britons, Indians, Asians and several more for technical expertise and various business opportunities. Nigerian filmmakers' (Nollywood practitioners) foray into filmmaking collaborations especially with Hollywood big/small names has been on for nearly two decades. How have these supposedly mutual relationships impacted on the identity and historical consciousness of Nigerians? Among the genres of video films emerging from Nigeria, there exists an unpopular kind – the historical film. The concept of the unpopular is used in terms of 'availability' and reception. Its unpopularity is often explicated by an inadequate funding structure which has ripple effects on research, script development, shooting duration and the entire mechanism of film production. The challenge to pooling resources is the nature and (dis) similarities arising between this and non-collaborative productions.

This paper investigates the claims of absence and presence of Nigerian history and identity in the historical-cultural products of the Nigerian film industry with special emphasis on collaborative filmmaking efforts from the US. Drawing on Rosenstone's (1995) definition of the historical film and Haynes' (2006, 2007) analyses of Nollywood video-films, the article presents a close reading of the Jeta Amata's historical narrative *Amazing Grace* (2006). The article will also highlight other collaborations such as *Through the glass* (2009), *Ije* (2010) and *Mirror boy* (2011) to round out the arguments.

The central questions are: do Nollywood films made with foreign aid misrepresent historical data? Are there similar patterns of meaning in the way Nolly (Holly) wood attempts to mediate history and in indigenous productions? Can a Nollywood model of representing history be clearly articulated and what might the features of such a model be? Also germane to this subject is the role of regulatory bodies including the Nigerian Film and Video Census Board (NFVCB) from which confusing signals of censorship proceed.

Author(s):
Damian Garside

Title:
Epic Rap Battles of History: New Media, Popular Culture and the Line of Wit

Abstract:
The paper explores the Epic Rap Battles of History phenomenon, from the perspective of the politics of rap and of new media. It analyses these much-viewed YouTube videos of satirical rap contests (most of them have already obtained a viewership of over 30 million) from the following perspectives: (a) the history of these rap battles as a new media phenomenon and there place in the history of rap as a whole(b) linguistic imitation as a form of power (`posession'), looking at the rap videos as presenting competing discourses of power and knowledge (for example, in the `battle' between Albert Einstein and Stephen Hawking, it is the latter's quirky postmodernist characteristics that make him and his cosmology preferable to the heavy-handed modernism of Albert Einstein)(c) the rap videos as a form of witty, carnivalesque challenge (especially relevant to an understanding of the Dr Seuss versus Shakespeare video) to corporate commodification, particularly of popular music and forms of cultural expression(d)) the rhyming language of the videos as developing out of `flyting', traditional satirical rhyming battles that have long been part of the history of satire as a form of cultural expression(e) the phallic nature of the contests (expressed very boldly in the `battle' between pretty-boy teen singer Justin Bieber and the musical composer Beethoven, where Beethoven tells Bieber that he "will not reach puberty', whilst proclaiming in contrast, using a brutally direct pun, that `he has more cock than Smith and Wesson' and threatening that he would `smack' Bieber for his impertinence, were it not that `in Germany we do not hit little girls').(f) What these rap videos can tells us about the creative possibilities (including of identity creation and identity transformation) within popular culture, particularly when such culture is digital

Author(s):
Seongbin Hwang

Title:
Japanese Responses to Korean Popular Culture from Industrial and Political Perspectives

Abstract:
Korean popular culture is growing steadily as a significant presence in broadcasting chiefly in the East Asian region, led by Japan providing the greatest economic benefits, as well as the Chinese markets consisting of mainland China, Taiwan, Hong Kong, etc.

Although it was pointed out that "Hallyu" (Korean Wave) was beginning to lose the prominence it enjoyed, with the diversification of lifestyles and of the media environment, there is a way for these cultural products to survive, so long as they have a fan base that may not be a majority but very loyal, in Japan, middle aged women for Korean dramas and teenager girls for Korean pop music.

This paper attempts to assess the current state of Korean popular culture, which has gained its popularity in Japan with the boom of Korean pop music among young girls and to examine their current status chiefly from the perspective of the markets that have imported these productions. Furthermore, comparison will be made with Japanese cultural productions in order to look into the industrial, cultural and political significance of international drama distribution and acceptance in the region, as well as the potential and the issues involved.

 It is also to explore the following questions: (1) Whether there had been significant changes in the Japanese audience's perception or interpretation of Korean popular culture? (2) Whether there have been changes in their perception of Korea as a neighboring nation and Korean people as well as their views of the political relations between Japan and South Korea?

Author(s):
Barry King

Title:
LA as a remebered and dis-membered city

Abstract:
A persistent theme, explored, for example, in Mike Davis's *City of Quartz* and Norman Klein's, *The History of Forgetting*, is that the architectural and topographical development of Los Angeles is premised on the attempt to preserve, either through inner city redevelopment or white flight, a boundary between white and non-white neighbourhoods and their associated cultures. This spatial quarantine is contradicted implicitly by the insistent reliance on non-white cultures as a source of exoticism; particularly marked in the Motion picture industry.

Although the relationship between black and white Angelenos has its own bitter history of conflict, a particular resonance, given the Mexican settlement and origins of the city, adheres to the relationship between White and Hispanic cultures from the South. These formations share the status of settler cultures built on repression and the genocide of indigenous peoples and yet are divided by the supremacy of the White settlement over the Mexican/Hispanic, turning the latter into a client region supplying cheap labour, drugs and exotic cuisine.

As is well known, contemporary Los Angeles is even more of a multi-ethnic patchwork than it was in former times. One consequence of this intensification of difference is that the city presents itself even more as baroque enigma. As the visitor soon discovers, and residents accept as an existential condition, everyday living in Los Angeles can be a search for sites where the essence of the city can be located. The media, especially those focussed on Celebrity gossip such as Fox's TMZ are deeply implicated in identifying such sites and what has emerged a networks of points of monstration, free or more, systematically, as pay for view events that project a shifting network of destinations where the real Los Angeles can be encountered. Whilst this is commercially advantageous, it promulgates a particular kind of orientation. The visitor finds that what she is seeking is recursively somewhere else and the path of discovery is forever unfolding like a journey or a narrative without a conclusion. Such endeavours for coherence are premised, like Los Angeles itself, on a disregard for the structural realities of deep and persistent inequalities of class and ethnicity, race and gender which tend to fix what is central or peripheral, authentic or commoditized, up to the moment, old fashioned or eternal.

The influence of Hollywood and Entertainment conglomerates has, of course, been central to the provision of such spectacles of coherence. Key sites such as L.A Live, the Hollywood and Highland precinct, Madam Tussaud's, the Walk of Fame and Olvera Street, provide itineraries that can be tangibly grasped but always under slippery conditions of deferment.

Drawing on Bauman's distinction between the tourist and the pilgrim, I want to suggest that the topography of Los Angeles creates a disposition which combines the attitudinal sets of the pilgrim and the tourist. Through analysis of some recent examples from popular films and TV series I will suggest ways in which the "myth" of Hollywood as a (non) place seeks to explore the relationships between the North American and Iberian-American cultures as rival places of origin and authenticity. This rivalry is not surprisingly settled in favour of North American hegemony but not without the tensions that come from mis-remembering Los Angeles as a fractured and dismembered city.

Author(s):
Rod Carveth

Title:
Media Ethics in Stieg Larsson's Millennium Trilogy

Abstract:
During the tumult of the 1960s, Harvard University theology doctoral student Ralph Potter observed the growing concerns over the build-up of nuclear weapons and saw an ethical quagmire. His research provided the theoretical groundwork for what is now called the *Potter Box.*

The Potter Box includes four components: the empirical definition of the situation; loyalties rooted in preference; modes of ethical reasoning; and theological or quasi-philosophical religious worldviews (1999). Potter argues that, "any sustained argument, waged by alert, persistent interlocutors, would have, eventually, to deal with each of the four types of questions I had isolated" (1999, p. 4). That is, Potter's ideas are relevant to virtually any contentious issue.

The Potter Box has been used for scholarly analyses of media decisions. For example, Williams analyzes television news coverage decision-making concerning AIDS using Potter's framework (1997). In addition, Park and Park utilize the model to assess Korean newspaper coverage of the Starr Report on the Clinton scandals (2000). Potter notes that, "The scheme can be used as a template or paradigm for content analysis" (1999, p. 5). The rubric has also been employed in public relations (Christians, Fackler, Rotzoll, & McKee, 1998; Guth and Marsh, 2003).

Swedish journalist and author Stieg Larsson wrote the phenomenally successful "Millennium: trilogy:

- *The Girl with the Dragon Tattoo* (*Män som hatar kvinnor*, literally *Men Who Hate Women*) (2005)

- *The Girl Who Played with Fire* (*Flickan som lekte med elden*, literally *The Girl Who Played with Fire*) (2006)

- *The Girl Who Kicked the Hornets' Nest* (*Luftslottet som sprängdes*, literally *The Castle in the Air That Was Blown Up*) (2007)

To date, the trilogy has sold 65 millon copies worldwide, and has served as the basis for three Swedish films and one U.S. film.

One consistent theme played out in the series is the ethics of how media sources are used (and abused), particularly by protagonist journalist Mikael Blomkvist. Not only does he refuse to reveal sources in the midst of a murder investigation, he also double-crosses a source in order to obtain information to clear his friend, Lisbeth Salander, of murder charges. Blomkvist is not the only person to be ethically challenged when using the media. The prosecutor in the case, Richard Ekstrom, also leaks information to the media to serve his interests.

Just as Potter used this rubric to reach conclusions about nuclear weapons policy, in this chapter I will follow these steps to determine ethical courses of action taken by Blomvist and others in terms of their relationships with the media in the Stieg Larsson Millennium trilogy.

Author(s):
Deborah Philips

Title:
Making Do and Mending - Domestic television in the age of austerity: Kirstie Allsopp's Homemade Homes

Abstract:
As the housing market slumped in the credit crisis of 2009, the property programmes which had once dominated the schedules had come to seem inappropriate - and their presenters turned their skills to new kinds of television. Homemade Homes is presented by Kirstie Allsopp, best known as a presenter of the long running property programme Location, Location, Location, who now repositioned herself as a champion of home crafts. Homemade Home was recognised at the time as a 'credit crunch' makeover show' and as a response to the new austerity;This paper will argue that in its championing of the 'vintage' and craft against the modernity of mass production, the programme offers a fantasy retreat from a contemporary world of the global and the urban. Richard Sennett has argued that such retrenchment into the personal and the domestic cannot offer any real critique of contemporary problems. Homemade Home can be seen as part of the discourse of 'the celebration of territorial community' that is also found in Conservative arguments for the 'Big Society'.

Post-Socialist and Post-Authoritarian Communication Working Group

Author(s):
Gulnura Toralieva

Title:
Environmental Reporting in Kyrgyzstan

Abstract:
Like other former Soviet countries in Central Asia, Kyrgyzstan has serious environmental problems affecting the health and well being of its citizens. Environmental reporting lags badly in Kyrgyzstan, however, overshadowed by political journalism and a changing social landscape still righting itself in the aftermath of civil unrest over the past five years. Kyrgyzstan's fluid and often difficult political strife has brought journalistic self-censorship to the fore as print reporters and broadcasters alike worry about the consequences of angering the politically and financially powerful. This article examines the role of environmental journalists inKyrgyzstan today and the problems they face, including self-censorship, an often uncooperative government, intractable politicians and the economic realities of employment in an emerging democracy. It will also describe the self-made difficulties that stand in the way of progress in environmental reporting and Kyrgyz journalism's inability to address those issues. Conclusions will map out suggested changes the profession should consider if environmental reporting is to come into its own in Kyrgyzstan. Author Toralieva interviewed 15 journalists, government officials, non-profit organization managers and others as part of her research for this article.

Author(s):
Michael Serazio

Title:
The Art of Producing Consumers: A Critical Textual Analysis of Post-Communist Polish Advertising

Abstract:
This paper offers a critical textual analysis of Polish advertising at a pivotal historical juncture: following the collapse of communism and at the rise of a capitalist market economy. With its rhetoric and imagery about goods and services, advertising simultaneously summons into being, through competing parables of social ideology, loaded assumptions and expectations about the consumer subjects it seeks to cultivate. By investigating the "secondary discourse" or "meta-narratives" that course throughout such textual material, we might better understand the larger cultural, political, and economic undercurrents of a given time and place.

Thus, by deconstructing hundreds of advertisements that appeared in Polish magazines in the late 1980s and early 1990s – an era of radical change – we argue that such commercial messages attempted to

conjure a new sense of self for individuals living within an embryonic consumer society. These messages thrust new demands of status envy upon the Polish psyche – seeking to engineer self-consciousness, to cast judgments about social differentiation, and to nurture elitist exclusivity in contrast to the egalitarian and collectivist exhortations that would have marked communist propaganda. In a commercial act of strategic amnesia, that heritage of Soviet influence was elided behind a resolutely forward – and westward – looking entrepreneurial ethos, wherein English words tantalized with the cachet of triumph, power, and wealth. At this critical transition in Polish history in which widespread advertising was effectively being invented from scratch, these daydreams invoked – of techno-capitalist opportunity exploited, post-rationing luxury and excess indulged, and borderless horizons with Europe and the West (indeed, a new sphere of interconnected solidarity) – sought to interpellate the prospective consumer in a "valuable" position.

In this paper, we decode these ideological premises by looking at the "common sense" advertisers attempted to instill through their visual and rhetorical data – excavating the subject advertising minted within an emerging hegemonic model of neoliberal popular discourse. At that "end of history" moment, new ambitions, envies, and orientations were being inscribed upon these commercial subjects. By studying the aspirations and apprehensions represented in this symbolic material, we might better understand how new consumers were ideologically shepherded through a moment of profound political transition. This archival work represents a starting point for future investigations into how advertising "produces" its subjects in the aftermath of communism(s); moreover, it helps clarify the function of popular culture in post-socialist societies.

Author(s):
Michael Meyen
Anke Fiedler

Title:
Mass media and collective memory: The communist GDR in today's communicative and cultural memory

Abstract:
Using the example of the German Democratic Republic (GDR), the present study asks how mass media shape collective memory. The GDR case is of particluar interest because of two reasons. First, like Eastern Europe, Spain and Portugal as well as South Africa and some parts of South America (i.e. Argentina, Brazil, and Chile) reunited Germany has to rebuild its collective identity including a long period of dictatorship. As in the above named regions with communist, military, fascist or apartheid regimes, people see the past in different ways and invest them with different memories and ideologies – at least as long as witnesses and former opponents are still alive. It goes without saying that the picture of every dictatorship is a battleground and that mass media play an important role in the fight which leads to the second reason for choosing the GDR as an example. In contrast to almost all other countries with similar experiences in the recent past, people who lived in the communist part of Germany are a minority in their now much larger homeland and don't have equal access to political power and leading media.

However, this situation gives rise to two questions: How do German media report on the GDR today and, more important, how do those reports affect the communicative memory in different milieus? According to the standard works by Aleida and Jan Assmann, communicative and cultural memory do not have to be the same. While communicative memory is tied to interactions between the living; memorials, museums, books or files are part of the cultural memory, survive the times and become collective memory one day.

To answer the research questions, the present study combines three theoretical approaches and two methods. It is not just grounded in the theory of collective memory, but also using elements of Foucault's discourse analysis and of framing theory. The empirical work started with a qualitative content analysis of leading news media (the dailies *Süddeutsche Zeitung* and *Frankfurter Allgemeine Zeitung* as well as the weeklies *Der Spiegel* und *Die Zeit,* more than 100 articles from 1991 to 2011). The framing of a variety of events (national holidays, anniversaries of the Berlin Wall, film and book releases, the demolition of the Palace of the Republic, the Stasi documentation law, East German celebrities) was embedded in discourses of dictatorship, arrangement, and progress. In a second step, the communicative memory was collected in more than 20 focus groups in very different milieus. There are three main results. First, media content on the GDR is almost always about dictatorship today. That's why some East German milieus don't find their picture of the past within the media and don't feel at home in reunited Germany, yet (the second result). And thirdly, mass media shape both communicative memory (even among the nostalgics) and cultural memory (schoolbooks, exhibitions, film and research funding).

Author(s):
Giorgi Kipiani

Title:
Accountability and Regulation of Minor Protection in Georgian Media: Stakeholder Pressure and Failure of Civil Society

Abstract:
Co-operative forms of regulation performed by public authority and civil society have been widely used in regulation of minor protection in media of most Europian countries. Meanwhile, model of self-regulation in Georgian broadcasting have been chosen by civil society organizations, which have been actively involved in consultations on transformation of media policies in Georgia under the supervision Council of Europe and European Union experts since 2000. This article discusses dynamics of changes in accountability mechanisms and role of different stakeholders (civil society, media, politicians) in implementation of European reccomendations on protection of minors and human dignity in broadcasting. All measures of regulatory enforcement in case of minor protection have been excluded from the legal framework since 2004. The law now expressly prohibits any interference by the courts, independent regulator or any other administrative body in resolution of these issues.

Constitutional Court of Georgia confirmed prohibition of court appeal with argument that European Court of Human rights also prohibits discussion on societal moral norms in courts. Such regulatory framework is regarded by state officials as one of the most liberal of its kind in Europe; discourse of main actors of civil society – NGO activists and media outlets emphasizes only issues of media freedom and alter the balance of power in media to the detriment of minors and other citizens. Reports of different European monitoring bodies measuring democracy promotion effectiveness in the compliance of legislation with European broadcasting standarts are compared. Article discusses also effectiveness and potentialities of new modes of media regulation and accountability implemented by European Neighborhood Policy Programme.

Author(s):
Gayane Torosyan

Title:
An Imperfect Mirror: Analysis of Armenian and Azerbaijani Media Coverage of Recent Diplomatic Initiatives

Abstract:
Using a propaganda model, this study explores media coverage in Armenia and Azerbaijan regarding the war around Nagorno-Karabakh and the context of the recent diplomatic efforts between Turkey and Armenia. Based on a total of nine interviews with media workers in both former republics, the conclusion is that the coverage reflects the government policies in both cases. Even nominally independent media are influenced by government positions on the issue.
Forming the conceptual basis of this study is a set of key issues informed by Herman and Chomsky's propaganda model, among other sources: objectivity, government influence, flak, and antagonistic ideology. The issues help formulate a number of general questions regarding similarities and differences between Armenian and Azerbaijani media portrayals of the rapprochement efforts between Armenia and Turkey, naming the key factors influencing journalistic attitudes towards conflict and attempted resolution, and a few specific issues for consideration, including the degree of objectivity of journalistic coverage of the conflict in each respective country, the perceived and real consequences of attempted objectivity in the context of the conflict, the role of each respective country's government in shaping the media response to diplomatic efforts between Armenia and Turkey, and the public expectations from journalists on both sides of the Armenian-Azerbaijani conflict.

Because the Azerbaijan government feared rapprochement between Turkey and Armenia, coverage of the negotiations between the two countries was described in exceptionally harsh terms in the Azerbaijani media. In Armenia, the perspective was understandably different. In this case, attempts to link the Turkish negotiations with a settlement in Nagorno-Karabakh were denounced. The negative public opinion was one of the probable obstacles to rapprochement.

In both countries, the influence of the government on media it owned or controlled was pervasive. Despite this, because Armenia has a greater degree of media pluralism largely due to the existing opposition to the government's policy, the breadth of debate on the issue within the media was greater in Armenia.

Author(s):

Anastasia Grusha

Natalia Skripkina

Title:

Media and Political Scandals in Russia

Abstract:

In the last half a century large social processes, such as modernization, individualization and globalization, have led to essential changes in public and political life of countries, including in structure of communication. One of the most striking trends of these changes was the unprecedented growth of interdependence of political actors and the media. As a conceptual framework for the growing influence of the mass media in the political process the notion of mediatization is used. Political scandals have become an integral part of this process.This research aims to explore the role of media in developing the most famous political scandals in nowadays Russia and its meaning for the society. The qualitative method is applied. Political scandals occur frequently in Russia, but they are associated most often directly with a politician or an high official. The second half of the 90s is the era of "information wars". Even specific sites whose subject is clear from the title - kompromat.ru, scandaly.ru ets. appeared. All this raised a very important question about the source of such information & there is no way the journalists could obtain it by themselves. The «leak» of compromising materials (so called compromat). even provoked a special term - the «information war» and the «war of compromat». The 2000s, too, is rich in events of this kind. Newspaper «Moskovskiy Korrespondent» on April 12, 2008, on the eve of the congress of "United Russia" published the information on the marriage of Vladimir Putin and olimpic champion in gymnastics Alina Kabaeva was closed by its owner Alexander Lebedev «due to finansial reasons». Media market experts are more likely to associate the closure of the newspaper with this publication. In 2010, some bright scandals very different in content have been widely discussed in the media: scandal, conducted by the Foundation "Federation" concert with the participation of Prime Minister Vladimir Putin, actions of advocates of Khimki's forest near Moscow, beating the journalist of the newspaper "Kommersant" Oleg Kashin, the worm found by now former Governor Zelenin in his plate during the presidential reception, etc. Analyzing high-profile political scandals the past 10 years, then, as they develop the role played by the Russian media in this process, and what impact have these scandals, it is possible to say that a political scandal in Russia is a tool to "blacken" the reputation of a politisian/official, also instrumentalization of media is evident. Russians have increasingly vague idea of what is really happening in the country where it is, after all, moves and thinks about its leadership. The information field, the overall picture of the world is limited to the top political figures. Reduced public participation allows to the «glamour politics» become dominating style of media presentation of policy and politics in Russia. The signs of anomie, which were alarming on the eve of the election cycle 2011-2012, are mostly gone now after the mass protests against unfair elections.

Author(s):

Herman Wasserman

Anthea Garman

Title:

Speaking out as citizens: voice, agency and participation in post-apartheid South Africa

Abstract:

Democratic South Africa, with its highly inclusive constitution and embrace of all races, creeds and colours, could be understood as having an ideal form of citizenship to be emulated by other nations. At the heart of the 1996 constitution is the eradication of apartheid separation and the provision that all South Africans have shared humanity ("ubuntu"). Bearing in mind the authoritarian history of the country and the systematic denial of voice to the majority of the popularce, the Truth and Reconciliation Commission entrenched three founding critical ideas in public life: the right to talk, the recognition of shared humanity and the impulse to speak out about the horrors of the past. As a result the public sphere is filled with a great outpouring of personal stories and experiences in both the mainstream and popular forms of media. But South Africans continue to be preoccupied with the status of their citizenship; who a South African is and who belongs is uppermost in many public conversations. Recently, in the elite public sphere, a number of columnists and public figures have launched attacks, often racist, on sections of the South African population or on high-profile members, calling into question their loyalty and belonging. And characteristic too of the New South Africa, is an increase in protest action on the streets and violence against protesters by police and state agents, calling into question whether the practice of citizenship is possible for the impoverished, unemployed majority who are marginalised from formal political processes and the elite public sphere. We ask whether

these features of our public life are indicative of a crisis in citizenship in a post-authoritarian, 'new' democracy; whether the effect – in both public sphere and on the street – is to not only silence a variety of voices and paralyse participation in building a new democracy, but also to exclude certain kinds of identities and subjectivities from the definition of who an authentic South African can be.

Author(s):
Anna Szilagyi
Roberto Spiezio

Title:
"Threat or Opportunity? – A Comparative Analysis of the Media Discourses on China's Rise and the European Debt Crisis in Italy and Hungary"

Abstract:
It is often argued that the economic growth of the People's Republic of China, that began in the late 1970s, will fundamentally shape global economic and political realities. As many relevant researches show, in the international, American and British press this scenario is typically presented as a challenge that might endanger the liberal West's long-standing leadership, and, since the end of the Cold War, its hegemonic global status quo. But how this significant development, the emergence of China, is viewed in other national contexts? What representations of China's rise have emerged outside of the U.K. and U.S.?

This paper examines how the rise of China is presented in the post-Cold War era by the less powerful actors in Western and the post-communist Eastern Europe. We compare and contrast the recent images of China as constructed by the mainstream domestic media of two European Union member states, Italy and Hungary. Combining the methods of quantitative content analysis and critical discourse analysis, we study print and online articles that were published during the sensitive period when the European sovereign debt crisis reached its peak between October and December, 2011. Besides mapping the number and distribution of articles by major themes, we analyze references, evaluative attributions and modes of reasoning that characterized the Italian and Hungarian press in this period in the context of China.

Our analysis indicates that actual economic and socio-political conditions as well as geopolitical statuses and interests can fundamentally influence the media perceptions of China. Unlike in Western countries that perceive their superpower or great power status (U.S. and U.K.) as being jeopardized by the rise of China, in Italy, the boom of the PRC and its potential impacts on the country are under-reported, as a possible sign of an underestimation of China's importance and overall role for the country. Yet, in the news articles China's rise is portrayed as a challenge and a possible threat, echoing in this regard the discourse present in the global Anglo-American media. Meanwhile in Hungary, articles related to China's boom appear relatively frequently. However here, probably due to the transitional experiences, the rise of China is mainly framed as a successful model of development and a market opportunity. Our work suggests that in Hungary, since *the adaptation of* western market economy in many regards proved to be the source of disillusionment, the need for new post-communist models could emerge and a gradual shift of media attention and reverence from West to East, and particularly from the United States to China, might have started.

Author(s):
Corinna Arndt

Title:
The Politicisation of Newsrooms and Consequences for Organisational Culture: Lessons from the South African Broadcasting Corporation Post-Apartheid

Abstract:
This abstract is linked to the following panel proposal: South-North and East-West: Broadcasting, Democracy and the Public Good Today and TomorrowIn democracies, the relationship between politics and the media is complex and difficult by definition. Because of their unique position within society, public broadcasters especially are prone to being politicised to a degree that compromises their independence in ways that do not only affect their credibility, but also, consequently, pull into question the very justification for their existence. Public debates around the future of public broadcasting in mature democracies such as the UK, Canada and Germany are as much testament to this as the problem-ridden or failed attempts to transform former state broadcasters into credible public broadcasters in Eastern Europe and parts of Africa.
If one subscribes to the normative position that an independent public broadcaster serves an integrative and

unifying function in democratic societies (particularly in diverse, divided and emerging ones) that cannot, by the very nature of how media systems operate, be fulfilled by commercial media, then understanding the ways public broadcasters become politicised is a necessary condition for dealing with this challenge practically. The academic work has addressed this problem overwhelmingly from a structural point of view: What funding framework, what legal guarantees, what statutory mechanisms need to be in place for such a media organisation to play its intended political role in society? I argue that this approach is limited because it does not sufficiently take into account more subtle and informal intra-organisational dynamics that can be linked to organisational culture. The South African Broadcasting Corporation (SABC) which serves as the case study for this paper exemplifies this point. By international comparison, conditions for a successful broadcasting transformation have been relatively conducive in South Africa. Yet the SABC's political independence is a constant matter of public debate and criticism, and the fact that South Africa is a dominant-party state poses a particular challenge. While it is certainly not a state broadcaster in disguise, the SABC has seen changing levels of politicisation since the end of apartheid. To understand how the process of politicisation happens in the newsroom is the objective of this paper, i.e.: What are the indicators and effects of politicisation with regard to journalistic practice at SABC News and Current Affairs? I am going to discuss this in relation to various levels of the news hierarchy and identify patterns linked to story selection, reporting practices, staff-organisation relations, news and current affairs output, audience relations, and the newsroom environment in general. An attempt will be made to relate the South African experience to the 'Northern' origins of the public broadcasting model and discuss critically its applicability to a developmental, post-authoritarian context. Findings are based on ethnographic fieldwork conducted between 2005 and 2011 inside the SABC, including in-depth interviews with >100 current and former managers and staff in radio and television news and current affairs, as well as six months observation in seven SABC newsrooms across South Africa. The paper is empirical and based on ongoing doctoral research.

Author(s):
Laura Ranca

Title:
Broadcasting Against the Current. Challenges to Media Professionalization in Democratic Republic of the Congo

Abstract:
Panel Title: "South-North and East-West: Broadcasting, democracy, and the public good today and tomorrow"

DR Congo's media environment has been experiencing a thriving pluralism since the collapse of Mobutu Sese Seko's authoritarian regime in the late 90's. Hundreds of TV, radio stations and newspapers have been mushrooming in the capital Kinshasa and the ten provinces during the last decade. Due to lack of printing facilities, distribution infrastructure and money, broadcasting is by far the dominant medium in the vast rural areas. An abundant wave of international media development assistance has also helped to increase the number and activities of local media actors as part of an on-going process of transition and democratization. However, within this apparent pluralism there is a tremendous degree of unity. Apart from a small percentage of genuine community media or independent internationally funded initiatives, the vast majority of these media are initiated, owned and controlled by politicians and other influential characters. Media content is often dedicated to and controlled by those who pay the most. The concepts of public interest broadcasting and balanced journalism are almost absent, with few exceptions. The recent presidential and parliamentary elections of 28 November 2011 defied most of the international standards of good journalism and media freedoms injected during years of training and assistance programs.

Political pressure, poverty, lack of broadcasting equipment, weak implementation of laws, threats to journalists' safety and lack of professionalism are some of the main features and challenges of the current media landscape in DRC. Their impact on journalists' practice and media content is tremendous, feeding a cycle that seems unbreakable despite countless media development programs implemented by international and local organizations. The United Nations peacekeeping mission along with many UN agencies (e.g. UNESCO, UNDP, UNFPA) have also been providing journalism training, technical and financial support, awareness and advocacy campaigns aimed to address these problems and contribute to the professionalization and democratization of the media environment. However, the only major media success story is Radio Okapi, the national radio station funded by the UN and managed by a Swiss organization, Fondation Hirondelle, in addition to very few other smaller scale media and issue-based journalists networks across the country.

Overall, news on political, economic, human rights and other key social issues are often results of a compromise between journalists, editors and persons of influence. While this is not at all unique to DRC, coupled with an unstable social and economic situation it poses a tough challenge to the implementation and effectiveness of international media development work. Why is this the case and what are the impacts and trade-offs of international media assistance efforts in DR Congo? What has really changed in broadcasting in the DRC and how was change achieved? What programs, if any, appear to be more effective and why? Based on recent fieldwork conducted in DRC in 2011/2012 as part of a Ph.D. project, the paper addresses these issues and the questions above while aiming to steer discussion about several unresolved and almost taboo aspects of the country's unstable media ecosystem and the international media assistance efforts to change it.

Author(s):
Katja Koikkalainen

Title:
Russian business magazines: not for elites only

Abstract:
The presentation is concerned with the business magazines and their audiences in Russia. There is wide selection of business weeklies and a more modest selection of business monthlies available for all-Russian audience. In addition, local branches and publication chains have arisen, including, for example, Yekaterinburg-based chains of *Biznes i zhizn* (Business and life) and *Delovoy kvartal* (Business quarter). The most read business magazines in Russia are monthlies *Forbes* and *RBC*.

Business magazines that are in the focus here can be defined as consumer magazines. They are targeted to wider audience than just some field of industry or trade and usually are possible to subscribe and are not delivered as a free supplement of another publication. Consumer magazines cover a broad selection of topics to the general public. They can be divided into general-interest magazines for broad readerships, and special-interest magazines, which target niche audiences. Even if there is a large variety in business publications in Russia, the market is scattered and readership per one publication remains comparatively low.

Some magazines are pricey and oriented for the elite readers while some promise to offer concrete tips for personal money and business matters. The presentation focuses on question of (perceived) audiences of business publications – for who are they created and how they attract their readers, and what kind of publications have shown to be successful among Russian audience. Material is gathered from both federal and regional publications.

Author(s):
Floriana Fossato
Anna Kachkaeva

Title:
Public Broadcasting in Russia – Utopia or Real Possibility?

Abstract:
Submission to Panel : South-North and East-West: Broadcasting, democracy, and the public good today and tomorrow

True Public Broadcasting does not exist in Russia, despite cautious attempts made to introduce the concept during the last 20 years. A new attempt is being made in 2012 and this paper will discuss the likelihood of the declared initiative in the current legal, political and economic circumstances. It will also provide an analysis of previous attempts and of the reasons for their failure.

The First Channel of Soviet television was created in 1951 and renamed Ostankino in 1991, following the break-up of the Soviet Union. It was transformed into a joint stock company in 1995 and renamed Russian Public Television (ORT). The name did not reflect the real state of affairs, as the state retained 51 percent of the share, while businessmen close to the Kremlin controlled the remaining 49 percent. The channel was again renamed in 2002 and became Channel One. There are other federal broadcasting companies under

various forms of state control. All of them receive subsidies from the federal budget and are simultaneously commercial companies, as they are entitled to carry the same amount of advertising.

None of these companies, in particular Channel One in its 1995-2002 period, when it was known as Russian Public Television, ever had mechanisms guaranteeing their editorial independence. Quite the contrary, as the Russian authorities openly sustain the view that financing controls the message and therefore feel entitled to use the leading federal broadcasters as their own propaganda instruments.

Channel One and the All Russian State television and Radio Company (VGTRK) reach almost the totality of the country's 143 million population. Russia is currently in the process of digitalizing its terrestrial platform. The process should be completed by 2015. Both leading federal broadcasters have been included by a presidential decree in the list of must-carry free channels in the first digital multiplex. They have jointly established a children's channel. Under the current circumstances editorial independence is unthinkable for these channels.

Widespread discussion in media and legislative circles shows that the concept of public service broadcasting is consistently misunderstood in Russia. There has been no open and informed discussion among the public on the role of independent broadcasting and as a result there is little pressure from the general public to introduce it.

During the last 20 years there has also been no political will to implement public broadcasting, besides rhetorical declarations. For this reason, when outgoing president Dmitry Medvedev in December 2011 called for the creation of an independent public broadcast service free from advertising many experts were skeptical. Nonetheless Russian experts are currently examining detailed plans on two possible models, to be presented to Medvedev by 1st March. The first option envisages the creation of a public TV channel based on an existing federal service, while the second would see the creation of an entirely new service.

Author(s):
Lucas Sierra

Title:
The development of law governing television broadcasting in Chile, 1958-2000

Abstract:
This abstract is linked to a proposed panel on "South-North and East-West: Broadcasting, democracy, and the public good today and tomorrow"

I would like to explain the model of public TV broadcasting in Chile and the way it should be improved.

It is a peculiar model: there is state-own national TV broadcaster (TVN) yet it receives no public funding: it has to compete against the rest of broadcasters in the advertising market.

It has been an interesting model and was functional to the process of transition to democracy that began in 1990 after a long and intense military dictatorship.

Civilian rule is well established now in Chile and will argue that our public TV broadcasting model has to be changed. Yet not in the sense that it begins to receive public funding, but that it has to cease being a broadcaster to begin being just a physical digital network for distributing privately produced TV content.

The network should be allocated to persons or companies offering TV contents by means of public contests, decided on regional, special interests, minorities, etc., basis. There would be public funding for maintaining the physical network and the contest-mechanism, and for producing TV content in order to participate in the contests.

In summary: public TV broadcasting as a distributing platform, not as broadcasting.

Author(s):
Saba ElGhul-Bebawi

Title:
Domination and Resistance: A Study of Al Jazeera English within the Global Public Sphere

Abstract:
Panel Title: South-North and East-West: Broadcasting, democracy, and the public good today and tomorrow

Is there such a thing as a mediated 'global public sphere' that is facilitated by global news flows? And how can we conceive of it? Three positions have emerged in the literature in this regard. (1) According to the 'media imperialism' thesis processes of imperialist domination are entrenched and reproduced in global news. (2) In a contrasting argument, the opposite is claimed, namely that Western domination is diminishing and being substituted by a variety of different media from around the world. (3) The third position, finally, integrates the previous two: while Western domination is thought to prevail strongly, it acknowledges the existence of attempts from the global South to counter-balance this dominating one-way news flow that originates in the North.

This paper will discuss these three positions in relation to the field of satellite news. Through a comparative critical discourse analysis between the news reporting of BBC World, CNN International and Al Jazeera English, this study has found that global news flows are more complex than the media imperialism thesis and the global enthusiasts' positions allow. The empirical study carried out in this research has identified a variety of journalistic influences which shape the social reality constructed by these three studied news networks, such as the political economy of the media organization itself, and the culture of the journalists that are working for these organizations. This paper will discuss these influences, which in turn reveal a journalistic field which is overlapping, complex and continuously transforming. Accordingly, this paper identifies with the third position in the 'global public sphere' debates which is that of 'domination and resistance' within the North and South flows of communication.

Author(s):
Rolands Tjarve
Inta Brikse
Viktors Freibergs
Lauma Sika

Title:
Electronic media in the post-soviet space: characteristics of development

Abstract:
The study examines the development of electronic media during the last two decades in the Soviet Union countries (except Russia) and its aim is to identify the essential characteristic features of the post-soviet space. For the purposes of the study IREX's Media Sustainability Index (MSI), Press Freedom Index, Freedom House' Freedom of the Press reports and data have been used, in-depth interviews with experts have been conducted.

A great deal of diversity can be observed in the development of electronic media in the post-soviet states.
Two periods can be identified in development of media legislation and regulation in these countries: (1) beginning of 199s when in the Baltic States the entire legislation is reshaped including media regulation and (2) 2000-2004 when upon of the accession to the Council of Europe the states had to transform their state TV and radio into   public service media. Yet this process was explicitly delayed in the Ukraine. While different countries have introduced in their practice separate laws on public media regulation (Azerbaijan, Estonia). A common line of development of media legislation in the European part of these countries is marked by digitalization process.

In all the countries to a different degree there exists political impact upon public media management and also upon the common electronic media market. This impact is not significant in Estonia any more but Belarus TV and Radio Company is subordinated to the president of the state.

A large diversity of approaches can be identified in the principles of creating electronic media and/or public broadcasting regulatory body.

In all the countries the public media are state funded, but in some countries public and state media function in parallel, besides politicians or entrepreneurs affiliated to politicians own parts of the state media. The state funding for media is very different. Public/state media financing is directly correlated with the economic indicators of the state and inversely with media freedom and media market indicators. The policy of the state differs also in media market development, it is at least partly influenced by political interests. But in several countries the commercial media are developing very successfully.

Author(s):
Jing Yan

Title:
Transitional Chinese Society: Consumerism and News Media, 1980-2010

Abstract:
Since 1978, liberal economic reform and opening-up policy have been carried out in China. The economy has undergone a process of decollectivization and decentralization, transforming the previous state owned and centrally planned economy into a free market economy. Deng Xiaoping's economic reforms have enabled the asceticism of revolution to be replaced by the economic force of consumerism. The capita of each household are rising dramatically, and more and more Chinese consumers are able and willing to buy various goods and services at even higher prices. As such, China has been experiencing a radical consumer revolution. The Chinese, who once considered "consumption" as a mark of decadent capitalism, now are washed in a tidal wave of abundant consumer goods and services. At the same time, promotional messages and activities for consumption of all sorts of commodities have been wide spread as well.

Previous studies have pointed out that media content not only reflects the main values of society, but also reinforces the social norms and beliefs, including ways of life. However, at the meanwhile, the portrayals constructed by the media are symbolic rather than objective realities. The content of media is constrained by dominant ideology to legitimize the social order. So through the media content, it is interesting to look into the process of social construction and the transformation of values. The aim of this study is to answer the following key questions: How do the news media cover consumerism in China since the economic reform?

As shown in the news, what is the main driving force behind consumerism in China, the state or the market? How and why is consumption promoted in the news? News stories in the People's Daily and Southern Metropolis Daily from the year 1980 to 2010 were selected for content analysis. The two newspapers were chosen because the People's Daily is state-owned while the Southern Metropolis Daily is market-oriented. They allow for a useful comparison of coverage of consumerism between different types of media. The longitudinal study is significant in that it focuses on the interplay between consumerism and news in China, filling in the gap in the literature that tends to look at advertising only.

Author(s):
Jia-Wei Tu

Title:
How News Media Use Affects Political Discussion in a Transitional Society: Evidence from the China Survey

Abstract:
This study is an attempt on investigating the relationship between use of news media and political discussion in a transitional society with fast-changing media landscape. With the analysis of rarely national-scale survey data, the author argues that embedded in the very national of socialist political system, the traditional mainstream media, particularly newspaper and TV news, play the major role in generating and sustaining discussions concerning political issues in Chinese society today. In contrast, the expected effect of Internet as a potential venue for civic engagement is not supported by the current data.

In the past decades, political communication studies have produced numerous conflicting results on whether media use has an engaging or alienating effect on citizens' political discussion due to the fact that scholars measured usage of different media and focused on different aspects of political engagement. More importantly, the media landscape has been changing significantly in the past decades and the sources of political information have increased and diversified in recent years. For example, the influence of newspapers has decreased globally. The importance of the Internet has exponentially increased, and the

expressive potential of citizens, particularly, has been transformed with the spread of the Internet worldwide. However, less is known about whether or not such phenomenon similarly across different societies, particularly, the non-democratic regimes or transitional societies. In light of ongoing debates on the impact of the media use on civic engagement, this study addresses the process of political discussion in China.

China is one of such transitional societies that have a complex social context. On one hand, while the Communist leadership grips its monopoly on the state power, the economic reforms have opened the door for a more diverse and dynamic media environment than ever before. On the other hand, while the Chinese leadership is confident that China's engagement in the outside world and the venues of latest communication technology can be controlled and managed successfully, some criticize the authorities' resistance of free flow of information and censorship of the media and the online user-generated content. The present author is curious about how the country's media users, vast in number, react to the changing political and media landscape.

Based on a set of rarely large national data, the China Survey, the present author analyzes that to which extent the use of news media is related to citizens' towards political discussion and opinion expression.

The data used in the analyses were produced by with 3989 Chinese citizens. With the analysis of national-scale survey data, the author argues that embedded in the very national of socialist political system, the traditional mainstream media, particularly newspaper and TV news, play the major role in generating and sustaining discussions concerning political issues in Chinese society today. In contrast, the expected effect of Internet as a potential venue for civic engagement is not supported by the current data. Several tentative conclusions can be derived from this study.

Author(s):
Nataliya Ikonnikova

Title:
Social communications spaces: transnational, local, public, interpersonal

Abstract:
The paper presents the results of the first stage of the research project in progress. It is proved that Olympics are not only sports event and not so much sports event as it is diffused event: cultural (look at any of latest Olympics and the part played by cultural programme), social (look at Paralympics' growing programme, the project of "First Nations" branding in Vancouver, volunteers' movement, local communities engagement campaigns), of course, economic (both for multinational brands and nation and local business enterprises), and political (concerning National branding and international relations) event. The involvement of the local community is complicated and complex, too. Different groups that compile the local social environment share different values (as meanings and as resources) and benefit of incur losses in different ways.

The paper considers the diffusion of technically complicated media and its influence on local community, while media itself transforms into everyday things in the context of the construction of Olympic objects and other preparations. The dissemination of high-tech media effects in social stratification, strengthening social inequality. The diffusion of technically complicated media is not only horizontal net spreading but also in depth of social organization penetration, it changes the nature of social ties in communities. The model of the transformation of corporeal environment and the diffusion of technologies in the juxtaposition with social practices and cultural units has been called "Tornado model". This metaphor allows to organize the initial visual photo data and divide some different stratums of diffusion of things and technologies. The Tornado's influence causes specific processes of separation of social position at each stratum.

Author(s):
Svetlana Kulikova
Elira Hafizova
Farida Turdubaeva

Title:
South-North newspaper coverage of June 2010 ethnic conflict in Kyrgyzstan

Abstract:
In June 2010, shortly after April 7 uprising against President Bakiev, Kyrgyzstan experienced the deadliest ethnic conflict in its post-Soviet independent history. As a result of ethnic clashes between Uzbeks and Kyrgyz living in the southern regions of the country, about 2,000 people were killed, thousands wounded and displaced, and reported 100,000 sought refuge in Uzbekistan. Osh, the southern city where the conflict broke out, is roughly composed of 70% Uzbeks and 30% Kyrgyz as residents, and Uzbeks live predominantly in the southern parts of the country. Just as any humanitarian catastrophe of such a scale, the conflict seemed so impossible and unexplainable that its coverage by various local and international media was inevitably superficial and cryptic. Given that the conflict has its roots in Soviet history, where each side claims "historic" rights to the land and accuses the other of unfair treatment and unequal distribution of resources, the conflict has become an overly sensitive topic, especially for the Kyrgyz. They have dismissed the results of the investigation by an international commission and claim that the Western understanding of the events, largely driven by a biased coverage by global media, is unfair and distorted. However, an earlier content analysis of leading Western newspapers' coverage of the events during the first month of the conflict conducted by one of the authors of this proposal showed that the coverage was as balanced and as descriptive as it was possible. Many Kyrgyz experts believe that local media in Kyrgyzstan were so overwhelmed by the coverage coming from various global sources that they lost their own voice. To explore this, the proposed project will analyze how the local newspapers in Kyrgyzstan covered the conflict. The newspapers in the sample include leading newspapers in Kyrgyzstan that come out in the southern and northern parts of the country in Kyrgyz, Russian, and Uzbek languages. To make this study comparable with the earlier study of English-language newspaper coverage of the same conflict, the time period will be one month after the conflict broke out. The goal is to see how the newspapers framed the conflict, what they saw as the main reason and the trigger of the conflict, and how they evaluated the Kyrgyz government's actions. It is expected that the analysis will highlight the south-north divisions based not only on uneven economic development and broken communication lines among different parts of the country, but also ethnic composition and class differences of the population.

Author(s):
Diana Nastasia
Sorin Nastasia

Title:
Gendered Identities in Postcommunist Romania

Abstract:
The construction and negotiation of gender in local and global settings is a "hot" topic, approached in a variety of communication subdisciplines, through diverse theoretical and methodological frameworks. However, the (re)formation of gender in countries and regions of the world in transition from one social and political system to another, and the connections between the macrosocial transformation of gender policies and the microsocial change in gender relationships, have rarely been conceptualized.

This presentation has the purpose of bridging this gap by means of examining gendered identities in Romania, country of Eastern Europe in transition from a communist to a democratic system. Studying gendered identities in this part of the world during this timeframe is a hard but exciting task: communist constructs no longer apply, but new constructs have not been crystallized yet; with over half a century of disinformation, knowledge of Western models is poor, and even if these were better understood, they might well not apply.

This study explores the changes in gendered identities brought by the transformation of the social and political environment in postcommunist Romania. The analysis of data from 50 face-to-face interviews with men and women of diverse economic and social status provides the opportunity to address the following problematics: (1) the changes in gender policies and practices in the process of democratization; (2) postcommunist formulations of ideals about masculinity and femininity; and (3) postcommunist opportunities/threats for communicating gendered identities. The study reveals both efforts to set gendered relations on principles of tolerance, and clashes between gendered identities.

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Public Service Media Policies Working Group

Author(s):
Yik Chan Chin

Title:
Public Service and Individual Rights: Striking the balance between order, development and freedom of speech in China

Abstract:
This article approaches the question regarding the implications of China's public service broadcasting (PSB) policy for the lives of Chinese citizens and for the limitation of State power from both normative and historical perspectives. It first compares the Chinese normative concept of public interest and relationship between State power and individual rights with one typical of liberal democracy. It asks which values and functions of PSB are privileged or neglected in the Chinese discourses by those who hold power. A historical perspective is being taken up to inquire into the origins and actual evolution of Chinese PSB policy, posing the fundamental questions: why did PSB in China evolve into its current form? and how well does this form match the normative justifications for it proffered to the public? This article argues that China's public service broadcasting (PSB) policy has been motivated more by the pragmatic ends of securing social stability and cohesion than by moral or humane concerns for the development of citizens. Actual PSB policy focused predominantly on a narrowly defined „basic cultural right" of access to broadcast media and on social equalization between urban and rural access to broadcast networks. The lack of consensus on the substance of the public interest undermines any meaningful political construction of PSB. The long-term implications of PSB policy depend on the legitimation of the discourse of individual rights and equality, and on recognition of the broadcast media's role in independently serving the public and common good and of the State's obligation to respect individuals as citizens having equal and unalienable rights.

Author(s):
Winston Mano

Title:
Public Service Broadcast Scheduling in Africa in the Digital Age: Continuity and Change

Abstract:
 How is digital migration affecting public service broadcasting in the Global South? How is the switchover influencing media policies and strategies for public broadcasting output in less developed countries in the Global South? My paper is based on the assumption that the schedule is still important part of the debate about the direction of public service broadcasting in the digital age. It is also based on the observation that even though public broadcasting technology and especially the medium of radio came from Europe in the colonial period, it is now arguably better suited to Africa more than it was for Europe where it originated. For a long time, schedules have, to some extended, reflected and affected "timetables" of traditional and modern life in African countries. This partly owes to the way the medium has been domesticated and adapted using schedules that are more and more suited to conditions of life in Africa. My paper asks how public broadcasters in Sub-Saharan Africa have approached or managed scheduling/programming at a time of rapid change from analogue to digital broadcasting, from public service to commercial models. It asks how

they have responded to forces of deregulation and liberalisation? How have they run or organised their scheduling/programming departments within such rapidly changing environments? What do we get when we begin to compare experiences of public service broadcasters from different regions in Africa? How different and similar are their approaches to scheduling in the digital era? More specifically, my research critically reviews scheduling at public service radio stations in Anglophone Africa where there is a relatively strong public service media culture, influenced by the British Broadcasting Corporation. It also critically engages with public policy debates about changes to public broadcasting scheduling at a time of rapid shifts from public to commercial media models. It will seek to establish the balance between entertainment and citizenship considerations in radio output. It will investigate the ongoing tensions between public service and commercial imperatives in the scheduling decisions. How, for instance, have the new imperatives influenced the way African public service radio broadcasters schedule programmes about AIDS and sexual health? The main research is conducted in scheduling departments (including with programme schedulers, station managers, director generals) in public service radio departments in Zimbabwe, South Africa, Swaziland, Zambia, Kenya and Ghana. The countries chosen have a strong public service tradition and some have shared cultures and challenges of serving multilingual communities. It is specifically about the options taken by public broadcasters and how the contemporary changes are influencing scheduling policies and outcomes. The study contributes to debate about policy changes and reform in public service media in the in the Global South.

Author(s):
Inta Brikse
Ieva Beitika
Rolands Tjarve

Title:
Sense of national identity: discourse analysis of national public service regulation acts

Abstract:
Public service broadcasting has a historical role in nation building and national identity construction. But contemporary states and societies are faced with the challenge to construct the new identity of public service broadcasting itself and identify the new roles of PSB to construct national identity in multi-cultural environment.

The theoretical framework for this research is based on the assumption that national identity is legitimised by law and that law and legal institutions play specific role in constructing national identity (Castells, 1997, 2011; Collins, 2002; Lechner, 2007 Kjærand Palsbro, 2008 etc.).

The research questions for this paper are: (1) how is the national identity construction process supported by the legislative acts about PSB? (2) what is the discourse of PSB identities, cultural identities and national identity in national laws which relate to PSB? (3) how do political identities and cultural and historical, ethnic, linguistic, etc. characteristics influence the sense of national identity in national laws which relate to PSB?

The research is focused on the analysis of national identity and the legitimisation thereof in national laws which relate to PSB in European and Central Asian (the former Soviet Union) countries and Canada, Australia, Japan and South Africa. The text corpus consists of more than 80 normative acts. The categories of quantitative and qualitative content analysis were established on the basis of Miller's characterisations of national identity (Miller, 1995). Discourse analysis is based on the model where PSB, cultural and national identities are in mutual interaction and dependency affected by (1) political identity and culture and (2) historical, ethnic, linguistic and other traditions.

The research concludes that the legislative acts generally include the rules proceeding from Miller's definition of national identity. The most typical approach to defining the national identity discourse is to link national and cultural identity or to share sense of national identity based on the dominant culture. The laws uniformly emphasise two main elements that characterize manifestations of national identity – culture and language. In several countries the representation of national identity is linked with possible competing aspects in the social practices – cultural diversity, tolerance, strengthening of positions, for example, particularly in regard to the language allocating to it a priority status in the activities of public media.

Author(s):
Esteve Sanz
Maria Luengo

Title:
Public, Commercial and Civil Television in the New Media Landscape

Abstract:
In this paper we wish to propose a coherent set of theoretical and methodological tools to better understand the emerging cultural dynamics of the institution of television in Europe in the context of the digital transition. The digitization of all television delivery platforms has technically freed up massive spectrum, and broadband video is growing fast around the world. In this context, the anti-cultural notion of the "fragmentation of audiences" appears as a theory that needs little empirical prove, and it is widely accepted as the major threat to the legitimacy of public channels. The empirical evidence presented in this paper suggests that public service broadcasting (PSB) remains at the core of Europe's cultures and economies, and it is still able to attract massive audiences around the continent. Yet, the emerging new media landscape, defined by new moral codes embedded in the programming and new forms of interactive production and distribution, is arguably transforming the debate around the principles that sustain public television's legitimacy.

We wish to explain the changing structure of this debate through the lenses of the theoretical concept of the civil sphere (Alexander, 2006), establishing the study of the debate between public and commercial television as a particular way of encoding the discourse of civil society. We will use this theoretical framework to examine the discourses appearing in both mainstream and alternative Spanish media in regard to crucial events in Spanish PSB's limelight: the audio-visual sector reform proposed by the Government in June 2005, the intent of the Board of Directors of RTVE to control the news in September 2011, and the recent announcement by the government to reduce state funding to RTVE.

Ultimately, we will show that the emerging forms of discursive legitimation of both private and public television are now mediated by what we call "civil television," signified and materialized by the Internet. Both private and public television try to associate with these cultural structures, in a process that is condensed in the emergence of a new concept of "audience" which is not based on rationalistic principles of taste but on the generation of collective expectations as a cultural experience per se. Public television's renewal may thus emerge in the convergence of the commercial, the public and the civil.

Author(s):
Tim Raats
Caroline Pauwels

Title:
Partnerships and Public Service Media. Challenges for public policy and broadcasting strategy.

Abstract:
Evolving into public service media, public broadcasters increasingly tie their public service remit to the idea and practice of partnerships. The focus on a 'partnership agenda' has not only been induced by policy-makers, it is also carried out at the level of public broadcasting strategy. Broadcasters have been actively pursuing cooperation agreements with the cultural sector, the educational field and their competitors, realizing also the legitimizing nature of such a strategy. As partnerships are most often framed as a tool to avoid frustration with the powerful position of public broadcasters in Western European media sectors and public broadcasters themselves have failed to ground them into the substantive realization of their remit, the partnership concept risks to become a catch-all concept at best, or a marketing tool solely serving legitimizing purposes at worst.

Whereas in previous contributions partnerships were approached from the specific initiatives in practice, this paper seeks to analyze the partnership agenda from a regulatory and broadcasting strategy angle. It questions whether the new practice to enforce partnerships through management contracts is transposed into public broadcasters' day-to-day reality and which problems might arise in that respect. Three sub-questions derive from that. Firstly, are new management contracts putting forward a sustainable partnership agenda that conforms to the ideals of public service media, or should they be considered a transposition of a down-to-earth political strategy aimed at pleasing all stakeholders and maintain a 'pax media'? Secondly,

how do public broadcasters themselves perceive the obligation to 'partner up' with many other parties? And thirdly, which legal and practical hurdles arise in the implementation of the partnership agenda?

The paper consists of four parts. The first part addresses the turn to partnerships in public service media literature, combining these insights with public administration literature on public-private partnerships. The second part analyzes policy documents and management contracts between the British, Flemish and Dutch governments and their respective public broadcasters (BBC, VRT and NPO). Part three is concerned with public broadcasters' own appreciation of the partnership agenda, drawing from semi-structured expert interviews (conducted between August 2010 and February 2012) with over 30 public broadcasting professionals involved in production, management or strategy and policy development. Finally, an evaluation of the partnership agenda is made, focusing not only on the level of support for this new regulatory practice, but also on the legal problems that arise from it.

The paper aims to recommend improvements of the partnership agenda as promoted in the United Kingdom, Flanders and the Netherlands. Simultaneously, it nuances some of the idealistic theoretical approaches to partnerships and adds to theory building in this respect. The main argument is that there is a misfit between theory, policy rhetoric and public broadcasters' actual strategies. This does not mean that there is no legitimacy in the idea of a networked public broadcaster. In fact, the partnership agenda is crucial for the sustainability of public service media. However, it cannot and will not be successful if enforced in a top-down way exclusively.

Author(s):
Neeraj Khattri
Ganesh Sethi

Title:
A Paradigm for Media Intervention in Conflict

Abstract:
This paper critically examines the role of media intervention in long standing conflicts. It explores normative theories, identifies strengths andweaknesses, and offers a new approach and a framework for future research. The analysis views that using the level of countries may be erroneous when attemptingto explain civil conflict. This is especially the case when civil

conflicts are highly localized, hence primarily affecting a small part of a country's territory. In such case, it is more likely that patterns of violence are explained by local conditions and events. The multiple protracted insurgencies in Manipur are extreme examples of this.This study examines the variation in conflict risk and magnitude across Northeast India. A general conclusion of the study is that although sub-national data may be more relevant than country level data when explaining local conflict events, the difficulties in finding general measures that capture the proposed mechanisms are not entirely circumvented.

Intervention in conflict as a process involves four phases characterized by a particular condition and goal: prevention, management, resolution, and reconciliation. The paper investigates actual and potential media intervention in each phase and offers a proposal for a new framework for analysis based on the integration of conflict theories and the functional theory of communication.

Author(s):
Wilson Ugangu

Title:
Linking normative theory to media policy making: The Kenyan case

Abstract:
Authors: a) Wilson Ugangu- Lecturer of Media and Communication Studies, Multimedia University College, Nairobi, Kenya (PhD candidate, UNISA)b) Prof. Pieter Fourie, Senior Professor, Department of Communication Science, University of South Africa (PhD Supervisor)The Kenyan media landscape has considerably transformed over the last two decades. This has mainly been due to the liberalization of the social, economic and political context. This period has also inevitably seen various efforts by government and its agencies to control and generally regulate the media landscape. The broadcast sector has, for instance, been the most affected with numerous laws being proposed and passed by parliament to enable

greater control by government of the expanding broadcast sector. These efforts were however always opposed by owners of media institutions in the country, academics and civil society.The purpose of the paper is to investigate the role of normative media theory in shaping and guiding the policy debate in Kenya. This is done against the background of acknowledging the general flux which characterizes normative media theory in a postmodern, globalized and new media landscape, also in Kenya. Specific topics which are dealt with are: a)   Brief description of the Kenyan media landscape- under this section, an attempt is made to describe the Kenyan media landscape, with a view to demonstrating how it has and continues to transform as a result of the effects of globalization.b)   Role of media in society- this section of the paper offers a synthesis of current arguments in the area of normative media theory. This section brings to the fore the challenges which normative media theory has to contend with in a changing social economic and technological context.c)   Debating the role of the media in Kenya- this section summarizes the views of several key role players in the Kenyan media landscape in regard to how they perceive the role of the media. Particular attention is given, inter alia, to matters such as media ownership, media accountability processes, the changing constitutional landscape, the role of the government in the Kenyan media landscape, the place of African moral philosophy in explaining the role of the media in Kenya, and the growth of local language radio.d)   This section deals with how normative theory and media policy making in Kenya could meet each other, taking into account the changes occasioned by globalization and the new media landscape.Consequently, in terms of structure, the paper begins with a brief description of the Kenyan media landscape. This is followed by an overview of policy issues and responses to them in Kenya. The final part of the paper is an argument on how normative theory and practice could meet each other in the Kenyan policy debate.

Author(s):
Lenin Martell

Title:
The construction of Public Radio Service in Mexico within Neoliberalism: the problematization of a case study

Abstract:
This paper aims to present the explication of how the Public Radio Service System in Mexico functions nowadays within a Neoliberal political regime. This view stems from the fact that many Public Radio experts firmly consider that Public Radio in Mexico does not exist, mainly because there is not a particular Public Media Law. On the contrary, I maintain that Public Radio Service in Mexico has gradually been constructed in some State-owned radio stations.

I explicate how this type of stations builds some characteristics of public service in their daily activities. Stations, such as "Radio Educación" in Mexico City, have aired valuable programming over the past 40 years. It has established strong ties with its audience. Its programming is very critical of the State and society, and it evidences to have social utility content. Furthermore, this station contributes to the building of citizenship and broadens the social debate within the public life.

At this IAMCR Conference, I intend to share the route I followed in order to be able to problematize this research study. I will also explain how this method conducted me to delimit a case study. This paper is part of a broader research study on State Radio in Mexico at the beginning of the century, which I have recently concluded.

Keywords: Public radio service; public space; public life; public communication; media studies

Author(s):
Rene Smith

Title:
Public Media in Developing Countries: 'Revisioning' Public Service Broadcasting in South Africa

Abstract:
The South African Broadcasting Corporation (SABC) has been a site of contestation since inception over three decades ago: from propaganda machine to allegations of self-censorship amongst staffers and political interference in Board appointment. Several studies and a robust national campaign to first 'save' then 'support' public broadcasting and the picture seems largely unchanged. The paper seeks to examine

normative frameworks to locating public service broadcasting and public broadcasting services in developing countries, focusing on South Africa. It will then interrogate development journalism in relation to conceptions of public media and public service media, highlighting the pitfalls and advantages in the application thereof. Presented as a discursive analysis, the paper will be purposively designed to interrogate, debate and antagonize normative frameworks, beginning with an assessment of the various strategic visions of the SABC post-apartheid South Africa, the policy and transformation imperatives, as well as national and local audience research findings, towards 'revisioning' of public service broadcasting in South Africa.

Author(s):
Karen Arriaza Ibarra

Title:
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?

Abstract:
Public broadcasters have tied up their existence to the mission of public service objectives in benefit of the citizens ever since they were created (Iosifidis, 2010), but more recently their public service remit is also associated to the idea and practice of partnerships as well (Raats, 2012). Historically speaking, PSB has gone from a monopolist position to a partnership situation due to competition. This partnership has also become a prerequisite in their need for transformation, pivotal in today's cross-media business models, from Public Service Media institutions to Public Value Structures. And when it comes to PSB strategy, it is fundamental for their sustainability to say that nowadays they have come to establish "partnership agendas" in order to reaffirm their public value and also enhance their ability to perform successfully in a market-oriented audiovisual scenario (Arriaza Ibarra, 2009).

But how do public broadcasters 'partner up'? Which theoretical and practical problems arise in the implementation of a partnership agenda? In Southern Europe PSB institutions have been, in general, long associated to political authorities and governments, thus providing a more complex starting scenario in which PSB lacks well-documented policy statements. Also, some methodological disadvantages are appreciated when referring to the structures of PSB, and these sometimes result in unclear spelled out management contracts/charters. Nonetheless, PSB institutions in France, Italy, Portugal and Spain look up to a 'renewed' partnership agenda with their publics and third-party stakeholders, in which audiences also get involved in a task destined to refresh a vivid interest in public broadcasting in these countries. In this paper there is an analysis of the PSB partnership agendas in Southern Europe and whether policies taken to date in this respect have been positive or not.

Keywords: PSB, public service, partnership, Southern Europe, agenda.

Author(s):
Maria Michalis

Title:
The Challenges and Opportunities of Internet-delivered TV for Public Service Broadcasters: the BBC and Projects Kanagroo and Canvas/YouView

Abstract:
This paper addresses the opportunities and challenges which the technological convergence between television and the Internet present to Public Service Broadcasters (PSBs). The paper does so by concentrating on two recent efforts by the BBC and other British Public Service Broadcasters (PSBs) to enter the on-demand services market, projects *Kangaroo* and primarily *Canvas/YouView*. *Kanagroo* was formally blocked by the Competition Commission in 2009 whilst *Canvas/YouView*, approved by the BBC Trust in 2010, is expected to launch in 2012.

The paper starts with a discussion of the transformations that the technological convergence between television and the internet bring emphasising on the one hand the radical shifts towards TV delivery, consumption, interactivity, personalisation and monetisation of content and on the other hand the centrality of linear TV in home viewing.

It then examines the rationale behind the two projects (*Kangaroo* and *Canvas/YouView*) focusing on the strategies of PSBs, notably the BBC. These Internet TV ventures came after individual PSBs had launched their own catch-up services and so not immediately obvious why they would want to join forces and work on a common online content distribution platform. The paper argues that these ventures manifest the innovation potential of PSBs in their effort to modernise and stay relevant in the emerging digital multimedia environment as well as their wish to retain control over their content (PSBs are the biggest investors in domestic original programmes) in an increasingly crowded but also fragmented television environment where progressively more future television content will be delivered over the Internet. In particular Canvas/YouView is premised upon various traditional public service values such as openness, inclusiveness, diversity, universal and affordable access.

The paper then analyses the interplay between public service and government objectives (such as availability of free public service content and promotion of broadband penetration), private sector pressure to restrict such new initiatives by PSBs which directly threaten their integrated subscription-based business models, and the new regulatory environment for PSB, in particular the new BBC governance regime which incorporates market impact assessments (*Canvas/YouView*) and the increasing role of competition rules (*Kangaroo*). Based on media policy literature, documentary analysis and interviews the paper explains the dynamics of policy and the interplay of the above factors.

Although, the paper is about IPTV and PSB in Britain, it offers important insights about the actual working of the new regulatory arrangements for PSB (public value – market impact), which a growing number of European countries have adopted, as well as the opportunities and challenges of Internet-delivered television for PSBs.

Author(s):
Murej Mak'Ochieng

Title:
Arguments for a Public Service Broadcaster in Kenya

Abstract:
This paper will identify and discuss the policy challenges that face public service broadcasting in Kenya in this era of multi-party democracy and market economics. The purpose of this discussion is to argue for the transformation of the Kenya Broadcasting Corporation (KBC) from a State broadcaster into a public service broadcaster. Theories on political and broadcasting communication acknowledge that the media are important agents and multipliers of political and social change. They are therefore a locus of contestation and target of various societal actors who would love to have access to them or control them for political and ideological purposes. The media are also expensive economic institutions affected my market dynamics which militate against their reach and effectiveness for democratisation and social change.   This discussion will be done against the backdrop of public and academic discussions in the North about the desirability and viability of public service broadcasters. Public service broadcasters in Europe for example are facing many challenges that result from a cocktail of reasons. According to some people, currently very little differentiates public service broadcaster such as the BBC from their private counterparts. Such people argue that private broadcasters offer programming that is comparable to, and sometimes better than, that of public service broadcasters. They suggest therefore for the doing away with the latter.   For many reasons, radio has for a long time been the most accessible medium in Kenya. Radio was introduced in Kenya as a public service. Public broadcasting in Kenya has been owned and controlled by the government since independence from British rule in 1963. Even after the advent of multi-party politics and the partial liberalisation of the airwaves in the 1990s, the only truly national broadcaster, the KBC, is still owned and controlled by the government. However, the broadcaster is a pale shadow of a public service broadcaster. It is poorly funded and operates within a harsh competitive market environment. KBC therefore needs to be freed from government control and empowered to serve the communication needs of all Kenyans. The challenge is what form of institutional organisation will enable it to fulfil this mandate.

Visual Culture Working Group

Author(s):
Edwin Culp

Title:
Reframing the obscene: Affect, Potentiality and Representation in Contemporary Mexican Cinema

Abstract:
The problem of constructing the obscene has been one of the main questions regarding representation: what to keep *off-scene* to maintain the stability of representation, what should be occluded from sight, what the limit of the representable is. Every time a representation is in place an obscene, a right-outside-the-scene, is produced.

Latin American colonization, but even further, the consolidation of the modernization process in the 20th century became a constant negotiation with the obscene: from the production of the *desaparecido* (disappeared body), the fear and despise of the *guerrillero*, or the repression and negation of the student revolts, to the monumental buildings and the solemn acts of the dictatorial regimes, the negotiation of what remained visible and what was kept unseen was crucial to the construction of an idea of an ever-coming progress in the region. Keeping the promise of a modern utopia –and even more, consolidating representations of liberty, equality and progress in the North—depended on a complex system of concealment of the costs of that progress. Poverty, racial and cultural differences, and any other representation that differed from those of modernization had to be systematically rejected and suppressed from the visible.

The fall of dictatorial regimes in the region, together with the expansion of a neoliberal economy saw the public condemnation of normative-repressive systems of censorship. A new, and more perverse form of control would be established: that in which the obscene could freely enter the scene and show its atrocities, a system that works by overexposing rather than occluding violence, by radically denouncing barbarism without actually taking effective actions against it. The *desaparecido* is substituted by the mutilated body. A continuous state of excess violence is fully represented, what was traditionally regarded as obscene (the abuses of State power, civil casualties, etc.) is now fully acknowledged and displayed.

From that point of view, how to produce images that can criticize representation without being read as further statements of violence? How to rearticulate the relationship obscene-scene from a critical perspective? How to produce critical images avoiding the rhetoric of the victim? A critical production in this sense should reinstate the ability of the spectator to become affected by images of violence, to be critical of its obscenity.

To reframe obscenity becomes a way to reinstate its potentiality to destabilize the normativity of representation, in order to ultimately bring about its capacity to affect the spectator. Three Mexican and one Guatemalan film serve as the framework to develop this taxonomy of the obscene: *Miss Bala* (Gerardo Naranjo, Mexico, 2011), *The Bastards* (*Los bastardos*, Amat Escalante, Mexico-France-USA, 2008), *Gasoline* (*Gasolina*, Julio Hernández Cordón, Guatemala-Spain-USA, 2008), and *Summer of Goliath* (*Verano de Goliat*, Nicolás Pereda, Canada-Mexico-Netherlands, 2010). By avoiding the narrative of the victim, these films recover the tension between the scene and the obscene by reframing the actions, by clearing the frame, by producing expectation, by repeating, once and again, the incapacity to represent violence.

Author(s):
Nien Wei Ling

Title:
"The Media Representation of iPod in Taiwan 2001- 2010 , Discourse Analysis".

Abstract:
In 2001, a new technology product, iPod, appeared in Taiwan. The representation of media concerning iPod started from basic information reports and gradually turned to the discourse of iPod's cultural meaning. In 2005, a series of constructions of the popular discourse helped the already sensational iPod reach its apex. This meant that iPod's representation in media not only appeared in the popular discourse, but more

importantly, it was bestowed "the value of a symbol" in a consumer society that focused on styles and symbols, just as Baudrillard argued: "In order to become object of consumption, the object must become a sign." Baudrillard 117).

This paper begins with the discussion of consumption, representation and popular culture. The methodology utilizes discourse analysis to decode the meaning in this text in order to analyse a variety of topics and the different interpretations of iPod's reports. First, it outlines the reports of iPod from 2001 to 2010. Next, it analyses iPod Silhouettes advertisement in order to depict the metaphor in iPod's publicity and interpret the meaning in its image. We are able to see how advertising naturalizes itself through media in Taiwan.

We are able to take the meaning of iPod's representation in media as reflective of Baudrillard's perspective of 'profusion' in consumer society. It seems that an object is no longer stand-alone but a combined mode, which means that there are different denotations (the reports of iPod) regarding iPod. Also, we live in a time when the sign of reports can be seen as a means of extension. It is also argued that different interpretations of iPod's discourse can be regarded as Baudrillard's perspective of representation which is 'Disneyland'. From 2001 to 2010, the system of signs are constructed by media in Taiwan. It is a kind of 'The theme park of iPod in Taiwan' which means that iPod's discourse has naturally become a sign. Also, it aligns with aim of this study which is to find out how media discuss the iPod.

Keywords: consumption, consumer society, popular culture, representation , sign.

Author(s):
Fernando do Nascimento Gonçalves

Title:
The last picture: "death and life" of photography in Rosângela Rennó

Abstract:
This paper will discuss the connection between image, technology and modes of existence focusing on the analysis of the project "The last picture," by Brazilian artist Rosangela Rennó. Starting from her former works on photography as a cultural object, the text analizes this artwork in order to discuss the passage from analogical to digital photography as either a supposed garantee and a condition of possibility of aesthetic and creative force of the images today.

Rosângela Rennó is one of the greatest Brazilian contemporary visual artists. She participated in several art biennials, such as Venice (2003), Sao Paulo (2010) and Istanbul (2011). The artist considers herself a "photographer who does not shoot" and who is interested in the ways value is assigned to photo images (aesthetic, documentary, emotional, political) and the social uses that are made of them.

In this paper her major works will be briefly presented, as the main interest here is to analyze "The last picture", a collaborative project for which the artist invited 43 professional photographers to photograph the Christ the Redeemer (one of the seven wonders of the world), in Rio de Janeiro, using mechanical cameras of different formats that the artist has collected over the last 15 years. The cameras ranges from a 4x15 plate camera, from the early twentieth century to a 35mm reflex camera from the 1980s. The cameras were used for the last time and then sealed. The photos were edited by Rennó and the authors. The project consists of 43 diptychs, composed by the cameras and the last image they recorded.

In "The last picture" Rennó does not intend to "show mourning" for analogical photography or to denounce its death. She seeks to go on discussing the subjective production that involves photography. But to do this, she articulates image makers (both people and machines) as a means of confronting the photographic experience to the materiality of the technology that makes it possible. Just as in former works, her poetics lays not in the photo itself but in the making of creative arrangements with the different elements that surround it (visual, textual, objectual, culturais etc.).

So the paper will argue that the term "The last picture" does not necessarily mean neither the end of the images in her work nor a fareweel to the analogical. Actually, this is a starting point to discuss the logics that connects image and its future to the progress of the technique in terms of a determination. In Rennó the "end" may be a beginning. Not a beginning that hosts the digital as a natural destination of the image, but the one that affirms the condition of photography mediated by the technological conditions of its production, though not determined by it. It is also perhaps the start of an investigation on what

such mediation may imply to the ways we relate to image technology in our socities and the ways they shape our modes of existence.

Author(s):
Kenneth Yang
Yowei Kang

Title:
A Visual Rhetorical Study of Sexual Culture in Ching Dynasty China (1644-1912)

Abstract:
Although Chinese culture is often characterized by their conservative attitudes toward sex, the examination of banned popular culture products shows a drastically different view. These cultural products are often used for sexual education. In Robert Hans van Gulik's "Erotic Colour Prints of Ming Period: With an Essay on Chinese Sex Life from the Han to the Ching Dynasty, B.C. 206-A.D. 1644," it documents the sex life not reported in mainstream rhetorical discourses.

The generation of these less explored rhetorical discourses needs to be examined extensively. In this presentation, we apply Sonja Foss's visual rhetorical theory in her "Framing the Study of Visual Rhetoric: Toward a Transformation of Rhetorical Theory." In this landmark article, he proposes to examine the nature, function, and evaluation of the rhetorical artifacts to understand sexual rhetorical discourses.

In this study, we will examine several non-mainstream popular cultural products on sex in Ching Dynasty China (1644-1912) to discuss their visual rhetorical discourses to better understand sex life in Ching Dynasty. From examining the nature, function, and evaluation of these sexual rhetorical discourses, we hope to better understand the sexual discourses in pre-modern China (1644-1912).

Specifically, through the examination of these cultural products and rhetorical discourses embedded in these non-mainstream rhetorical discourses, we will be able to answer several important questions to understand the relationships between sexual discourses and sex life in pre-modern China: 1) How did Chinese actually think about sex? 2) How were the sexual contents and discourses represented in popular culture during this period? 3) What rhetorical discourses and strategies have been used? 4) How has the dominant rhetorical tradition disempowered the study of sexual visual rhetoric in China? 5) How will the study help empower Chinese rhetoric tradition as we see it today?

Author(s):
Ruchi Joshi

Title:
Cinema Novo - When Filmmakers Awoke to Reality

Abstract:
Whenever there is a film-maker prepared to stand up against commercialism, exploitation, pornography and the tyranny of technique, there is to be found the living spirit of *New Cinema*. (qtd. in Gabriel, "Towards a Critical Theory": 30)

Through the examples of three different cinematic movements, I want to show how cinema has carved a new path from time to time to redeem itself from the abyss of operatic melodrama and attempted to bring about a change within the society and its people.

Good cinema has changed with the changing socio-political currents of the time and the place giving its exponents and the audiences, a freedom of expression and thereby, democracy. A cinematic renaissance; making cinema more relevant!

The cinematic movements that I am undertaking here are three very popular global movements which have had an incredible impact on world cinema; Italian Neorealism, Brazilian Cinema Novo and Indian New Wave. The case study has survey of literature and interviews of two well-known Indian directors experimenting with new cinema.

Italian neorealism did not only introduce stories that were closer to the downtrodden population of war torn Italy but also devised a new technique of storytelling. De Sica wrote about neorealism that "the war was a decisive experience for us all. Each of us felt the wild urge… to set up our cameras in the midst of real life….all that struck us with dismay". He said in his interview with Charles Thomas Samuels that "Neorealism was born after a total loss of liberty, not only personal, but artistic and political" (31)

Brazilian Cinema Novo was more concerned with the changing political currents. The general aim believes Teshome Gabriel is to make, "films with social relevance and innovative style and above all, with political and ideological overtones" (qtd. in Gunaratne: 11). But mainly its aim was to bring about a complete liberation from all kinds of colonial influences and develop into a mature emancipated political voice.

Indian Parallel cinema as it came to be known in the 70s was a movement to find a voice in the midst of commercial box office selling formulaic 'masala' films. There were a handful of filmmakers who felt a need to change the trend. This movement was revived again through the advent of multiplex cinemas in the early years of the 21st century. "Before multiplexes," says noted critic Anupama Chopra, "you only had single-screen cinemas with a seating capacity of about 1,000 persons. In order to fill those theatres you needed a big movie. Now you can put the big movie in a screen with 500 people and something like 'LSD, Peepli Live or Delhi Belly in a screen for 200 or even 90 people. Both will sell out." (qtd. in Arora). Contemporary filmmakers have not only found stories that are politically and socially courageous but also more experimental in style and technique. Cinema is not just entertainment; it is finding beauty in reality. Cinema is liberty and democracy!

Author(s):
Seon Gi Baek
Hani Lee

Title:
Visual Images of Film, Signs of Passion and their in-depth Meanings: A Semiotic study on the Film <Housemaid> of Korea with cultural implication

Abstract:
The purpose of this study was to investigate signs of passion in the films and their in-depth meanings on the basis of the Semiotics of Passions which was creatively suggested by Greimas and Pontanille (1991). The authors reviewed various concepts of passions and controversial arguments about the Semiotics of Passion from Western scholars to world-wide scholars. With these theoretical backgrounds, they attempted to apply basic concepts of passions for analyzing a film to figure out how many passions would be based on it, and what kinds of meanings could be implicated through such passions.

In order to attain this purpose, they selected a controversial film in Korean society as the main research object. It was the film titled as <Housemaid> of 2010 which received very debatable and controversial responses. It has the main story about an unethical and undesirable love affair between a married house-owner and a house-maid which was finally ended up committing suicide of the house-made. It reflected various passions and emotions as follows; 'love', 'desire', 'sexual affair', 'betrayal', 'distrust', 'jealous', 'revenge' etc. The film was divided into two kinds of representations such as 'linguistic representations' and 'image representations', and each of representations was analyzed by basic concepts and methods on the Sings of Passion and other semiotic research methods.

As results of this study, first of all, it was found that there were various passions based on the film as follows; 'love' 'betrayal', 'distrust', 'disgust', 'jealous', 'sexual fantasy', 'revenge', 'suicide', etc. Among these passions, 'sexual fantasy', 'betrayal' and 'revenge' were most important passions which led the main story of the film. Second, these passions were displayed and stirred up through many conflicting dichotomous interrelations between different characters of this film such as 'husband vs. wife', 'husband vs. mother-in-law', 'master vs. housemaid', 'old housemaid vs. young housemaid', 'rich vs. poor', 'capitalist vs. laborer', etc. The main relation of this film was 'master vs. housemaid' one which were symbolically expressed with 'command vs. obey', 'control vs. controlled', 'independence vs. dependence', 'normal vs. abnormal', 'dominant vs. subservient', etc. Third, such kinds of passions could be based on the narrative structure of the film which told a story and represented many kinds of meanings. That is, such emotional passions were remained on the in-depth level of narrative structure, while linguistic and image representations were located on the superficial level of narrative structure.

In short, it was concluded that such emotional passions were based on narrative structure of the film which

told a story, and that the Semiotics of Passion could be applied properly for analyzing a film to figure out narrative structure and in-depth meanings.

Author(s):
Sunny Yoon
Title:
Spiritual Salvation in a form of popular culture: South Korean cinema "Secret sunshine" and "Thirst"

Abstract:
This study is an attempt to look into the issues of spiritual issues in the form of popular culture. Like the Western society where popular culture became main axes of dealing with spiritual issues in the process of secularization of religion, Korean popular culture frequently bring up spiritualism. Because of old traditional religious backgrounds, it often come up with superstition. This study will focus on two Korean films, "Secret Sunshine" (2007 by Changdong Lee) and "Thirst" (2009 by Chanwook Park) which demonstrate serious interest in human salvation at the same time critique of contemporary christianity. They are not religious films per se, but art films made by most well-known movie directors internationally as well as domestically. Both films were awarded in Cannes Film Festival which is the most prestigious prize in the world.Two films have different stories and themes in addition to visual styles and genres. Yet, these two share fundamental spiritual issues such as human position vis a vis God; sin and salvation; problems with contemporary church; human desires and Christian morality. Because these films made by famous artists, there are many reviews and critiques as well as academic papers. Also there were enormous public debates on the films. However, I believe, religious background that the Korean society peculiarly hinges on would be an important part of the films. Complex narrative structure and symbols hinder viewers concentrating and understanding films which brought up major criticism and debates. Psychological and philosophical aspects of Korean church and christianity would provide clues to revalue the films and to review the Korean christianity. This may lead to finding a way of reforming problems that Korean churches are facing and to giving implications to christian crisis in other societies.

Author(s):
João Anzanello Carrascoza

Title:
Discursive memory and advertising films of consecrated brands

Abstract:
The contemporary mediatic scene is constituted by a great number of communicational discourses which cross each other in the globalized world. In this context, advertising, as an intercultural text, uses the format of fictitious narratives, in order to tell the story of announcing brands, thus seeking to construct a fictitious universe favourable to their products (Semprini). The global advertising campaigns which are diffused in various countries in the most various mass media (press, television, radio, cinema, internet), put into circulation, in the world´s discursive tissue, narratives which express social values laden with meanings that are not always the same for people from different cultures. Treating advertising as a discursive memory, which mixes various discourses, we can perceive that there are "said" and "unsaid" elements in the global advertising narratives, and how both contribute to the construction of meanings. Basing our reflection upon the definitions of "official memory" and "subterranean memory", (Pollack), we intend, in this paper, to analyse, in advertising films of consecrated brands (Nike, Coca-Cola), which circulate on Youtube (and therefore they are being accessed by people belonging to various cultures), what they "say" and what they "conceal" in order to fulfil their first objective: to persuade the public of the qualities of their products. To this effect, we will investigate their conditions of production and the intertextual verbal and non-verbal elements of their narratives, which are created to engage in dialogue with this multicultural audience.

Author(s):
Myounghye Kim

Title:
Changing beautyscape in Korea : From pre-modern to postmodern global era

Abstract:

In Recent years, Korean women seem obsessed with beautification of their body. They go on a cruel diet, work out fiercely at fitness centers, and get help from plastic surgery to become closer to their ideal model of beauty. The concept of beauty that prevails in contemporary Korea seems quite similar to that of the west. Big eyes with creased eyelids, high nose, oval face shape, curvy and yet skinny body structure with long legs are the frequently sought physical features among young, and even over middle-aged Korean women. Such concept of beauty shows much incongruity with the traditional concept.This paper will trace the changing concept of beauty in Korea from pre-modern Chosun dynasty to the postmodern global era by looking at the media represtations of beauty. The list of media representations under close examination will include: old paintings of women from Chosun dynasty to show pre-modern sense of Korean beauty; picutres and newspaper articles about women's appearrnce during the 1920's and 1930's under Japanese occupation as an introduction stage of western beauty.; media coverage after the Korean War which triggered massive influx of American popular culture; recent images poured in from global fashion magazines, western entertainment business and internet sites to eluciate the similarities between Korean concept of beauty and that of the west. This paper will also deal with current practices and discourses that Korean women engage in to achieve their ideal notion of beauty.Body image is closely related to self-concept. If so, what does the changing beautyscape imply? What is the role of media in inducing such change? What are the critical concerns of current trends which put our body under constrant strain in the name of beauty? These are some of the questions that this paper will address.

Author(s):
Xu Li
Xiang Li
Lei Gu
Yajun Zhang

Title:
A Content Analysis of Male Images in Hong Kong Magazine Advertisements 2001 to 2011

Abstract:
In this study, a content analysis is employed to study male images on Hong Kong magazine advertisements over a ten years period in 2001 and 2011. A men's magazine, Esquire and a women's magazine, Elle are selected as samples. About 1600 advertisements which contain male images in 2001 and 2011 are studied. Contrary to the abundance of studies on female depictions the deficiency of studies on male depictions is obvious; however, the latter one presents an important scope through which the public learns cultural meanings of gender.

The objective of this study mainly focused on the illustration of physical attributes of the male images advertisements provide, such as body, gaze, hair, clothes and adornment. A horizontal comparison is made to see if there is any difference of depiction between male images on men's magazine and those on women's magazine. Another longitude comparison is made to analyze the trend of male depictions in ten years time. The coding sheet is almost the same with what Kolbe and Albanese used in their study in1996.
As foundations of the assumptions, the meaning of stereotype is indispensible. For it is impossible to put all information in one advertisement, gender stereotype serves as one of echoes by indicating both the gender differences and the meaningfulness of advertisers' messages. Moreover, the cultural meaning is also conveyed by such images: the western "cowboy" stereotype is apparently different from the Chinese traditional "inner-beauty" talents. As for Hong Kong, specially, "Metrosexual" has become another social tendency since 2003.

According to this study, the vast majority in samples are shot in full body, the models look directly at the camera with body and head in full front position. The body type is often ectomorph. The person is without apparently hair loss; the hair is always dry and in moderate length. He is often clean shaven, fully dressed, and the most popular clothe type is casual downscale. Not much jewelry is worn. This image generally has more similarities with the Chinese male traditional stereotype, with less enforcement on the masculinity and wildness of appearance.

Further comparison reveals the differences of male image between women's magazine and men's magazine and the trend along 10 years in Hong Kong.

1. The male depiction on women's magazine is more stereotyped when compared to those on men's magazine, with an obvious tendency towards the western stereotype in both 2001 and 2011.

2. Male images in women's magazine, though less-stereotyped in a Chinese way, showing an increasing trend of stereotyping of western men. In contrast , the depiction of men becomes less stereotyped in both means on men's magazine
3. Moreover, a trend of objectification of male image over the past ten years on women's magazine is revealed.

Author(s):
Isabel Macedo

Title:
Visual culture and autobiographical memory: an analysis of the documentary series "I am Africa"

Abstract:
During the past century film and video have become important vehicles of collective memory, becoming in this century an increasingly important source of evidence and historical reflection. The documentaries based on autobiographical memories may be a tool for fighting against the injustices of the past, contributing to the (re)making of our interpretations of historical events.

In order to deconstruct these interpretations, we decided to examine the documentary series "I am Africa", consisting in 10 episodes, two by each of the Portuguese Speaking African Countries (PALOP): Angola, Cape Verde, Guinea-Bissau, Mozambique and Sao Tome and Principe. In each episode the participants, five women and five men, directly involved in recent historical events and development of their countries, construct a narrative about their journey. All participated in the independence of their countries and seek to deconstruct the commonplace that persist in the perception of their places of origin. The speeches of the different actors contain unique reflections on the recent history of PALOP.

The analysis of the documentaries "I am Africa" was held from three dimensions: the individual experiences and trajectories, the meanings of independence, which involve the representation of the subjects that have participated on the process of (de)colonization, and their perceptions about the Portuguese language as a factor of identity.

This work aims to be a contribution to the promotion of dialogue and reflection between cultures.

Author(s):
Anton van der Hoven
Jill Arnott

Title:
Material Cinema and the "Global South"

Abstract:
"Approaches to the image" Massumi (2011) argues, "are incomplete if they operate only on the semantic or semiotic level, however that level is defined. . . . What they lose, precisely, is the expression *event*."

In this paper we propose the term "material cinema" to describe a relatively new form of filmmaking exemplified most clearly by women directors such as Lucrecia Martel and Claire Denis. Both these film-makers are known for work that emphasizes visual immersion over narrative impetus, somatic experience over narrative structure and the filmic "expression event" over discursive explanation.

Significantly, both these directors are deeply involved with matters that concern the developing world, whether through location (Martel, an Argentinian, makes films in and about her home country) or subject matter (Denis has addressed Africa in at least three of her films, and in a fourth the protagonist travels from the French Swiss border to Busan, South Korea, before ending in Tahiti). With this connection established, we go on to interrogate the politics of material cinema and its relationship to the concerns of the so-called global south. If, as Massumi contends, "nothing is prefigured in the event", can a connection be made between this cinematic mode and a politics that is both grounded in the immediacy of the lived present and remains open to the possibility of newness, of the not-yet-thought?

Author(s):
Andrzej Gwizdalski

Title:
Visual silence: The representation of Indigenous Australians in print media images

Abstract:
This study examines visual representations of Indigenous people on the front page of the national broadsheet newspaper "The Australian". The research looks at over 1,000 photojournalistic images over a period of 25 weeks, randomly chosen between 2011 and 2012. The visual content analysis used in this study offers quantitative evidence for the underrepresentation of Indigenous people in Australian print media. The scarce numbers of press photographs representing Indigenous people are then the subject of further qualitative analysis which involves visual semiotics and interpretations supported by Foucault's critical and feminist theories. The qualitative analysis reveals a pattern of cliched types of representations and their meanings in the context of Australian history. For example, one common type of image depicts Indigenous people as distant 'noble savages' while others portray them as a socio-economically disadvantaged and pathological group dependent on governmental help. This visual rhetoric is anchored in a history of controversial relationships between the colonised South and the colonising North. Examples of visual cultural records (or their absence) span from the denial of the presence of Indigenous people by the first Anglo-Celtic 'settlers' in the 18th century through the period of the infamous and racially discriminating 'White Australia' policy that ended in the 1970s. Overall, the situation of Indigenous Australians has been slowly but steadily improving. Many politicians, social workers, volunteers, NGOs, businesses and individuals are involved in a cultural dialogue toward reconciliation. New laws, policies and social initiatives attempt to construct a cohesive and equal society based on mutual recognition and respect. Although the positive results of this cultural dialogue can be observed in many aspects of everyday life, the critical area of visual culture remains mostly unchanged. This paper brings to the fore the critical area of photojournalistic practices that shape public opinion and form society's collective visual identity by silencing and misrepresenting the presence of Indigenous people in Australia.

Author(s):
Thalita Bastos

Title:
The strategies of reality in horror cinema

Abstract:
The documentary and fiction forms of production that are intertwined, in that the first ends up showing what's fictional in the record of the real, and the other the documentary aspects that are present in fiction. For a long time documental production was tied to conceptions that sought to clearly differentiate documentary from fiction, leaving no margin for a possible relationship between the two embodiments. The development and dissemination of videographic aesthetic in the 1980s, following the steps taken by cinema-vérité and experimental cinema, provided a more open modes of production of documentaries, since the use of the video provided a greater freedom of production due to its low cost and ability to experiment. These elements led to a rearrangement in the field of images and their uses, creating an aesthetic contamination between before-seen as opposites, creating an audiovisual production comprising hybrid images. In the context of fiction films, particularly the genres of the body, that is, narratives that work with the excess in order to arouse the viewer sensations and feelings that are manifested in physical form, material, as the melodrama, pornography and horror, resources that came from the documentary which corroborate the importance that the visibility has to these genres. It is the combination of excess visibility and excess reality. To achieve this power to stimulate the senses and emotions of the spectator is observed in the production of contemporary horror cinema, the focus of this article, the use of strategies that aim to actually amplify the ability of affectation of those films that invest in excess. The purpose of this paper is to analyze the use of strategies of reality in horror movie. The aim is to investigate how the relationship between documentary and fiction appears in horror cinema, as a genre of the body. To develop this analysis, we will work with the movie "The Fourth Kind," 2009, which generated considerable controversy by saying that it was based on real events and even to affirm the use of images of an interview that supposedly really had happened. To understand the concept of strategies of reality we will support in the writings of Jean Louis Comolli, and to develop the notion of narrative excess, together with the definition of the genres of excess, focusing on the horror movie, through the authors Carol Clover and Linda Williams.

Author(s):
José Gomes Pinto

Title:
Looking South to see North: African art as Model for European painting. Revisiting Carl Einstein Negro Sculpture (1915)

Abstract:
North and south are inter-relational concepts that don't have precise borders in order to establish clear frontiers. Culturally speaking they are more time-based distinctions than spatial distinctions. Pre-concepts have arisen everywhere concerning south and north. In Europe, southern countries used to be connected to error and northern countries to truth. That is what we can see, for instance, in Pascal's writings: «vérité en deçà et erreur au-delà des Pyrénées». Even in 1739 when David Hume published *A Treatise of Human Nature*, almost one hundred years after Portugal re-conquered its independence from Spain, Hume still thinks that Portugal and Spain are the same country. In his latter essays he talks about southern countries as inhabited by people with leisure and softened characters bias due to exposure to heat. Nothern Europe countries, for centuries, led the process in painting, political thought, poetry, sculpture and literary criticism, being Italy the unique exception. This incomprehension was due, mainly, to a complete ignorance of what culturally speaking were southern countries. This incomprehension was founded on the evidence that southern countries did not have their own cultural revolutions, living in the dark ages of Christian beliefs and political absolutism. The identity of the North was constructed over prejudices and indifference is the concept that most characterized the attitude towards south. Even when Portugal and Spain began their 'conquest' of the seas and of Southern countries, the same prejudices were applied to these 'news words'. African cultures were severely destroyed by the indifference that characterized these settlers, imbedded with the spirit of the north. But not all attitudes from the north were full of prejudice. In the nineteen-century, the northern countries began a new movement of integration of all mankind, trying to see the latter as universal. Searching for an identity not only for themselves, due to internal political wars, but for the whole globe, Romanticism began to look for a more integrated world vision, beginning to pay attention to a more scientific view and attending to mythical and mythological forms of life. Anthropology developed in that period as well as some curiosity for the forms of lives of African cultures. But it was only in the beginning of the twentieth-century that visual practices were taking this into account, primarily when some European artists started to look at African art as a means of inspiration for their own work. George Braque, Léger, Picasso and others began to have a deep preoccupation with African objects of art. But African art still resists against the European discipline of Art History. The first attempt to historicize African art practices as visual depictions, as a 'pure plastic perception' of the world was made by the early work of Carl Einstein *Negerplastik*, *Negro Sculpture* in 1915 and recently translated into English by the *October* review of art. Einstein's concern with African art was truly a deep concern about seeing what cannot be seen using northern canons, giving an entirely new perspective on African art and beginning a process of European concern toward sub-Saharan art. This art was thematized as primitivism, but the concept did not then have a pejorative sense, meaning a closer attention to the phenomenon of vision as an empiric concern and 'pure plastic perception' and vision. Aware that Carl Einstein approaches are already outdated, we will seek to show how such concerns signify a mindfulness, deep, revolutionary and truly regardful of what African art should mean to new art practices in Europe. That attempt results in the creation in the late twenties (1929) of the review *Documents, Doctrines, Archéologie, Beaux-Arts, Ethnographie*, which he created with George Bataille and Michel Leiris. Einstein was deeply convinced that in that period we should look south to see north.

Author(s):
Ji Yoon Ryu

Title:
Cultural political implication of psy/therapy discourse of television in neo-liberalism Korean society

Abstract:
This research focuses on psy/therapy discourse on television with the perpective of 'symbolic governmental technology' in the neo-liberalism era. Psy/therapy discourse can be defined as the aggregation of statements and rules that produce descriptions about mental illness or inner world of human by creating knowledge on the the states of mental process and consciousness, such as psychology, psychoanalysis, and psychotherapy. Since the 2000s, this discourse has been spread in Korean society. This study is particularly concerened with exploring cultural political implication of such phenomena. Through critical discourse analysis, this study analyzes television texts on Korea's three major broadcasts between 2000 and August, 2011.

Firstly, in order to see the symbolic governmental technology of psy/therapy discourse, I conducted a theoritical work to setup television as 'the discourse producing field' by taking the psy/therapy discourse as a intellectual and practical governmental technology. As a result, the television that selects materials and massively distributes certain discourses deliver psy/therapy discourse corresponding with neo-liberalism governmentality and it helps the standards suggested from there to become norms that everyone should follow.

Moreover, psy/therapy discourse had a narrative strategy as 'observation à diagnosis à prescription' and each of these are explained as visualizing power, norm normalizing power, and technology of the self. First of all, psy/therapy discourse on television 'visualizes' inner world of human through the neuro-biological approach, authority of experts, or certain technologies. Furthermore, psy/therapy discourse based on expressive individualism visualizes everyday agonies through observation cameras or confession when these technologies meet reality programs equipped with 'therapy' form. Lastly, television psy/therapy discourse turns social responsibility to indivisual responsibility by visualizing the danger of modern society as individual's mental illness and makes individualized self-control possible with intervention of therapeutic ethos.

All the visualized objects with such diverse methods are 'diagnosed' by expert group. Psy/therapy discourse on television defines normality of human's mental status or lifestyle and makes citizenship corresponding with neo-liberalism governmental order. In particular, television psy/therapy discourse makes a 'society' that connects with individuals and country. As a result, an individual is called as a 'citizen' who acts as the symbolic governmental technology in the neo-liberalism era. Moreover, people relay on experts' discourses so they select their lifestyles freely and establish personal identify but also get controlled at the same time.

Finally, television psy/therapy discourse gives self technologies, including making positive relationship with oneself and communication skill as self-help, as 'prescriptions' to people so individuals can manage social risks by themselves. Namely, psy/therapy discourse on television makes one's innner world as an 'object to know' so it covers social inequality and institutional problem and even retruns the social problem to individual's mental problem that needs therapy. Therefore, the individuals are all considered as potential patients and the subject that internalizes therapeutic ethos is reborn as therapeutic self or autonomous self.

Author(s):
Edgar Gómez
Elisenda Ardèvol

Title:
Studying visual culture beyond representation; an ethnographic approach to image as practice.

Abstract:
From the beginning of sociology and anthropology, images -photographical and cinematic- had been used as a knowledge tool (Becker, 1974; Edwards, 1992). In ethnographic fieldwork, images had proved to be useful as a methodological tool (Pink, 2007; Pole, 2004; Prosser, 1998) in three different instances: as a research description made by the researcher (Collier & Collier, 1986; Jacknis, 1998); as an access to the everyday life of the informants (cfr. Gardner, 1991; Chalfen, 1987); and, finally, as a way to interact with the informants (Worth, Adair, & Chalfen, 1972, Harper, 2002). In all these cases, images had been used and understood mainly as representations; that is, what matters for the analysis is the content of the photography itself and the way it has been taken. Nevertheless, there are other approaches to the use of images in ethnography, for example, understanding images as objects (cfr. Edwards & Hart, 2004). Following Edwards (2009), the key is to look at what people do with photographs, not in the photographs. Our proposal then is to study the visual elements approaching them ethnographically as practices. In this paper, we develop this approach based on Practice Theory (cfr. Schatzki, Knorr-Cetina, & Von Savigny, 2001), in dialogue with visual anthropology and Social Studies of Science. Drawing on our ethnographic studies on media practices in digital culture, we suggest the understanding of the image as a connective action within several practices (of cultural production and socialization). References Becker, H. (1974). Photography and sociology. Studies in the anthropology of visual communication, 1(1), 3-26. Chalfen, R. (1987). Snapshot Versions of Life: Bowling Green State University Popular Press. Collier, J., & Collier, M. (1986). Visual anthropology: Photography as a research method: Univ of New Mexico Pr. Edwards, E. (1992). Anthropology and photography, 1860-1920. New Haven: Yale University Press. Edwards, E., & Hart, J. (2004). Photographs, Objects, Histories: On the Materiality of Images. London: Routledge. Gardner, S. (1991). Exploring the Family Album: Social Class Differences in Images of Family Life. Sociological Inquiry, 61(2), 242-251.

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Author(s):
Tatiana Alekseeva

Title:
Dancing Signifiers in the Internet Stage

Abstract:
At the end of the XIX century, the French symbolist poet and ardent theater-goer Stephane Mallarme exalted dance as being profoundly at odds with the idea of art as representation. Symbolic in its very nature, dance was the only art capable of transporting the audience into the word of an "Absolute" universal, capable of breaking down cultural and political barriers. Paul Valery, Jacques Derrida and a multitude of modern choreographers subscribed the idea of dance as a visually transcendental language, where the ephemeral and the decentralized take precedence over authoritative certitudes. In this sense, dance, regardless of its particular expressions, can be understood as one of the post-modern constants of modernity, always interacting with other visual media, including the media of everyday life.

This paper studies how the language of dance fuses with the languages of the Internet culture, in a process that tends to mutually reinforce the two imaginaries. It starts by an ample theoretical analysis of how the culture of online "openness" and dance disconnect signifier and signified and relate to each other. To illustrate this analysis, this paper examines two cases of "spreadable" video choreographies and a series of (mainly) textual blogs about dance as critical contemporary instances of the prolific fusion of Internet and dance languages.

Author(s):
Hossein Afkhami

Title:
Representation of Death Images of Friends and Foes in Iranian Newspapers

Abstract:
(A Semiotic Visual Analysis of Dead Photographs of Saddam, Benazir and Bin Ladan in 15 Iranian Dailies)
By: Hossein Afkhami[1] and Elmira Moosavitabar[2]

This study attempts to assess the visual function of Iranian newspapers concerning three major incidents in the Middle East in recent years: Deaths of Saddam Hussein, Benazir Bhutto and Osama bin Laden.

This study seeks to answer the following questions: Are images of friends and foes similarly represented in photographs of dead bodies in Iranian newspapers? How do newspapers manage to demonstrate their political standpoint towards different individuals through photographs? And does the political stance of a newspaper affect its position towards different individuals?

To answer these questions, this research uses photographs of death of Saddam Hussein, Benazir Bhutto and Osama Bin Laden published in the following 15 Iranian national newspapers: Kayhan, Ettelaat, Hamshahri, Jam-e-Jam, Iran, Jomhouri Eslami, Resalat, Abrar, Siasat Rooz, Farhang Ashti, Etemaad, Shargh, Aftab Yazd, Hambastegi and Mardomsalari. The assessment is done by implementing semiotics techniques drawn from Roland Barthes's notions on semiotics of images, as well as ideological media

representation theory of Hall and McQuail's notion on media biases in addition to semiotic interpretation and analysis of the mentioned photographs.

The results indicate that newspapers under study in our research project represent the photographs of friends and foes differently. In addition, these national newspapers held a friendly stance towards Bhutto and a hostile stance towards Saddam, while their position towards Bin Laden was generally vague and two-sided.

Keywords: visual representation, semiotics, Images of friends and foes, Iranian Newspapers.

References

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Author(s):
Denize Araujo

Title:
"North-South visual imagery and imaginary borders"

Abstract:
This study intends to deal with images that portray geological and political divisions and with imaginary frontiers that evoke mysticism and exoticism. The analysis focuses on 4 images of maps: the first one (1) portrays the North-South inequalities, based on the Brandt line and shows the more economically developed countries in blue and the less economically developed countries in red.

The second map (2) shows a different terminology, the so-called "first world, second world and third world countries". This divide is based on the following main development indicators: political stability, average income, crime levels, economic activities, women employment, health care (calories per person per day; doctors per person; death/birth rate; life expectancy), water access, age/range of education, percentage of higher education graduates, number of computers, televisions, telephones per person, electricity consumption, GDP/GNP.

The third map (3) implies the imaginary conceptions the First and Second Worlds have about Third World countries. Based on Edward Said´s theories of post colonialism, especially in his book "Orientalism", some cultural habits are seen as exotic or mystic. India, for example, has a mysticism that attracts foreigners. According to this "imaginary map", it is possible to come up with another kind of divide: the Northern countries are seen as democratic, ruled by rigid norms, and have already standardized their way of life. On the other hand, Southern countries still display disparities regarding habits and inequalities. Normally, Third World countries have political problems, unequal income distribution, and educational limitations. What is seen as "local color" sometimes appeals to visitors, but is commonplace to inhabitants. However, the diversity of habits and cultures feeds these imaginary maps that distinguish South from North, and colonizers from colonized.

It is intriguing that most of the developed countries are in the North of the map (with the exception of Australia and New Zealand) and all the Third World countries are in the South. Could it be the weather? inhabitants personality? cultural inheritance? This study attempts to discuss these assumptions.

The fourth and last map (4) is an upside down map, drawn by Torres Garcia, Uruguayan artist who provoked a debate with his reversed map. What could happen if the North went to South and vice versa? Is the politically correctedness a way to equalize countries? Could we account the countries` historical background to be responsible for their situation?

Author(s):
Inês Gil

Title:
Atmosphere: a filmic element

Abstract:
The atmosphere of a film is often referred as the ambiance of a space, or as the mood of a certain scene. But what does atmosphere mean exactly? It is important to define it and to consider this notion as a filmic element since it is so often used in cinema. Since atmosphere is applied in a very general and vague sense, we will create a typology, not to reduce it to parts but to turn it into a precise concept to be used in an accurate way. First, our proposal is to study the notion of atmosphere based on Binswanger's theory of space, Benjamin's aura and Tellenbach's atmospheric inner space. Second, we will study the cinematographic atmosphere as a visual filmic element based on cinematography (the illumination of the scene) and the kind of shot (the atmosphere of a close-up can be very similar or totally opposed to the atmosphere of a wide shot). We will analyse the atmosphere of sound (through music, dialogues-voices, or ambiances) and of silence because they are strong catalysts of filmic atmosphere. At last, we will show that there is an atmosphere expressed through time, as Gilles Deleuze showed in The Time-Image, when action becomes a "pure optical situation" and doesn't try to turn the world into an organized system anymore. To illustrate the diversity of cinematographic atmospheres, we will use examples in film history, fiction or documentary, giving priority to independent European, African, Asian and South American production.

Author(s):
Roberta Simon

Title:
Reading images from fiction and poetics: a sacred experience of communication

Abstract:
The article deals with the reception process regarding image reading. We aim to reflect the process of construction and deconstruction of the senses and realities in photographs of socio-cultural projects. We focus on two Brazilian publications to unravel the hermeneutic movement of aesthetic experience and narrative: the books *Art of transformation...* and *Turning wrongs into rights*. We analyze them from the fictional and poetic potentialities of images. These potentialities are produced by the communication's game, which happens between images, man and world.

The ritual process and continuous internalization during image reading can create stories full of symbolism, myths and mysteries. Those are built from individual, social and cultural influences. It is interesting to compare different interpretations stemming from people with various backgrounds, or even individuals in the same family.

We believe that images open the imaginary of each person to symbolic exchange and to a flowing movement between visible and invisible, real and projected. It is an aesthetic-affective connection game. Interpreting images is much more than just recognizing sensations; it is recreating and reconstructing new internal and external perceptions. Furthermore, it contributes to our notion of philosophy of aesthetic communication.

Aesthetic communication is how we call the interactive and affective game between image, man and world: communication as an aesthetic communion of these notions. The man is the world and the world is the man by essence; image is also in the middle of that complex process of being. Is there a world or a man without image? The ideas of "world-image" and "being-in-community" go together, being a way of living in this world, a pre-comprehension of the world as image. In this article we present some examples. Moreover, we do not necessarily mention aesthetics as extrinsic or intrinsic values of the image or dogmas of values, but as a feeling, an emotion, and a movement.
The fictional potential is fulfilled by means of narratives in the formation of new senses, of silences in the internalization process, of the transformation of images into words and of the fiction crossroads of imaginaries. The human being lives with the exchange of affective experiences, with constant representations, narratives and reinterpretations. We can also perceive the poetic potential, which stems from non-visual comprehension of images, from their oneiric aspect, their sensitive core and their visual metaphors.

In the end, we perceived the experience of the sacred during the whole process of image reading according to our philosophy of aesthetic communication. From the movement of the imaginary, a mythic space of interaction opens. The sacred is what interlaces, like an invisible thread, fiction and poetry, silence and words, object and subject, mundane and extraordinary. Finally, as a consequence of the joint process of narrative and poetics, a holy experience is revealed and rebuilds imaginaries, reconnecting image, man and world.

Author(s):
Hrishikesh Ingle

Title:
Bridging the South-North Divide: Iconicity in Popular Hindi Cinema

Abstract:
The popular Hindi film scenario saw an unprecedented success with *Dabaang* (Fearless) 2010. The film broke all records of box-office collections and was a 'super-hit' in layman's parlance. Daabang's success can be considered on two important visual aspects, first the recreation of a rural social space for the narrative to unfold, and second the iconicity of the protagonist. While the first suggests a wider public appeal incorporating the presumed rural as well as urban viewer, the second suggests a trajectory of iconic visual re-creations borrowed from the popular south-Indian cinema, chiefly the Telegu and Tamil film industry. In a similar confluence of the south meeting the north is the Hindi re-make of the Tamil and Telegu 'super-hit' film *Singham* (The Lion) 2011. Though the narrative of this film differs significantly from Dabaang, the core visual elements of iconicity and visuality of action sequences remain similar.

My concern in this paper is to critically examine this north-south confluence as a moment of popular cultural production. The mass acceptance of these films can be understood as active consumption of fictionalized narratives that celebrate the rise of a common-man to larger than life, politically symbolic icons. In exploring this confluence I concentrate on delineating the visual culture that these films sustain, and trace the trajectory of celebrating this popularity both in the south and north India. Instances of utilizing set pieces of action sequences, visually foregrounding the protagonist into iconic situations, and the historical trajectory of this visual re-creation are presented in this paper. An inquiry into the popular films in India has been dominated by explicating various socio-political relationship, however, few studies have concentrated on elaborating the visual culture of recent popular Hindi films.

Author(s):
Julio Castro

Title:
Lacanian discourses and rhetorical strategies in advertising

Abstract:
Advertising research is arguably a privileged field of application for concepts like subject, desire, fantasy and enjoyment. These and other psychoanalytic concepts are articulated by Lacan through the theory of discourses, which are expressed by means of formulas with mathematical aspect and are defined as fundamental types of social bond. This work intends to show how Lacanian discourses, with the exception of the discourse of the analyst, can be interpreted in the sense of advertising's general rhetorical strategies. The trends considered here generally initiated in the North but became also influential in the South.

Advertising along the lines of the master discourse corresponds to an impositive approach, and generally shows someone uttering an imperative sentence from a position of assumed authority. The message is straightforward: something like "Buy this!" And, in order to stress it, the ad can make use of big capital letters, exclamation points, emphatic tone, iterations etc. This style was more common in the past, although it has a lasting tradition in political propaganda. We can think, for instance, of the American recruiting posters showing the commanding pose of Uncle Sam sternly pointing at the viewer, with the caption "I want YOU for U.S. Army".

The kind of advertising modelled on the university discourse purportedly makes an appeal to reason, trying to persuade the consumer through sensible arguments, minutiae data and specialized jargon. Like the preceding, it can resort to an authoritative figure, but the authority here comes from the expertise this figure is assumed to have. Typically we find a professional who bears some relationship to the product showcased

and can be entrusted to express a sound assessment of it, such as the dentist in white uniform lauding the virtues of a toothpaste.

As for the discourse of hysteria, its game plan is entirely based on seduction. In terms of advertising, the idea is to construct, around a merchanside, a fantasy that would be able to capturate the subject's desire. A free reign is given to imagination, so that a wide range of situations, involving glamour, romanticism, adventure, exoticism, transgression and the like, can be associated to products. This procedure is frequent, and probably it is the most representative of the general spirit of advertising. We can think, for example, of the Marlboro Man riding in the countryside. Nevertheless, precisely because it is used so much, it can easily develop into clichés and become less effective.

Finally, the discourse of capitalism provides the most contemporary strategy for advertising, which puts the consumer in the loop and establishes a complicity with him by way of treating him as someone smart and knowledgeable. The DDB campaigns for the Volkswagen Beetle, which revolutionized advertising from the late 1950s onward, are paradigmatic in this respect. The message is subtle, and there are cases in which the product and even the brand are shown in a relatively inconspicuous way, inviting the consumer to fill in the blanks.

It should be noted that advertising's rhetorical strategies can appear combined in several ways.

Author(s):
Sandra Ristovska

Title:
Documentary Film Reception and the Voice of the Visual

Abstract:
This paper explores the controversy over the documentary film Shutka Book of Records (Aleksandar Manic, 2005) to consider how the symbolic power of an image rests upon the silencing of the voices of those depicted. It shows how the Roma responses to screenings of this documentary in Skopje, Macedonia challenge both the prevailing film scholarship on Roma images and their mainstream perception. Following Barbie Zelizer, this paper argues, "it is in the intricate circumstances by which each picture is produced, distributed, contextualized, recycled and viewed that its impact comes clear."

Eastern European film scholarship has traditionally situated Roma representations within the broader Balkan concerns with marginality. Dina Iordanova, for example, believes that these movies follow two trends— 'correcting the record' by portraying the social problems this ethnic group faces, and 'celebrating the unconventional' by glorifying their free-spirited lifestyle. In her view, "social concerns and exoticism coexist" in a cinematic record that portrays Roma positively and respectfully because "exploring Roma serves as a means of self-representation, of admitting and reflecting on one's own marginality." Similarly, Stole Popov, the Macedonian director known for his Academy Award nominated Roma documentary Dae, claims, "Gypsies serve merely as a picturesque backdrop for the more universal story of the rejected and marginalized." Paralleling these views, Shutka Book of Records celebrates Roma life as a community where everyone can be a champion, while commenting on the broader socio-economic problems in Macedonia. Though the film won numerous international film awards, including the human rights award at Amnesty International in Slovenia, Roma activists responded to the screenings in Skopje with peaceful protests. They claimed that the film desensitized viewers to Roma reality and naturalized their exclusion from mainstream society. Furthermore, the Roma in Skopje challenged its representativeness. As Erduan Iseni, the mayor of Shutka, said, "People who are at the very margins of society and who struggle with serious existential problems are cynically called champions when, in fact, their lives are portrayed as an anomaly. This is shameful and disrespectful towards all Roma people."

This paper uses the controversy over the film to show the tensions between the universal and the particular—between the circumstances that facilitate the symbolic status of Roma visuals and the need to look more closely at their denotative aspects. It also raises the question of how best to hear the voices of the people represented in these images.

Author(s):
Tanja Sakota-Kokot

Title:
Understanding Community, Culture and Identity within a Modern World in Craig Freimond's Material the Movie.

Abstract:
Eighteen years into democracy and the initial concept of the rainbow nation seems a little ambiguous. As a nation we seem to unite for major sporting events as was seen with the 1995 Rugby World Cup and the more recent success of the 2010 Soccer World Cup. As a society, however, we remain an interestingly complex amalgamation that accommodates ethnic diversity and tolerance. The representation of this nation has appeared in the media on various levels including television programmes, theatre and film.

The most recent film release, *Material the Movie* (Craig Freimond, 2012) brings to the big screen the story of Cassim Kaif, a young Muslim man who works in his father's fabric shop. Whilst attempting to be the good son, his latent talent as a comedian overshadows Cassim. This modern form of expression comes into direct conflict with his father's expectations and his responsibility within his community. Through an analysis of this exciting and dynamic South African film, this study aims to investigate how the Muslim community in Fordsburg, Johannesburg, falls against the backdrop of a modern South Africa.

Drawing on concepts of culture, society and identity in a South African setting, it becomes evident that culture remains a stronghold within globalisation. The discussion will take on a more heterogeneous interpretation of globalisation and frame itself against Tomlinson's position that cultural identity emerges as a product and not a victim of the "centrifugal force of capitalist globalization"[1].

This paper will discuss how elements of culture and identity in a modern setting are communicated through the film and the conflicts Cassim has to face in terms of his family commitments, his obligation to follow his father's footsteps, or his desire to follow his dream and perform as a comedian. The analysis will interrogate the visual dialogue from 'the south' and what it is communicating in terms of a cultural identity against the background of a modern world and its affiliation to the greater South African identity.

[1] Tomlinson, J. 2003. "Globalisation and Cultural Identiy":
http://www.politybooks.com/global/pdf/gftreader2etomlinson.pdf, accessed 2012-02-26.

Author(s):
Beatriz Queiroz

Title:
Hélio Oiticica and the deny of the cinema

Abstract:
This work investigates sensory-conceptual contributions of Brazilian artist Hélio Oiticica (1937-1980) to cinema studies. It will be supported by the concept "hermeneutics of the artist", invented by the Brazilian artist-thinker Ricardo Basbaum – an update on the concepts of "hermeneutics of the subject" and "techniques of the self" by Michel Foucault - to think how Hélio Oiticica self-constitution as an author of his own life-work.

Thus, as the object of investigation the set of Oiticica texts (including articles, publications, letters, notebooks and other manuscripts) will be understood as the effect and the tool of his self-constitution as an artist.

Aware of that the trajectory of Oiticica was marked by the refusal of the classical meaning of authorship in arts, this paper will state how Oiticica invents himself as a proponent of film through the negation of it as an institution. What is cinema that Oiticica denies? What is cinema that he believes? Which subjective does it construct? These are some of the questions that guided our speech.

While in the 60's, Oiticica, among the invention of the works "núcleos, bólides, parangolés e penetráveis", moved the painting of the frame for three-dimensional space, in the 70's, with the same operation, he liberates the cinema of the screen, reassuring the change of spectator to participant.

It will also lean on the concepts of "nonnarration" and "time-frame", formulated and experienced by Oiticica as a way of fragmentation of kineticism. With these, the artist has managed to develop works which does not constitute photography neither film, but argue the boundaries between the two areas to invent something new. This paper will show how these concepts were present in the works developed by the Brazilian artist in America, during the period he lived in New York between 1970 and 1978.

Among the proposals discussed, it will present its "quasi-cinemas": Neyrótika (1973), Agrippina is Roma-Manhattan (1972) and Cosmococas - Program in Progress (developed with the filmmaker Neville D'Almeida) (1973) to investigate how he refuses the narrative code and the illusion created by the movement in traditional film. But not before stepping back in order to point the becoming nonnarrative presented in earlier propositions to his trip to the Northern Hemisphere, investigating the screenplay "Nitrobenzol e Black Linoleum", written in 1969.

This paper will also reveal the influences of American underground (especially Andy Warhol and Jack Smith), the Brazilian Marginal Cinema, the Super-8 experiments and Jean-Luc Godard to Oiticica's idea of film.

The concepts developed by the artist will be investigated through experience-based practices that were part of his ethical-aesthetic option for "experimental exercise of freedom" that crossed his poetic.

It is important to emphasize that until his death in 1980, Oiticica has never shown in public any of his works in film. Nowadays, the current production of Oiticica shows that his experiments in film has anticipated in more than 30 years the contemporary practices in the borderline of film and arts, as the concepts of installation, video and expanded cinema.

Author(s):
Alvaro Mailhos
Carolina Morquio

Title:
Assessing the Affective Impact of Newspaper Images - Contributions from experimental psychology

Abstract:
From Lascaux cave paintings to daguerreotypes, from the Byzantine icons to their computer homonyms, images have been recognized to play an important role in communication. With the advent of photojournalism in the early 20th century, photographic images have started to play an important role in mass media. The camera does not lie -the saying goes- and this supposed genuine correspondence of photography and reality provides photographs with the ability of conveying strong emotional responses in ways most other expression languages can not. Since emotions exert a powerful influence in cognitive processes, we are interested in studying the affective impact media photographs elicit. Drawing from experimental psychology, we propose to study the affective impact of media visual content using the non-verbal three-dimensional scale Self-Assessment Manikin (SAM; Lang 1980). This scale has been used to evaluate the affective impact of a wide range of stimuli (pictures, sounds, words, human faces, etc.), according to three dimensions: valence, arousal and dominance. While this scale has been used to evaluate particular images selected from the media, to our knowledge it has not been used to evaluate a representative sample of the images from a given medium, an exercise that could help establish an 'image profile' of individual newspapers or magazines. The research rationale and the proposed methodology for assessing the affective impact of newspaper images will be presented in detail: media sampling, dealing with potential confounders, experimental procedure and data analysis. The relationship of the SAM scale to the PAD scale (Russell & Mehrabian, 1977, Mehrabian, 1995) and Osgood's semantic differential (Osgood at al., 1957) will be discussed. Additionally, the role of emotions in media salience and photo news factors (Roessler et al, 2011) will be briefly explored.

Author(s):
Ana Serrano Tellería

Title:
Online Magazines Design: A Methodological Proposal

Abstract:
Various formats and tools: PDF, Flash, Html and CSS online magazines have been adapted to support Internet influenced, like other media, by the technology that enables certain communication goals. Due to the cyclical frame convulsed around us -economic, business and professional crisis so also communicative paradigm shift- the emergence of new media and tools further search conditions of the business model on the Web and, consequently, the practice journalism and design; but can also help overcome the difficulties, the search for originality and experimentation. We propose in this paper, an analysis methodology for the design of initial nodes –covers- that allows us to delve into the trends and professional standards.

Characterized by segmentation journal issue, a free emergency frequency information - although some examples reaching almost constantly updated, and a public "nomadic, difficult to tame", it is partially investigated from a field where communication aspects such as interface design, site architecture, navigation options and content distribution and interaction systems, and lack a systematic examination designed to show the current status of their production and main trends (Natansohn, et al. 2009).

The corporate convergence - integration of various media within a group of communication and content sharing platform and diversification activities, which must face communication groups following the increase of new media and tools for development, planning designs unit combining graphically-branding and technical diversity of each receiving device (Dominguez, 2010) requires deepening transmedia narratives, so called by Henry Jenkins (2008, 2010), not to mention the impact of technology on human behavior and thought (McLuhan, 1967).

The development of HTML5, Flash, CSS3, applications for mobile and rapid deployment in support of network access (Fidalgo, Canavilhas , 2009) and the Apple iPad, the HP Slate or androids are examples of new media and tools to develop content (Díaz Noci, 2010; Garcia, 2010; Levy, 2010; Naone, 2010). Meanwhile, we are increasingly aware that we must emancipate ourselves from purely textual formats and deepen in disciplines such as information architecture (Wurman, 1997; Rosenfeld, Morville, 2006, Lopez Garcia et al., 2006), the design of the information (Jacobson, 2000; Morville, 2005), display of information (Spence, 2000; Ware, 2000), interactivity (Raskin, 2000; Ryan, 2001; Shneidermann, Plaisant, 2005) and usability (Nielsen, 2000 , 2005) to fully and adequately adapt to the logic of new media for the Internet - in our case, for the computer.

This situation is framed in a time of economic crisis, business - caused, among other things, the drop in sales on paper - current career, from an ethical-deontological (Allan et al. 2009 ; Carlon, Scolari, 2009; Guillamet, 2009) and from a progressive change in the communicative paradigm (Casasús et al., 2002, Lash, 2002, Castells, 2009) and mutation of human thought (Eco, 1979; hypertext Landow, 1994, 2006; cognitive multitasking Manovich, 2001), where companies continue to search the internet business model for struggling in the collection or not the content and where the user, overwhelmed by information anxiety (Wurman, 2000), has become an active member of this production.

Author(s):
Seçkin Özmen
Handan Vicdan

Title:
Consumption Trap by Means of Television Series

Abstract:
Media messages convey symbolic meanings concerning the use of products to express personal values, social norms, and cultural ideologies.. Specifically, some media products are considered important vehicles, which disseminate messages that encourage consumption and represent consumer desires. The cultural texts carry the messages about consumption ideology. In this paper, we explore mass media vehicles as an ideological domain where specific truths prevail and dominate the consumers' possible field of action.

The concept of ideology has been widely utilized in consumer research, especially in the culturally oriented consumer stream (see Arnould and Thompson 2005). Advertising, mass media, and other cultural mediators are powerful constructors and circulators of representation of consumer identity and lifestyle ideals that can be understood as ideological instructions (Arnould and Thompson 2005). The past decade has, however, seen a surge of different types of cultural mediators (McCracken 1988) of mass media in the form of TV series, which have insurmountable influence on consumption practices in Turkey. This study aims to explore popular Turkish television series and their influence on creating a consumption ideology by using semiotics

and structuralism. We seek answers to the following questions: What kind of messages do mass media vehicles transmit about consumption? How do characters in popular television series behave as consumers and convey messages that stimulate consumption in Turkey? The objective is to describe the ideology of consumption encoded in these TV series. Critical theory states that institutions or individuals who have capital and political power may dominate the mass media market and establish a hegemonic power through ownership of dominant media vehicles, which is the case in the Turkish context. In addition, television programming serves as a fruitful source of texts pertinent to the ideology of consumption.

Our initial observations of two television series titled "*Adını Feriha Koydum*" and "*Fatmagül'ün Suçu Ne?*" in two dominant media channels in Turkey, Show TV and Kanal D, yield fruitful consumption imagery. Both of these TV series have achieved high ratings since their inception. Along with these two popular TV series, almost all of television series in Turkey represent products expressing opulence, wealth, and vanity, a condition that is naturally and generally the result of mass consumerist culture.

Our study follows an interpretive approach to decode the consumption ideology embedded within these two TV series, and utilizes binary oppositions to reflect the ideological meanings of consumption promoted by these media vehicles. Common binary oppositions conveyed in Turkish culture include feminine/masculine, rich/poor, old/young, rural/urban, and secular/sacred. In our analysis, mediation and transformation, two other important operations of structural analysis, are used to resolve the conflict between a bipolar pair of alternatives and to reveal transforming characteristics.

Author(s):
Peyi Soyinka-Airewele

Title:
Mutiny of the Margins and Tensions of Globalism: Negotiating Culture and Independence in the Nollywood Cinematic Landscape

Abstract:
This is an exhilarating and sobering period. A swirl of momentous trends seem to transform the nature and significance of many of our popular social constructs; community, power, voice, culture, borders etc. In this paper, I argue that one of the most audacious locations of social and economic change heralded by new media technologies is in Africa's popular cinema industries; where Nollywood, Nigeria's film industry, now reputedly the second largest in the world, has launched an unexpected challenge to the settled global modes of representing, producing, marketing and voicing the African other. Nollywood, as it has come to be known, has been described as an economic miracle by some observers, in recognition of its unanticipated success in breaking into and away from a tightly controlled global film industry and an established donor network, to emerge as an insurgent socio-cultural and political medium for representing and shaping popular/marginal voices and realities. In the absence of funding from the state or from international agencies, Nollywood broke the economic and cultural grip of Hollywood cinematic fare on millions of transnational and African audiences, centered the faces, voices and interests of its continental and Diasporan audiences, opened new cinematic landscapes for political debates and opposition, boldly ventured into discourses of the taboo and consequently, through form and content, opened the possibility of an alternative approach to self-reliance for other peripheral states and industries. However, we must ask, 'to what extent can a nigh revolutionary socio-cultural reconfiguration of the sites of representation and voice withstand the power and hegemonic impulses of the global market?' This paper explores the nature of Nollywood's 'democratization' of the screen, its representations of multiple and conflicting cultural identities, transnational and transcontinental discourses and realities, and its struggle to navigate the tensions of its economic autonomy from the state and international funding agencies. How does its economic 'self-reliance,' rapid production and marketing process actually translate into voicing the narratives and experiences of marginalized groups? The paper explores the urgent and complex search for a dynamic representation of culture, and speaks to difficult questions about how to secure popular voice and power within the context of the global hegemonic economic and political systems that continue to define the social, cultural and political milieu of most African countries.

Author(s):
Jose C M Silva

Title:
Cultural circuits between North and South: post colonialism and visual language of Brazilian samba schools in Portugal

Abstract:

This investigation has as study object the language of the parades of school of samba in the communicative flows between Brazil and Portugal. In 16th century, an old Portuguese and colonial carnival arrived at Brazil colony brought by formers. From years 1970 of 20th century, it occurred an inversion on those flows when Brazil started to export new languages, as of the school of samba (derived from the colonial Carnival) and soap operas. This process was after intensified the after the Revolution dos Cravos, a fact that was responsible for reopening the cultural and political boundaries of Portugal. This thesis analyzes this communicative circuit between Brazil and Portugal that start to characterize a species of context post-colonial of the lusophonie, understood in this research as being a media environment for the countries that use the Portuguese language.

To compose the theoretical grating this work uses concepts from authors who argue about lusophonie (Cunha, 2005), the carnival (Bahkthin, 1998; Damatta, 1997), evolutive theories of culture (Katz & Greiner, 2004, 2005, 2009), processes of cultural hybridization (Canclini, 2001), post-colonials theories (Bhabha, 2003, Hall, 2003), semiotics (Santaella & Noth, the 2004) and communication (Mcluhan, 1997).

The methodology understands bibliographical, internet, video and musical data the inquiry and its correlation with the other sources of information, proceeding from the contact with the schools of samba in Portugal, made possible for the research of field that was carried through with the support of the University of the Minho, in cities and Portuguese villages that practice the carnival ritual.

The main results is about the conclusion that the imitation of the Brazilian parades in the foreign environment of Portugal is a complex process and sets in motion what this if calling "market of languages". This "market of languages" represents an inversion of sensible in the habitual circuits, therefore Brazil, the former-colony, now is exporting languages to the former-metropolis: schools of samba, soap opera, etc. The unfolding of this quarrel can be identified in debates of authors as Boaventura de Souza Santos whose project of research ALICE (2011) argues that Europe needs to recognize itself in the "mirrors" of the worlds that helped to create. In this inquiry, it is considered, therefore, that in "market of languages" between Brazil and Portugal, the samba schools, as process derived from the colonial Carnival, is a possible metaphor of these mirrors.