

Third International Conference on Communication & Media Studies

Alt-Media - The Shifting Tide of Political Communication

18-19 OCTOBER 2018 | UNIVERSITY OF CALIFORNIA | BERKELEY, USA | ONCOMMUNICATIONMEDIA.COM

III Congreso Internacional de Estudios sobre Medios de Comunicación

Alt-Media - La cambiante marea de las comunicaciones políticas

18-19 OCTUBRE DE 2018 | UNIVERSIDAD DE CALIFORNIA | BERKELEY, EEUU | MEDIOS-COMUNICACION.COM



Third International Conference on
Communication & Media Studies

“Alt-Media - The Shifting Tide of Political Communication”

18–19 October 2018 | University of California | Berkeley, USA

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www.oncommunicationmedia.com

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by Common Ground Research Networks

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III Congreso Internacional de Estudios sobre Medios de Comunicación

www.medios-comunicacion.com

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Dear Communication & Media Studies Conference Delegates,

Welcome to Berkeley and the Third International Conference on Communication & Media Studies. My Common Ground Research Networks colleagues and I are so pleased you have joined us for this year's event.

Over the course of more than three decades, Common Ground has given voice to many thousands of creative and scholarly speakers and authors—people with things to say about the world and who are saying them to change the world.

We have a strong commitment to providing opportunities for such people to meet, share, and learn from each other. This conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a common interest in the themes and concerns of the Communication & Media Studies Research Network. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged. Through our meeting, we talk, learn, and gain inspiration.

While conference inspiration may fade with time, Common Ground offers a means for keeping inspiration alive through CG Scholar, an online environment for knowledge working and learning. CG Scholar provides a “help economy” where peers are credited for their mutual contributions in the Communication & Media Studies Research Network. We encourage all conference participants to explore CG Scholar—an internet venue for intellectual interaction and imagination.

Common Ground has nurtured scholarly inspiration for more than three decades as an organization deeply engaged with the critical questions of our time. As a media innovator, we are creating the spaces and technical conditions in which, collectively, we can discuss the role of communication and media studies.

I am grateful to all of you for sharing your work at this conference. Additionally, I thank my Communication & Media Studies Research Network colleagues Rachael Arcario, Jeremy Boehme, Michele Hill, Rae-Anne Montague, José Luis Ortega-Martín, and Tatiana Portnova, who have helped organize and produce this meeting with great dedication and expertise.

We wish you all the best for this conference, and we hope it will provide you every opportunity for dialogue with colleagues from around the corner and around the globe.

Best wishes,

Dr. Phillip Kalantzis-Cope
Chief Social Scientist
Common Ground Research Networks





Estimados delegados del Congreso Internacional de Estudios sobre Medios de Comunicación:

Bienvenidos/as a Berkeley y al III Congreso Internacional de Estudios sobre Medios de Comunicación. Mis colegas de Common Ground Research Networks y yo estamos encantados de que hayan decidido asistir al evento de este año.

A lo largo de más de tres décadas, Common Ground ha dado voz a miles de autores, creadores y académicos. Personas con ideas sobre el mundo y que las exponen para cambiarlo.

Tenemos el firme compromiso de proporcionar oportunidades para que estas personas se conozcan, compartan y aprendan mutuamente. Este congreso reúne a investigadores, profesionales y académicos de muy diversas disciplinas, quienes tienen intereses comunes por los temas de la Red de Investigación de Estudios sobre Medios de Comunicación. Como resultado, los temas se tratan desde una gran variedad de perspectivas, se fomentan los métodos interdisciplinarios y se anima a la colaboración y al respeto mutuo. En nuestros encuentros, hablamos, aprendemos y recibimos inspiración para el trabajo.

Dado que la inspiración recibida en el Congreso puede disminuir con el tiempo, Common Ground aporta un modo para mantenerla viva mediante CG Scholar, un entorno online para el trabajo, el conocimiento y el aprendizaje. CG Scholar proporciona una "economía de ayuda" donde los pares se acreditan por sus contribuciones mutuas en la Red de Investigación de Estudios sobre Medios de Comunicación. Animamos a todos los participantes en el congreso a explorar CG Scholar, un punto de encuentro en internet para la interacción intelectual y para la imaginación.

Common Ground ha proporcionado inspiración académica durante más de tres décadas como organización profundamente concernida con las preguntas críticas de nuestro tiempo. Como innovadores en medios, estamos creando los espacios y condiciones técnicas en los que, colectivamente, podamos discutir el papel de medios de comunicación.

Agradezco sinceramente a todos que compartan su trabajo en este congreso. Además, estoy profundamente agradecido a mis colegas de la Red de Investigación de Estudios sobre Medios de Comunicación Rachael Arcario, Jeremy Boehme, Michele Hill, Rae-Anne Montague, José Luis Ortega-Martín y Tatiana Portnova, quienes con gran dedicación y profesionalidad han ayudado a organizar y producir este encuentro.

Les deseamos lo mejor para este congreso y esperamos que sea una ocasión para el diálogo con colegas de todas partes del mundo.

Atentamente,

Dr. Phillip Kalantzis-Cope
Jefe de Ciencias Sociales
Common Ground Research Networks





*Founded in 1984, we are committed to building new kinds of knowledge communities,
innovative in their media and forward thinking in their messages.*



Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground Research Networks takes some of the pivotal challenges of our time and curates research networks which cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations.

Common Ground Research Networks are meeting places for people, ideas, and dialogue. However, the strength of ideas does not come from finding common denominators. Rather, the power and resilience of these ideas is that they are presented and tested in a shared space where differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. These are the kinds of vigorous and sympathetic academic milieus in which the most productive deliberations about the future can be held. We strive to create places of intellectual interaction and imagination that our future deserves.

Common Ground Research Networks offer integrated programs of action: international conferences, scholarly journals, book imprints, and online dialogue spaces using our path-breaking social knowledge software, *CGScholar.com*

 Aging & Social Change Research Network	 The Arts in Society Research Network	 Books, Publishing & Libraries Research Network	 Climate Change: Impacts & Responses Research Network
 Communication and Media Studies Research Network	 Constructed Environment Research Network	 Design Principles & Practices Research Network	 Diversity in Organizations, Communities & Nations Research Network
 e-Learning & Innovative Pedagogies Research Network	 Food Studies Research Network	 Global Studies Research Network	 Health, Wellness & Society Research Network
 The Image Research Network	 The Inclusive Museum Research Network	 Interdisciplinary Social Sciences Research Network	 The Learner Research Network
 New Directions in the Humanities Research Network	 On Sustainability Research Network	 Organization Studies Research Network	 Religion in Society Research Network
 Spaces & Flows Research Network	 Sports & Society Research Network	 Technology, Knowledge & Society Research Network	 Tourism and Leisure Research Network

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Nuestra misión

Common Ground Research Networks tiene como objetivo animar a todas las personas a participar en la creación de conocimiento colaborativo y a compartir ese conocimiento con el mundo entero. A través de nuestros congresos académicos y revistas revisadas por pares, construimos Redes de Investigación y proporcionamos plataformas para interactuar a través de diversos canales.

Nuestro mensaje

Los sistemas de patrimonio del conocimiento se caracterizan por sus separaciones verticales: de disciplina, asociación profesional, institución y país. Common Ground Research Networks asume algunos de los retos fundamentales de nuestro tiempo y construye Redes de Investigación que cortan de manera transversal las estructuras de conocimiento existentes. La sostenibilidad, la diversidad, el aprendizaje, el futuro de las humanidades, la naturaleza de la interdisciplinariedad, el lugar de las artes en la sociedad, las conexiones de la tecnología con el conocimiento, el papel cambiante de la universidad, todas estas son preguntas profundamente importantes de nuestro tiempo que requieren un pensamiento interdisciplinar, debate global y colaboraciones intelectuales e interinstitucionales.

Common Ground es un lugar de encuentro para las personas, las ideas y el diálogo. Sin embargo, la fuerza de estas ideas no consiste en encontrar denominadores comunes. Al contrario, el poder y la resistencia de estas ideas es que se presentan y se examinan en un ámbito compartido donde tienen lugar las diferencias: diferencia de perspectiva, de experiencia, de conocimientos, de metodología, de orígenes geográficos o culturales o de afiliación institucional. Estos son los tipos de entornos académicos, vigorosos y solidarios, en los que se llevarán a cabo las deliberaciones más productivas sobre el futuro. Nos esforzamos en crear los lugares de imaginación e interacción intelectual que nuestro futuro merece.

Nuestros medios de comunicación

Common Ground Research Networks crea Redes de Investigación que se reúnen en congresos anuales. Entre congreso y congreso, los miembros de cada red también se mantienen en contacto durante el año mediante Redes de Investigación online, a través de procesos formales de publicación académica—revistas arbitradas mediante revisión por pares—, o a través de conversaciones informales en blogs. Los congresos fomentan el más amplio espectro de discursos posibles, animando a todos y a cada uno de los participantes a aportar sus conocimientos y perspectivas al debate común.

Communication & Media Studies Research Network

*Offering an interdisciplinary forum for the discussion of the role of
the media and communications in society*



Founded in 2015, the Communication & Media Studies Research Network is dedicated to the concept of independent, peer-led groups of scholars, researchers, and practitioners working together to build bodies of knowledge related to topics of the role of the media and communications in society. Focusing on the intersection of academia and social impact, the Communication & Media Studies Research Network brings an interdisciplinary, international perspective to discussions of new developments in the field, including research, practice, policy, and teaching.

Conference

The annual conference is built upon three key features: Internationalism, Interdisciplinarity, and Inclusiveness. Conference delegates include leaders in the field, as well as emerging artists and scholars, who travel to the conference from all corners of the globe and represent a broad range of disciplines and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

You have already begun your engagement in the Research Network by attending the conference, presenting your work, and interacting face-to-face with other members. We hope this experience provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects, as well as the start of a conversation with research network colleagues that will continue well into the future.

Publishing

The Communication & Media Studies Research Network enables members to publish through two media. First, network members can enter a world of journal publication, unlike the traditional academic publishing forums—a result of the responsive, non-hierarchical, and constructive nature of our member-based peer review process. *The Journal of Communication and Media Studies* provides a framework for member-based double-blind peer review, enabling authors to publish into an academic journal of the highest standard, but also to participate in the validation of knowledge that is produced by the research network. The second publication medium is through the book imprint, where we publishing cutting edge books in print and electronic formats.

We encourage you to submit an article for review and possible publication in the journal. In this way, you may share the finished outcome of your presentation with other participants and members of the network. As a member, you will also be invited to review others' work and contribute to the development of the research network knowledge base as a Reviewer. As part of your active membership in the network, you also have online access to the complete works (current and previous volumes) of journal and to the book imprint. We also invite you to consider submitting a proposal for the book imprint.

Membership

As a Communication & Media Studies Research Network member you have access to a broad range of benefits, tools, and resources:

- Digital subscription to the *The Journal of Communication and Media Studies* for one year.
- Digital subscription to the book imprint for one year.
- One article publication per year (pending peer review).
- Participation as a reviewer in the peer review process, with the opportunity to be listed as a Reviewer.
- Subscription to the e-newsletter, providing access to news and announcements for and from the Research Network.
- Option to add a video presentation to the research network YouTube channel.
- Free access to the Scholar social knowledge platform, including:
 - ◊ Personal profile and publication portfolio page;
 - ◊ Ability to interact and form communities with peers away from the clutter and commercialism of other social media;
 - ◊ Optional feeds to Facebook and Twitter;
 - ◊ Complimentary use of Scholar in your classes—for class interactions in its Community space, multimodal student writing in its Creator space, and managing student peer review, assessment, and sharing of published work.





On the cultures of media
and the media of culture

Theme 1: Media Cultures

- Mass versus niche media
- 'Audience' and practices of participation in media
- Cultural representation and power in media
- Popular culture in the media
- Feminist analyses of media
- (In)equities in access and digital divide
- Politics of media and media in politics
- Censorship, affront, and censoriousness in media
- Bodily presence and embodiment in media
- Multicultural media
- Media identities, from stars to selfies

On the theories of media
and communication

Theme 2: Media Theory

- Communications theory
- Telepresence and time-space compressions
- Psychology of media and communications
- The idea of the virtual
- Cybernetics
- Mediation and remediation
- Media discourses: vicarious and participatory
- Ideologies in media, manipulation, and propaganda
- Information theory
- Media analytics

On the technologies
of media and
communication

Theme 3: Media Technologies and Processes

- Mass media and broadcast media: television, radio, newspapers, magazines
- Cinema and documentary
- Typographic media, from print to postscript
- Photography, from film to digital
- Hypermedia and multimedia
- Internet, online media, and social media
- Informatics: code and data in media



On the business of
communication media

Theme 4: Media Business

- Political economy of media
- Media management
- Advertising and marketing
- News media and journalism: changing dimensions of a profession
- Public relations as text and profession
- The changing publishing industry
- Intellectual property, between copyright and commons
- Reputational economies
- Globalization of media

On the languages and
learning of media

Theme 5: Media Literacies

- Media education
- Media training and workforce development
- From learning management systems to MOOCs: e-learning environments as educational media
- Self-instructing media and informal learning
- Over-the-shoulder learning



Alt-Media - The Shifting Tide of Political Communication

In media and communication studies “alternative media” has been commonly understood by two general characteristics. The first is a tilt toward progressive politics: counter cultural, independent, community-based, activist, explicitly anti-establishment, and thus somewhat at the margins. The second, outside the mainstream mass-media, is to innovate in its technical means of communication. In the last few years, we have seen a different kind of trend, where alternative media also becomes synonymous with extreme right wing voices. At the same time “Alt-Media”, in both its progressive and conservative forms, is moving from margins, taking its place in the mainstream media landscape, even to the extent of threatening the historical dominance of mass media. What do these changes tell us about our times, and in particular, the intrinsic communication affordances of digital technologies? And more broadly, what does this tell us about broader forces of social change, has the trajectory of history found new media and voices?



Media, to return to the etymology of the word, are the entities positioned one kind of middle or other. They are middle-objects, conditions or technologies that facilitate human communication, between one and one, one and many, or many and many. Media are agents of cultural “between-ness.” They bridge spatial separations, so that people not in each other’s immediate physical presence can connect. They bridge time, so ideas, information, and cultural representations from another time (a minute ago or a century ago) can be re-heard and re-seen. Media, in other words, material means for the production and distribution of meanings across space and time.

In this definition, media are as old as human writing and drawing. However, the forms of media have changed fundamentally across the long arc of human history. The depth of these changes is such that, from era to era, we are barely the same persons. It is media that have allowed us to change so much—whether that be at different times and in different places for better or worse.

One such transformation, half a millennium ago, was the mechanical reproducibility of human communications—and with it a whole communicational infrastructure of typographic culture (books, libraries, newspapers, schools ...). The twentieth century saw a cascading series of transformations around photographic and audio reproduction and its derivatives (photolithographic printing, radio, sound recording, cinema, television). In the twenty-first century, we find ourselves in the midst of a new series of transformations, centered around the digitization of text, image, sound, and data and the global interconnection of these digitized meanings per medium of the internet.

What makes us different, how do our lives change, as a consequence of these new objects and processes of human “between-ness”? This is the key question addressed by the Communication & Media Studies Research Network—at its conference, in its journal, in its book imprint, and in its online interactions. Much of the dialogue in this network is focused within disciplines: sociology, business, education, and the disciplines of “media studies” and “communications” themselves. However, in the nature of phenomena so pervasive as media, many of the conversations are interdisciplinary. We also welcome a range of forms of intellectual focus, from empirical expositions to theoretical and conceptual analyses.



The principal role of the Advisory Board is to drive the overall intellectual direction of the Communication & Media Studies Research Network and to consult on our foundational themes as they evolve along with the currents of the field. Board members are invited to attend the annual conference and provide important insights on conference development, including suggestions for speakers, venues, and special themes. We also encourage board members to submit articles for publication consideration to *The Journal of Communication and Media Studies* as well as proposals or completed manuscripts to the Communication & Media Studies Book Imprint.

We are grateful for the continued service and support of these world-class scholars and practitioners.

- **Bruce Berryman**, Program Director, School of Media and Communication, RMIT University, Melbourne, Australia
- **Marcus Breen**, Director of the Media Lab, Boston University, Boston, USA
- **Jo Davies**, Associate Professor of Illustration, Arts, and Media, Plymouth University, Devon, UK
- **Tamsyn Gilbert**, The New School for Social Research, New York, USA
- **Kerric Harvey**, Associate Director, Center for Innovative Media, George Washington University, Washington DC, USA
- **Linda Herrera**, Professor, Education, Policy, Organization, and Leadership; Director, Global Studies in Education, University of Illinois at Urbana-Champaign, Champaign, USA
- **Brad King**, Ball State University, Muncie, USA
- **Alan Male**, Professor Emeritus, Illustration, Falmouth University, Cornwall, UK
- **Mario Minichiello**, The University of Newcastle, Newcastle, Australia
- **Christian Morgner**, Director, International Communication and Culture, University of Leicester, Leicester, UK
- **Fiona Peterson**, RMIT University, Melbourne, Australia
- **John Potts**, Macquarie University, Sydney, Australia
- **Andrew Selby**, School of the Arts, English, and Drama, Loughborough University, Leicestershire, UK
- **Caja Thimm**, University of Bonn, Bonn, Germany
- **Shujen Wang**, Emerson College, Boston, USA
- **Paul Wells**, Director, School of Arts, English, and Drama, Loughborough University, Leicestershire, UK

A Social Knowledge Platform

Create Your Academic Profile and Connect to Peers

Developed by our brilliant Common Ground software team, **Scholar** connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.



Utilize Your Free Scholar Membership Today through

- Building your *academic profile* and list of published works.
- Joining a community with a *thematic or disciplinary focus*.
- Establishing a new Research Network *relevant to your field*.
- Creating *new academic work* in our innovative publishing space.
- Building a *peer review network* around your work or courses.

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1. Navigate to <http://cgscholar.com>. Select **[Sign Up]** below 'Create an Account'.
2. Enter a **"blip"** (a very brief one-sentence description of yourself).
3. Click on the **"Find and join communities"** link located under the YOUR COMMUNITIES heading (On the left hand navigation bar).
4. Search for a community to join or create your own.

Scholar Next Steps – Build Your Academic Profile

- **About:** Include information about yourself, including a linked CV in the top, dark blue bar.
- **Interests:** Create searchable information so others with similar interests can locate you.
- **Peers:** Invite others to connect as a peer and keep up with their work.
- **Shares:** Make your page a comprehensive portfolio of your work by adding publications in the Shares area - be these full text copies of works in cases where you have permission, or a link to a bookstore, library or publisher listing. If you choose Common Ground's hybrid open access option, you may post the final version of your work here, available to anyone on the web if you select the 'make my site public' option.
- **Image:** Add a photograph of yourself to this page; hover over the avatar and click the pencil/edit icon to select.
- **Publisher:** All Common Ground community members have free access to our peer review space for their courses. Here they can arrange for students to write multimodal essays or reports in the Creator space (including image, video, audio, dataset or any other file), manage student peer review, co-ordinate assessments, and share students' works by publishing them to the Community space.

A Digital Learning Platform

Use **Scholar** to Support Your Teaching

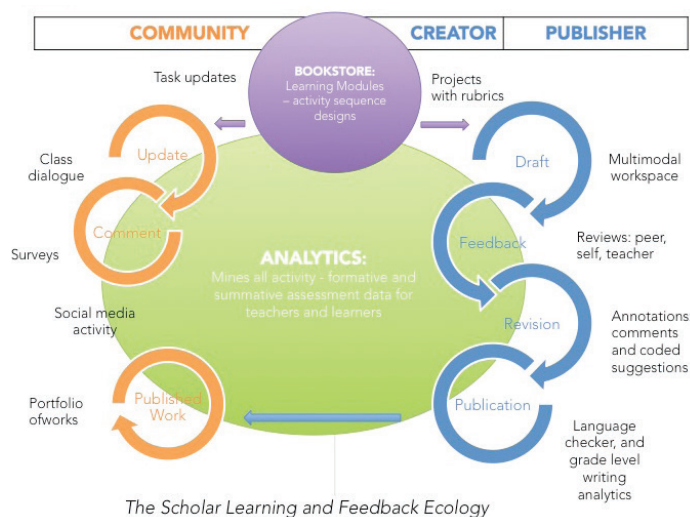
Scholar is a social knowledge platform that *transforms the patterns of interaction in learning by putting students first*, positioning them as knowledge producers instead of passive knowledge consumers. **Scholar** provides scaffolding to encourage making and sharing knowledge drawing from multiple sources rather than memorizing knowledge that has been presented to them.

Scholar also answers one of the most fundamental questions students and instructors have of their performance, “How am I doing?” Typical modes of assessment often answer this question either too late to matter or in a way that is not clear or comprehensive enough to meaningfully contribute to better performance.

A collaborative research and development project between Common Ground and the College of Education at the University of Illinois, **Scholar** contains a Research Network space, a multimedia web writing space, a formative assessment environment that facilitates peer review, and a dashboard with aggregated machine and human formative and summative writing assessment data.

The following **Scholar** features are only available to Common Ground Research Network members as part of their membership. Please email us at support@cgscholar.com if you would like the complimentary educator account that comes with participation in a Common Ground conference.

- Create projects for groups of students, involving draft, peer review, revision and publication.
- Publish student works to each student’s personal portfolio space, accessible through the web for class discussion.
- Create and distribute surveys.
- Evaluate student work using a variety of measures in the assessment dashboard.



Scholar is a generation beyond learning management systems. It is what we term a *Digital Learning Platform*—it transforms learning by engaging students in powerfully horizontal “social knowledge” relationships.

For more information, visit: <http://knowledge.cgscholar.com>.

Red de Investigación de Estudios sobre Medios de Comunicación

*Explorando el papel de los medios de comunicación
en la sociedad.*



La Red de Investigación de Estudios sobre Medios de Comunicación ofrece un foro interdisciplinar para la discusión del papel de los medios de comunicación en la sociedad. Los miembros se reúnen anualmente en el congreso para compartir experiencias o bien se mantienen en contacto por medio de la Revista Internacional de Estudios sobre Medios de Comunicación que Common Ground publica en línea, lo que permite mantenerse al tanto de los resultados de las investigaciones sociales, gracias a las nuevas posibilidades que ofrecen los medios digitales.

Congreso

El congreso presenta ciertas características clave: es internacional, es interdisciplinario, es inclusivo y se basa en la interacción. Entre los participantes se encuentran pensadores relevantes en el campo de conocimiento de las ciencias sociales, así como investigadores emergentes que vienen desde diferentes lugares del mundo y que tienen la oportunidad de compartir, en las diversas sesiones del congreso, sus propias perspectivas de estudio, de conocer otras nuevas y de establecer contactos académicos que permitan un mayor desarrollo profesional.

Publicaciones

Al participar en el congreso, los miembros de la Red de Investigación de Estudios sobre Medios de Comunicación tienen la posibilidad de publicar en la Revista Internacional de Estudios sobre Medios de Comunicación, en cuyo proceso de edición se concibe la revisión por pares desde una perspectiva constructiva e integradora.

Beneficios de la afiliación

Como miembro de la Red de Investigación, tiene acceso a una amplia diversidad de herramientas y recursos para su propio trabajo:

- Suscripción digital a las revistas en español y en inglés de la Red durante un año.
- Suscripción digital a la librería durante un año.
- Publicación de un artículo al año (previa revisión por pares).
- Participación como revisor en el proceso de revisión por pares.
- Suscripción al boletín digital de la comunidad, con noticias de la Red de Investigación.
- Opción de añadir un vídeo de presentación al canal de YouTube de la Red de Investigación.
- Acceso gratuito a la red social Scholar, incluyendo:
 - ◊ Perfil personal y portafolio de publicaciones.
 - ◊ Interacción y creación de comunidades académicas.
 - ◊ Facebook y Twitter opcional.
 - ◊ Uso complementario de la red en sus clases mediante la interacción con la comunidad Scholar, asistencia y asesoría en la revisión por pares y puesta en común de obras publicadas.



Sobre las culturas de los medios y los medios de la cultura

Tema 1: Culturas mediáticas

- Medios de Masas versus Medios estratificados
- La audiencia y las prácticas de participación en los medios
- Poder y representación cultural en los medios
- Cultura popular en los medios
- Análisis feminista en los medios
- (Des)igualdades de acceso y división digital
- Políticas de medios y los medios en política
- Censura y agravios en los medios
- Presencia física y corporalidad en los medios
- Medios multiculturales
- Identidades mediáticas, desde las estrellas a los selfies

Sobre las teorías de los medios y comunicaciones

Tema 2: Teoría de medios

- Teoría de comunicaciones
- Telepresencia y compresiones del espacio-tiempo
- Psicología de medios y comunicaciones
- La idea de lo virtual
- Cibernética
- Mediación y remediación
- Discursos mediáticos: Vicarios y participativos
- Ideología en los medios, manipulación y propaganda
- Teoría de la información
- Análisis de medios

Sobre las tecnologías de los medios y las comunicaciones

Tema 3: Tecnología y procesos

- Mass media y retransmisiones: televisión, radio, periódicos, revistas
- Cine y documentales
- Medios tipográficos
- Fotografía, de la película al mundo digital
- Hipermedia y multimedia
- Internet y medios online
- Medios sociales
- Informática en los medios



Sobre el negocio de los
medios de comunicación

Tema 4: Negocio mediático

- Economía política de los medios
- Gestión de medios
- Publicidad y marketing
- Noticias y periodismo: dimensiones cambiantes de una profesión
- Relaciones públicas como texto y profesión
- La cambiante industria de la publicación
- Propiedad intelectual, entre el copyright y commons
- Economía reputacional
- Globalización de los medios

Sobre los idiomas y el
aprendizaje de los medios

Tema 5: Alfabetización mediática

- Educación mediática
- Formación en los medios y desarrollo del personal
- De los sistemas de gestión del aprendizaje a los MOOCS: El entorno e-learning como medio educativo
- Autodidactas y aprendizaje informal de los medios
- Over-the-shoulder learning



Alt-Media – La cambiante marea de las comunicaciones políticas

En los estudios de medios y comunicaciones, los “medios alternativos” se han entendido por lo general partiendo de dos características. La primera es el sesgo hacia las políticas progresistas: contraculturales, independientes, basados en la comunidad, activistas, anti-establishment y algo marginales. La segunda, fuera de la corriente de los medios de masas principales, consiste en la innovación de los medios técnicos de comunicación. En los últimos años hemos visto una nueva tendencia, en la que los medios alternativos son sinónimo de voces de extrema derecha. Paralelamente, los “Alt-Media”, en sus formas progresista y conservadora, salen de la marginalidad para ocupar su lugar en el paisaje de los medios principales, hasta el punto de amenazar el dominio histórico de los medios de masas tradicionales. ¿Qué indican estos cambios acerca de nuestro tiempo, y en particular, acerca de la accesibilidad a las comunicaciones intrínseca de las tecnologías digitales? Y de modo más general, ¿qué nos indica acerca de las fuerzas del cambio social, donde la trayectoria histórica ha hallado nuevos medios y voces?



Los medios, conforme a la etimología de la palabra, son los entes situados entre uno y otro. Son objetos intermedios, condiciones o tecnologías que facilitan la comunicación humana, entre uno y uno, uno y muchos o muchos y muchos. Los medios son agentes de intermediación cultural. Salvan las separaciones espaciales, de manera que las personas pueden conectarse entre sí sin necesidad de estar físicamente presentes. También salvan el tiempo, por lo que las ideas, la información y las representaciones culturales del pasado (sea hace un minuto, sea hace un siglo) pueden revisionarse y volver a escucharse. En otras palabras, los medios son medios materiales para la producción y distribución del sentido a través del espacio y el tiempo.

Partiendo de esta definición, los medios son tan antiguos como la escritura y la pintura. No obstante, la forma de los medios ha cambiado fundamentalmente a lo largo de la larga línea de la historia humana. La profundidad de estos cambios es tal que, de era en era, difícilmente somos las mismas personas. Los medios nos permiten, en diferentes tiempos y lugares, cambiar para mejor o peor.

Una de tales transformaciones, hace medio milenio, fue la reproducción mecánica de las comunicaciones humanas, y con ella toda la infraestructura comunicacional de la cultura tipográfica (libros, bibliotecas, periódicos, escuelas...). El siglo XX contempló una vertiginosa cascada de transformaciones con la reproducción fotográfica y sonora y sus derivados (impresiones fotolitográficas, radios, grabación de sonido, cine, televisión). En el siglo XXI nos encontramos en medio de una nueva serie de transformaciones, centradas en la digitalización de textos, imágenes, sonidos y datos, así como en la interconexión global de estos medios digitalizados a través de internet.

¿Qué nos hace diferentes, cómo cambian nuestras vidas, a consecuencia de estos nuevos objetos y procesos de la intermediación humana? Esta es la cuestión central propuesta por la Red de Investigación de Estudios sobre Medios de Comunicación —en su congreso, revista, publicaciones e interacciones online—. Buena parte del diálogo de la Red se centra en las siguientes disciplinas: sociologías, negocios, educación y las disciplinas propias de los estudios de medios y comunicaciones. No obstante, dada la naturaleza de un fenómeno tan totalizados como el de los medios, la mayoría de los enfoques son interdisciplinarios. Además se admite una gran amplitud en el enfoque intelectual, desde las exposiciones empíricas y concretas hasta los análisis teóricos y conceptuales.



La función principal del Comité Científico es supervisar la dirección intelectual de la Red de Investigación de Estudios sobre Medios de Comunicación y examinar los temas principales siguiendo la evolución propia de la disciplina. Los miembros del comité están invitados a asistir al congreso anual y a aportar nuevas perspectivas sobre el desarrollo del congreso, incluyendo sugerencias para ponentes plenarios, temas especiales y lugar de celebración. También animamos a los miembros del comité a enviar artículos para su posible publicación en la *Revista Internacional de Estudios sobre Medios de Comunicación*.

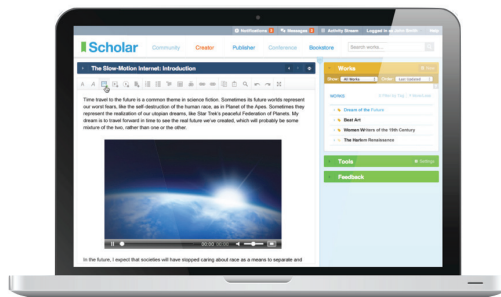
La Red de Investigación de Estudios sobre Medios de Comunicación agradece la colaboración y el apoyo continuo de los siguientes académicos y profesionales de categoría mundial:

- **Fátima Martínez**, Universidad del Rosario, Colombia
- **Javier Gil Quintana**, Universidad Católica de Ávila, España
- **Salvador Carreño González**, Universidad Nacional Autónoma de México, México
- **Carmen Marta Lazo**, Universidad de Zaragoza, España

Una red social de conocimiento e información.

Cree su perfil académico.

Desarrollado por el equipo de software de Common Ground, **Scholar** conecta a investigadores de todo el mundo en un espacio adecuado para el discurso académico y la presentación de obras científicas.



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- Diseñe su *perfil académico* y una lista de obras publicadas.
- Únase a una comunidad con especialidad temática o *disciplinar*.
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- Desarrolle una *nueva obra académica* en nuestro innovador espacio de publicaciones.
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Guía Rápida Scholar

1. Entre en <http://cgscholar.com>. Seleccione [**Sign Up**] (Conectarse) debajo de 'Create an Account' ('Crear una cuenta').
2. Introduzca un **"blip"** (Una frase muy breve para describirse a sí mismo).
3. Haga clic en el enlace de **"Find and join communities"** ("Buscar y unirse a una comunidad") situado bajo YOUR COMMUNITIES (SUS COMUNIDADES) en la barra de navegación de la izquierda.
4. Busque una comunidad a la que unirse o cree una propia.

Siguiente paso en Scholar – Complete su perfil académico

- **About (Sobre):** Incluye información sobre usted mismo, además de un CV adjunto en la barra superior azul oscuro.
- **Interests (Intereses):** Proporciona información de búsqueda de manera que otras personas con intereses similares puedan localizarle.
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- **Compartir:** Convierta su página en un portafolios de su trabajo añadiendo publicaciones aquí. Pueden ser copias del texto completo de la obra cuando tenga permiso para ello, o un enlace a la librería, biblioteca o editorial. Si selecciona la opción de acceso abierto híbrido de Common Ground, puede colgar la versión final de su trabajo aquí, permitiendo el acceso a cualquiera si selecciona la opción "Hacer público".
- **Image (Imagen):** Añada una fotografía propia aquí. Coloque el cursor sobre el avatar y haga clic en el icono lápiz/editar.
- **Publisher (Editor):** Todos los miembros de la comunidad de Common Ground tienen libre acceso a nuestro espacio de revisión por pares para sus cursos. Aquí pueden organizarlo para que los estudiantes escriban ensayos multimodales o trabajos en la página Creator (incluyendo archivos de imagen, vídeo, audio, datos u otros tipos), gestionar la revisión por pares de los estudiantes, coordinar la evaluación y compartir los trabajos de los estudiantes publicándolos en la zona de Comunidad.

Una plataforma de aprendizaje digital.

Use **Scholar** como soporte docente

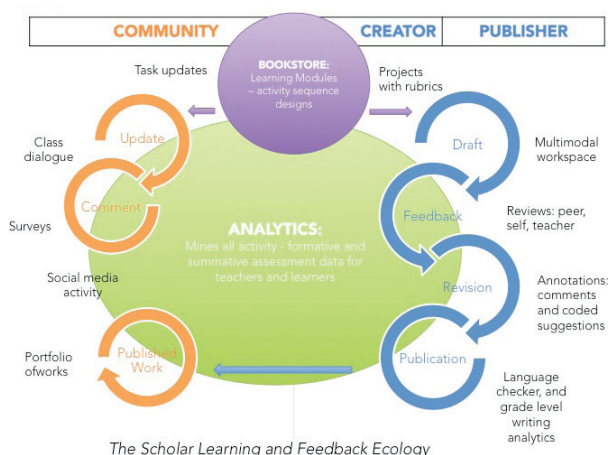
Scholar es una plataforma social de conocimiento que *transforma los patrones de interacción en aprendizaje posicionando a los estudiantes como productores de conocimiento en lugar de consumidores pasivos del mismo*. **Scholar** provee de estructuras para facilitar la creación y puesta en común del conocimiento obtenido de diversas fuentes, en lugar de memorizar el conocimiento que les ha sido presentado pasivamente.

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Como resultado de un proyecto colaborativo de investigación entre Common Ground y la Facultad de Educación de la Universidad de Illinois, **Scholar** tiene un espacio de Red de Investigación, una zona multimedia de escritura digital, un entorno de evaluación formativo que facilita la revisión por pares y una zona de evaluación de datos.

Las siguientes opciones de **Scholar** sólo están disponibles para miembros de la Red de Investigación de Common Ground. Póngase en contacto con nosotros en support@cgscholar.com si desea tener la cuenta complementaria de educador que viene incluida con la participación en un congreso de Common Ground.

- Cree proyectos para grupos de estudiantes, incluyendo revisión por pares, borradores, revisión y publicación.
- Publique el trabajo de cada estudiante en el portafolio personal, accesible en la web de discusión para la clase.
- Cree y realice estudios y encuestas.
- Evalúe el trabajo de un estudiante empleando diversos medidores en la zona de evaluación.

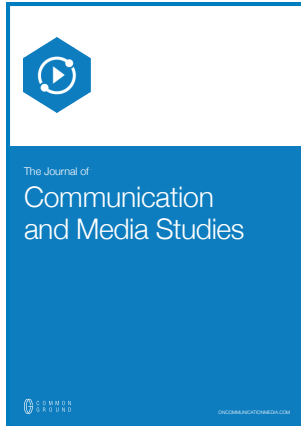


Scholar es la siguiente generación en los sistemas de gestión de aprendizaje. Es una *Plataforma Digital de Aprendizaje* que transforma el conocimiento involucrando a los estudiantes en relaciones sociales de conocimiento de corte horizontal.

Para más información, visite: <http://knowledge.cgscholar.com>.

Communication & Media Studies Journal

*Exploring the role of media, mediation and
communications in society*



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com](http://oncommunicationmedia.com)

About

The Journal of Communication and Media Studies offers an interdisciplinary forum for the discussion of the role of the media and communications in society. The journal explores everyday experiences of media cultures, the forms and effects of technologies of media and communications, and the dynamics of media business. It also addresses media literacies, including capacities to 'read' and 'use' the media, and the role of media as a key component in formal and informal learning. Contributions to the journal range from broad, theoretical conceptualizations of media, to detailed empirical examinations and case studies of media practices.

The Journal of Communication and Media Studies is peer-reviewed, supported by rigorous processes of criterion-referenced article ranking and qualitative commentary, ensuring that only intellectual work of the greatest substance and highest significance is published.

Editor



Mario Minichiello, School of Design, Communication and Information Technology,
University of Newcastle, Newcastle, Australia

Reviewers

Articles published in *The Journal of Communication and Media Studies* are peer reviewed by scholars who are active members of the Communication & Media Studies Research Network. Reviewers may be past or present conference delegates, fellow submitters to the journal, or scholars who have volunteered to review papers (and have been screened by Common Ground's editorial team). This engagement with the Research Network, as well as Common Ground's synergistic and criterion-based evaluation system, distinguishes the peer review process from journals that have a more top-down approach to refereeing. Reviewers are assigned to papers based on their academic interests and scholarly expertise. In recognition of the valuable feedback and publication recommendations that they provide, reviewers are acknowledged as Reviewers in the volume that includes the paper(s) they reviewed. Thus, in addition to *The Journal of Communication and Media Studies'* Editors and Advisory Board, the Reviewers contribute significantly to the overall editorial quality and content of the journal.



The Publication Process

Our long-time authors are no-doubt familiar with using our CGPublisher system to submit and track the progress of articles for publication. After fifteen years of dependable service, we are making preparations to give CGPublisher a well-deserved retirement. As we preparing for this exciting change, some of the familiar processes will be changing. Authors will still receive messages throughout each phase of the publication process and can contact support@cgnetworks.org with any questions or concerns.

Step 1: Review the Requirements

All article submissions must meet the Article Requirements listed on our Author Guidelines page: <http://cgnetworks.org/support/author-guidelines>. Before submitting your article, please thoroughly review these requirements, and revise your article to follow these rules. Initial submissions that do not meet these requirements will be returned to the author(s) for revision.

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Once you have revised your initial submission to meet the article requirements, please visit our Article Submission page: <http://cgnetworks.org/support/submit>.

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Once your article is received, you will receive updates on the status of its progress. During this time, legacy submissions will continue to be managed in CGPublisher while newer submissions will be managed internally by the editorial staff. Authors of both newer and legacy submissions will continue to receive status updates on the progress of their article.

- CGPublisher users can see the status an article by logging into CGPublisher at www.cgpublisher.com and status updates will be sent via email from cgpublisher.com.
- Authors of newer submissions can learn the status an article by contacting articlestatus@cgnetworks.org and status updates will be sent via email from articlestatus@cgnetworks.org.

Step 4: Initial Submission Accepted for Peer Review

Submitted articles are then verified against the Article Requirements (listed in the Author Guidelines). If your article satisfies these requirements, your identity and contact details are then removed, and the article is matched to two appropriate referees and sent for review. Please note, during this time authors are eligible to be selected as a reviewer for other articles in this same stage. Full details regarding the rules, expectations, and policies on peer review can be found on our Publication Ethics page listed under the Peer Review Policies section and our Publication Ethics and Malpractice Statement section: <http://cgnetworks.org/journals/publication-ethics>.

Step 5: Peer Review Decision

When both referee reports are returned, and after the referees' identities have been removed, you will be notified by email and provided with the reviewer reports. Articles that have been rejected once in the peer review process are allowed a second opportunity to be reviewed by two new reviewers. To be reviewed by two new reviewers, you will need to make revisions based on the comments and feedback of the first round of review, and these changes must be detailed using a change note: <http://cgnetworks.org/support/change-note-journal-article>. If an article is not accepted by peer review after this second opportunity, it will be withdrawn from consideration.

Step 6: Membership Confirmation

If your article has been accepted or accepted with revisions, it will enter the membership confirmation stage. We require at least one author associated with the article to have a unique Network Membership or Conference registration: <http://cgnetworks.org/support/register-for-a-membership>. Please note, a paid conference registration includes a complimentary Research Network Membership, which will allow you to skip this step.





Step 7: Publication Agreement

Next you will be asked to accept the Publishing Agreement. If you are interested in Hybrid Open Access, this step is the best time to register for Open Access Publication: <http://cgnetworks.org/journals/hybrid-open-access>.

Step 8: Prepare the Final Submission

After the publication agreement is final, you will have thirty days to complete any revisions to your final submission and return your article. Please ensure your final submission meets the Final Submission Requirements before returning your article: <http://cgnetworks.org/support/final-submission-downloads-and-guides>. This includes such criteria as the correct use of the Chicago Manual of Style (seventeenth edition) and the other listed requirements: <http://cgnetworks.org/support/chicago-manual-of-style-citations-quick-guide>. Articles that have been accepted with revisions will require a change note to be included with the final submission. Articles that do not meet these requirements will be returned for revision until these requirements are satisfied.

Step 9: Final Checks ("Ready for Typesetting" in CGPublisher)

Once we have received the final submission of your article, our Publishing Department will give your article a final review. During this step, CGPublisher users will see a workflow status listed as "Ready for Typesetting," indicating that the final submission is ready for inspection.

Step 10: Copy Editing and Proof Inspection

If the final submission meets the Final Submission Requirements, the article will enter Copy Editing. During Copy Editing, our editorial staff will note minor problems with citations, references, grammar, spelling, or formatting. The author(s) will be responsible for correcting these noted problems. Careful adherence to the article template and the citation style guide will greatly minimize the need for corrections. After all copy editing notes have been resolved, we will create a typeset proof for the author(s) to inspect.

Step 11: Article Publication

Individual articles are published "Web First" to our CG Scholar DOI: <https://cgscholar.com/bookstore>. After web-first publication, complete journal issues follow annually, biannually, or quarterly depending on the journal. Web-first published articles include a full citation and a registered DOI permalink. Be sure to keep your CG Scholar profile up-to-date (<https://cgscholar.com/identity>) and add your ORCID iD (<https://orcid.org/register>) to maximize your article visibility.

Submission Timeline

You may submit your article for publication to the journal at any time throughout the year. The rolling submission deadlines are as follows:

- Submission Round One – 15 January
- Submission Round Two – 15 April
- Submission Round Three – 15 July
- Submission Round Four – 15 October

Note: If your article is submitted after the final deadline for the volume, it will be considered for the following year's volume. The sooner you submit, the sooner your article will begin the peer review process. Also, because we publish "Web First," early submission means that your article will be published with a full citation as soon as it is ready, even if that is before the full issue is published.





Hybrid Open Access

All Common Ground Journals are Hybrid Open Access. Hybrid Open Access is an option increasingly offered by both university presses and well-known commercial publishers.

Hybrid Open Access means some articles are available only to subscribers, while others are made available at no charge to anyone searching the web. Authors pay an additional fee for the open access option. Authors may do this because open access is a requirement of their research-funding agency, or they may do this so non-subscribers can access their article for free.

Common Ground's open access charge is \$250 per article—a very reasonable price compared to our hybrid open access competitors and purely open access journals resourced with an author publication fee. Digital articles are normally only available through individual or institutional subscriptions or for purchase at \$5 per article. However, if you choose to make your article Open Access, this means anyone on the web may download it for free.

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Common Ground is proud to announce an exciting new model of scholarly publishing called Institutional Open Access.

Institutional Open Access allows faculty and graduate students to submit articles to Common Ground journals for unrestricted open access publication. These articles will be freely and publicly available to the whole world through our hybrid open access infrastructure. With Institutional Open Access, instead of the author paying a per-article open access fee, institutions pay a set annual fee that entitles their students and faculty to publish a given number of open access articles each year.

The rights to the articles remain with the subscribing institution. Both the author and the institution can also share the final typeset version of the article in any place they wish, including institutional repositories, personal websites, and privately or publicly accessible course materials. We support the highest Sherpa/Romeo access level—Green.

For more information on how to make your article Open Access, or information on Institutional Open Access, please contact us at support@cgnetworks.org.



International Award for Excellence

The Journal of Communication and Media Studies presents an annual International Award for Excellence for new research or thinking in the area of health and wellness. All articles submitted for publication in *The Journal of Communication and Media Studies* are entered into consideration for this award. The review committee for the award is selected from the International Advisory Board for the journal and the annual Health, Wellness & Society Conference. The committee selects the winning article from the ten highest-ranked articles emerging from the review process and according to the selection criteria outlined in the reviewer guidelines. The remaining nine top papers will be featured on our website.

Award Winner, Volume 2

Arthur Soto-Vásquez, Doctoral Candidate, American University School of Communication, Washington, D.C., USA

For the Article

"Reconceptualizing Digital Privacy: Examining Two Alternatives in the 2016 Presidential Election," *The Journal of Communication and Media Studies*, Volume 2, Issue 2

DOI: 10.18848/2470-9247/CGP/v02i02/33-45

Abstract

Following the Snowden revelations of pervasive surveillance by the National Security Agency, Pew has found that forty-six percent of Americans still support the mass collection of data. While there was significant outrage after the revelations, the controversy has fallen out of the public eye and the surveillance state remains intact. In addition, commercial and political data collection by companies and campaigns also presents threats to privacy. In 2010, Mark Zuckerberg of Facebook declared, "The age of privacy is over," and other technology leaders have told the public to "get over it" when it comes to privacy concerns. The digital realm, where almost all commercial, political, and personal activity occurs, presents new ways to understand and conceptualize online activity. In this article, I argue that the traditional activities understood to be the domain of online privacy—sharing social media updates, commercial transactions, news gathering—can be reframed through the economic conceptions of labor and currency. This article uses the 2016 presidential election campaigns to analyze how online political privacy can be understood in a new context. As a result, this work reframes the debate over online privacy from a research perspective and also from a public-facing perspective.



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As part of each conference registration, all conference participants (both virtual and in-person) have a one-year digital subscription to *The Journal of Communication and Media Studies*. This complimentary personal subscription grants access to both the current volume of the collection as well as the entire backlist. The period of complimentary access begins at the time of registration and ends one year after the close of the conference. After that time, delegates may purchase a personal subscription.

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- <http://oncommunicationmedia.com/journal/hybrid-open-access>
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Download the Library Recommendation form from our website to recommend that your institution subscribe to *The Journal of Communication and Media Studies*: <http://cgnetworks.org/support/recommend-a-subscription-to-your-library>.

Revista de Estudios sobre Medios de Comunicación

*La Revista Internacional de Estudios sobre Medios de
Comunicación es un foro interdisciplinar para el debate acerca del
papel de las comunicaciones y medios en la sociedad.*



La *Revista Internacional de Estudios sobre Medios de Comunicación* es un foro interdisciplinar para el debate acerca del papel de las comunicaciones y medios en la sociedad. La Revista examina las experiencias cotidianas de la cultura de medios, las formas y efectos de las tecnologías de medios y comunicaciones, así como las dinámicas del negocio mediático. También incluye cuestiones sobre la alfabetización mediática, relativa a las capacidades de lectura y uso de los medios, así como el papel de los medios como componentes del aprendizaje formal e informal. Las colaboraciones de la revista abarcan desde las concepciones teóricas y generales hasta los análisis empíricos y detallados o los estudios de caso de los medios.



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Dr. Salvador Carreño González, Profesor de Ética en la Facultad de Contaduría y Administración de la Universidad Nacional Autónoma de México (UNAM), y de Semiótica en el Instituto Cultural Helénico, Ciudad de México

Revisores

Los artículos publicados en la *Revista Internacional de Estudios sobre Medios de Comunicación* están sujetos a revisión por pares de expertos que son miembros activos de la Red de Investigación de Estudios sobre Medios de Comunicación. Los revisores pueden ser ponentes de congresos pasados o presentes, participantes en la revista o expertos que se han ofrecido voluntarios para revisar los artículos (y han sido seleccionados por el equipo editorial de Common Ground). Esta implicación en la red de investigación, así como el sistema de evaluación de Common Ground, sinérgico y basado en criterios precisos, se distingue del proceso de revisión por pares de revistas que tienen una aproximación más jerárquica al sistema de evaluación. Los artículos se asignan a los revisores en conformidad con los intereses académicos y el campo en el que son expertos. Por su valiosa asistencia y recomendaciones para la publicación, se reconoce el papel de los revisores incluyéndolos en el volumen donde figuran los artículos de investigación que han revisado. Así, además del editor de la *Revista Internacional de Estudios sobre Medios de Comunicación* y del Comité Científico, los revisores contribuyen significativamente a la calidad editorial y al contenido de la revista.



NOTA: Actualmente estamos actualizando la plataforma de envío de propuestas. Si va a enviar su artículo completo, consulte <http://cgespanol.org/support/directrices-para-los-autores>

El proceso de publicación

Nuestros autores anteriores están sin duda familiarizados con el uso del sistema CGPublisher para el envío y seguimiento de los artículos para publicación. Después de quince años de servicio con formalidad, actualmente estamos en fase de reformas para darle a CGPublisher una jubilación merecida. Mientras afrontamos este cambio, algunos de los procesos habituales se verán afectados. Los autores seguirán recibiendo mensajes informando de cada fase del proceso de publicación y pueden contactar a soporte@cgespanol.org para cualquier pregunta o duda.

Fase 1: Cumplir los requisitos

Todos los envíos de artículos deben cumplir los requisitos para los artículos establecidos en nuestras Directrices para los Autores: <http://cgespanol.org/support/directrices-para-los-autores>. Antes de enviar el artículo, asegúrese de que cumple dichos requisitos y revise el artículo para acomodarlo a las normas. Los envíos que no cumplan los requisitos se devolverán al autor para su revisión.

Fase 2: Envío

Una vez que haya comprobado que su envío cumple los requisitos, visite nuestra página de Envío de Artículos: <http://cgespanol.org/support/sepa-mas-sobre-el-proceso-de-publicacion-de-articulos>.

Fase 3: Verificación del proceso

Cuando su artículo sea recibido, recibirá actualizaciones sobre su estatus. Durante esta fase, los envíos anteriores seguirán siendo gestionados por CGPublisher, mientras que los nuevos envíos se gestionarán internamente por el comité editorial. En cualquier caso, los autores continuarán recibiendo actualizaciones sobre el estatus de su artículo.

- Los usuarios de CGPublisher pueden ver el estatus de un artículo iniciando sesión en CGPublisher en www.cgpublisher.com y las actualizaciones se enviarán por email desde cgpublisher.com.
- Los autores de envíos recientes pueden comprobar el estatus de un artículo contactando con soporte@cgespanol.org

Fase 4: Envío inicial aceptado para Revisión por Pares

En primer lugar, se verifica que los artículos enviados cumplen los requisitos para los artículos establecidos en las Directrices para los Autores. Si el artículo cumple los requisitos, se eliminan la identidad y los datos de contacto con el propósito de proceder a la revisión por pares de doble ciego, enviándose a dos revisores. Durante este periodo, el mismo autor puede ser escogido como revisor de otros artículos. Puede ver más detalles sobre las normas y política de revisión por pares en nuestra página de Ética de Publicaciones en las secciones de Política de Revisión por Pares, Ética de Publicación y Declaración de Mala Praxis.

Fase 5: Decisión de la Revisión por Pares

Cuando está listo el informe, después de eliminar la identidad de los revisores, se le notificará por email y se le enviarán los informes de los revisores. Los artículos que hayan sido rechazados una vez en el proceso de revisión por pares tendrán una segunda oportunidad para ser revisados por dos nuevos revisores. Para proceder a esta segunda revisión, necesitará modificar el artículo conforme a los comentarios del informe de los primeros revisores. Los cambios deben ser detallados e indicados expresamente: <https://cgespanol.org/support/envio-final-directrices>. Si un artículo no es aceptado en revisión por pares después de esta segunda oportunidad, no será tenido en cuenta para su publicación.



Fase 6: Confirmación de su calidad de miembro

Si su artículo ha sido aceptado o aceptado con revisiones, entrará en la fase de confirmación de su calidad de miembro. Es necesario que al menos un autor del artículo sea Miembro de una Red o esté inscrito en un congreso. Advierta que el pago de una inscripción para un congreso incluye la pertenencia como Miembro de una Red de Investigación, por lo que podrá saltarse esta fase.

Fase 7: Acuerdo de Publicación

A continuación se le pedirá que acepte el Acuerdo de Publicación. Si está interesado en un Acceso Abierto Híbrido, esta fase es el mejor momento para registrarlo como Publicación de Acceso Abierto: <http://cgnetworks.org/journals/hybrid-open-access>.

Fase 8: Prepare la entrega definitiva

Después de ser aceptado el acuerdo de publicación, tendrá treinta días para realizar cualquier revisión necesaria antes de la entrega definitiva de su artículo. Antes de enviar el artículo, asegúrese de que su entrega definitiva cumple con los requisitos para el envío final: <https://cgspanol.org/support/envio-final-directrices>.

Esto incluye criterios como el empleo del Manual de Estilo de Chicago (decimoséptima edición), entre otros. Los artículos aceptados en revisión por pares requieren una nota especificando los cambios incluidos en la versión final. Los artículos que no cumplan con estos requisitos se devolverán para su corrección.

Fase 9: Revisión final ("Ready for Typesetting" en CGPublisher)

Una vez que hayamos recibido la entrega definitiva de su artículo, nuestro Departamento de Publicaciones le enviará el artículo para una última corrección, durante esta fase, los usuarios de CGPublisher podrán ver el estatus "Ready for Typesetting," indicando que el entrega final está lista para su última corrección.

Fase 10: Revisión de Estilo y Revisión de Pruebas

A continuación, el artículo entrará en la fase de Revisión de Estilo. Durante esta fase, nuestro equipo editorial puede advertir erratas menores relacionadas con la citación, referencias, gramática, ortografía o formato. El autor será responsable de la corrección de estas erratas. Seguir cuidadosamente la guía de formato y de estilo de citación minimizará estas correcciones. Después de que se haya efectuado la Corrección de Estilo, se hará una prueba de imprenta para el autor.

Fase 11: Publicación del Artículo

Los artículos individuales se publican Web First en nuestro CG Scholar DOI: <https://cgscholar.com/bookstore>. Después de la publicación Web First, se publicará en el número de la revista correspondiente, anual, bianual o trimestral. Los artículos publicados web-first incluyen una referencia completa y un permalink DOI registrado. Asegúrese de que su perfil de CG Scholar está actualizado (<https://cgscholar.com/identity>) y añada su ORCID iD (<https://orcid.org/register>) para maximizar la visibilidad de su artículo.

Fechas de envío

Puede enviar su artículo para publicación en la revista en cualquier momento del año. Las fechas límite son las siguientes:

- Primera Fase de Envíos – 15 de marzo
- Segunda Fase de Envíos – 15 de septiembre

Nota: Si el artículo se envía después de la fecha límite, se tendrá en cuenta para su publicación en el siguiente volumen. Cuanto antes lo envíe, más rápidamente pasará a fase de revisión por pares. Además, puesto que publicamos web-first, un pronto envío permite que su artículo sea publicado con su referencia correspondiente tan pronto como esté listo, incluso antes de que el número de la revista se publique.





Acceso Abierto Híbrido

Todas las revistas de Common Ground tienen Acceso Abierto Híbrido. Esta es una opción cada vez más ofrecida tanto por las editoriales universitarias como por las comerciales.

El Acceso Abierto Híbrido significa que algunos artículos están disponibles sólo para suscriptores, mientras que otros están disponibles gratuitamente para cualquiera que busque en la web. Los autores pagan un precio adicional por la opción de acceso abierto. Los autores pueden optar por esta opción porque el acceso abierto sea un requisito de la institución que dota para la investigación o para que los no suscriptores puedan acceder gratuitamente a sus artículos, dotándolos de mayor visibilidad.

La tasa de acceso abierto de Common Ground es de 250\$ por artículo, lo que es un precio muy razonable en comparación con otros accesos abiertos híbridos o con otras revistas de acceso abierto que también establecen tasa a los autores. Los artículos digitales normalmente están disponibles para las suscripciones individuales e institucionales y también mediante compra al precio de 5\$ por artículo. Sin embargo, si elige hacer su artículo de acceso abierto, esto significa que cualquiera puede descargarlo gratuitamente.

Los suscriptores de pago reciben considerables beneficios accediendo a todos los artículos de la revista, de volumen actual y de los anteriores, sin ninguna restricción. No obstante, poner su trabajo en disponibilidad gratuita por acceso abierto incrementa su visibilidad, su accesibilidad, sus lectores potenciales y sus porcentajes de citación.

Acceso Abierto Institucional

Common Ground anuncia un nuevo modelo de publicación académica llamado Acceso Abierto Institucional.

El Acceso Abierto Institucional permite a las facultades y a los estudiantes graduados enviar artículos a las revistas de Common Ground para su publicación sin restricciones en acceso abierto. Estos artículos estarán pública y gratuitamente disponibles al mundo entero mediante nuestra infraestructura de acceso abierto híbrido. Con el Acceso Abierto Institucional, en lugar de que el autor pague un precio por el acceso abierto de cada artículo, las instituciones pagan una tasa anual que habilita a sus estudiantes y facultades a otorgar un número determinado de artículo en acceso abierto cada año.

Los derechos sobre el artículo siguen perteneciendo a la institución suscriptora. Tanto el autor como la institución pueden compartir la versión final del artículo en cualquier lugar que deseen, incluyendo repositorios documentales institucionales, web personales y materiales para cursos privada o públicamente accesibles.

Para más información sobre cómo poner su artículo en Acceso Abierto, o para más información sobre el Acceso Abierto Institucional, contacte con nosotros en soporte@cgespanol.org.



Servicio de Edición Completa

Common Ground Research Networks se complace en ofrecer el servicio de edición a aquellos autores que quieran editar profesionalmente su trabajo. Los autores pueden solicitar los servicios de edición antes del envío de su artículo o después del proceso de arbitraje. En algunos casos, los expertos pueden recomendar la edición de un artículo como condición para su publicación. Los servicios que se ofrecen a continuación pueden ayudar a los autores durante la fase de revisión o antes del envío para publicación de su artículo. Para saber más sobre el proceso y los precios, póngase en contacto con nosotros en soporte@cgespanol.org

Edición de Bibliografía

Las revistas de Common Ground Research Networks requieren el uso de la decimoséptima edición del Manual de Estilo de Chicago para todos los artículos enviados. Con gusto anunciamos el servicio de conversión para los autores que hayan utilizado un estilo diferente para las referencias académicas en un artículo que deseen enviar para su posible publicación en una de nuestras publicaciones. Por un módico precio, convertimos sus citas para que sigan las pautas del Manual de Estilo de Chicago. Para saber más sobre el proceso y los precios, póngase en contacto con nosotros en soporte@cgespanol.org.

Servicio de Traducción

Common Ground Research Networks ofrece un servicio de traducción para aquellos autores que ya hayan pasado por la revisión por pares en una de nuestras revistas en español y quieran publicar sus trabajos en la correspondiente revista en inglés. Todas las traducciones son llevadas a cabo por traductores profesionales certificados con varios años de experiencia, alto nivel académico y excelentes habilidades de escritura. Para saber más sobre el proceso de traducción y los precios, póngase en contacto con nosotros en soporte@cgespanol.org



Acerca de nuestro enfoque editorial

Desde hace 30 años, Common Ground Research Networks se ha comprometido con la creación de espacios para el encuentro entre personas e ideas. Con 13 Redes de Investigación en español y 24 redes en inglés, la misión de Common Ground es promover plataformas que reúnan a personas de diversos orígenes geográficos, institucionales y culturales en espacios donde académicos y profesionales puedan relacionarse en los distintos campos disciplinares de estudio. Cada Red de Investigación organiza un congreso académico anual de carácter internacional y se asocia con una revista académica —o colección de revistas— que funciona bajo el sistema de revisión por pares, así como con una serie de redes sociales en torno a un nuevo “espacio social de conocimiento”, que ha sido desarrollado por Common Ground: Scholar (<http://cgscholar.com/>).

Mediante los servicios editoriales, Common Ground tiene como objetivo fomentar los más altos estándares de excelencia intelectual. Somos muy críticos con las deficiencias que existen en el actual sistema de publicaciones académicas, incluidas las redes que restringen la visibilidad de los académicos e investigadores emergentes en los países en desarrollo, así como con los costos e ineficiencias asociados con la edición comercial tradicional.

Para combatir estas deficiencias, Common Ground ha desarrollado un modelo de publicación innovador. Cada una de las Redes de Investigación de Common Ground organiza un congreso académico anual cuya cuota de inscripción incluye la publicación de un artículo —si pasa el proceso de revisión por pares— en la revista asociada, sin un costo adicional. De este modo los autores pueden presentar una ponencia en el congreso científico de su área de investigación, incorporar las críticas constructivas que reciban de los asistentes y tras ello, enviar un artículo sólido para someterlo al proceso de revisión por pares, sin que el autor tenga que pagar una tasa adicional.

Al usar una parte de la cuota de inscripción para financiar los costes asociados a la producción y comercialización de las revistas, Common Ground es capaz de mantener bajos los precios de suscripción, facilitando así el acceso a todos nuestros contenidos. Los participantes del congreso pueden subir sus presentaciones al canal de YouTube de Common Ground. Además cuentan con una suscripción electrónica gratuita a la revista por el periodo de un año. Esta suscripción permite el acceso a todos los números de la revista en español, portugués e inglés. Además, cada artículo que publicamos está disponible de forma individual con una tarifa de descarga para los no abonados. Los autores disponen de la opción de publicar su artículo en acceso abierto para así poder llegar a una mayor audiencia y garantizar la difusión más amplia posible.

El riguroso proceso de revisión de Common Ground trata también de abordar algunos de los sesgos inherentes a los modelos tradicionales de las editoriales académicas. El conjunto de revisores está conformado por autores que anteriormente han enviado artículos a la revista, así como también por académicos voluntarios cuyos currículos y experiencia académica han sido evaluados por el equipo editorial de Common Ground. Los artículos son asignados a revisores conforme a los intereses académicos y experiencia. Al tener voluntarios y a otros autores como posibles revisores, Common Ground evita los inconvenientes de someter los textos al juicio de un solo editor, lo que muchas veces limita la publicación académica. En cambio, Common Ground aprovecha el potencial de los participantes del congreso y de los autores de las revistas para evaluar los trabajos con un sistema de evaluación basado en criterios más democráticos e intelectualmente más riguroso que otros modelos tradicionales. Common Ground también valora la importante labor de los revisores, al reconocerlos como Revisores en los volúmenes a los que contribuyen.



Con la creación de un software asombrosamente innovador, Common Ground también ha comenzado a hacer frente a lo que considera como un cambio en las relaciones tecnológicas, económicas, geográficas, interdisciplinarias, sociales y de distribución y difusión del conocimiento. Desde hace más de diez años hemos estado construyendo una editorial mediada por las tecnologías web y las nuevas redes sociales, donde la gente pueda trabajar en estrecha colaboración para aprender, crear y compartir conocimiento. La última creación de este proyecto es un entorno social de conocimiento pionero llamado Scholar (<http://cgscholar.com/>), plataforma informática que provee un lugar donde los académicos pueden conectarse en red y dar visibilidad a sus investigaciones mediante una librería personal.

Les invitamos a que sean parte de estas redes mediante la creación de diálogo entre diferentes perspectivas, experiencias, áreas de conocimiento y metodologías, por las interacciones en el congreso, los debates online, o los artículos de la revista.

Communication & Media Studies Book Imprint

*Aiming to set new standards in participatory knowledge creation
and scholars publication*



Call for Books

Communication & Media Studies Research Network is setting new standards of rigorous academic knowledge creation and scholarly publication. If your book is a brilliant contribution to a specialist area of knowledge that only serves a small intellectual community, we still want to publish it.

Book Proposal Guidelines

Books should be between 30,000 and 150,000 words in length. They are published simultaneously in print and electronic formats. To publish a book, please send us a proposal including:

- Title
- Author(s)/editor(s)
- Draft back-cover blurb
- Author bio notes(s)
- Table of contents
- Intended audience and significance of contribution
- Sample chapters or complete manuscript
- Manuscript submission date

Submit proposals by email to books@cgnetworks.org. Please note the book imprint to which you are submitting in the subject line.

What We Publish?

We welcome proposals or completed manuscripts between 30,000 words and 150,000 words in length that fall into one of the following categories:



New Works

We accept proposals that are individually or jointly authored books.



Collections

Edited collections addressing a clear theme or collections of articles previously published in Common Ground Research Networks journals.



Classics

Re-issued or out-of-copyright classics with new introductions.

Why Publish With Us?

We're not focused solely on the size of potential markets or competition from other books. We're only interested in the quality of the work.



Inclusive

Submissions from across national origins, experiences, and disciplinary perspectives.



Broad or Niche

We are not driven solely by potential sales, but by the quality of the work. Books on niche topics or specialized subjects are welcome.

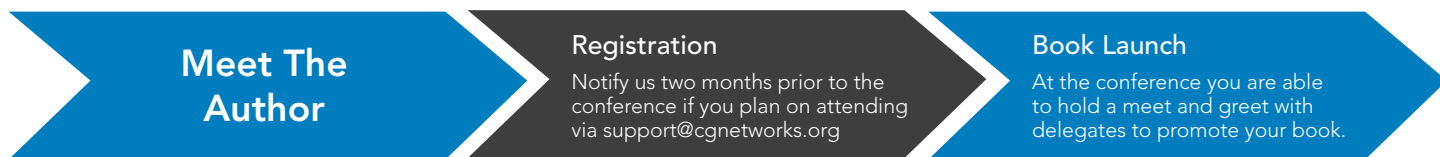


Better Feedback

Our process pairs authors with reviewers specialized in the area topic.



Author Support



Five Minute Q&A Video

Newly published authors are encouraged to send in a five minute video about themselves that will allow them to interact with their readers. Once approved, the video will be uploaded to scholar, and shared through Common Ground Research Networks social media.

- What made you write about this subject?
- What is your favorite chapter of the book?
- What is your writing process like?
- What is the message that you would take away from your book?



Scholar Account

Every author is given a Common Ground Scholar Account. This account will allow learners to represent their knowledge multimodally in the 'cloud' - with text, image, audio, video and dataset, all in the one space. A space to interact with people who have read or who are interested in your book. Scholar acts as your own scholarly social network for you to promote your book and interact with peers in a similar field of study.

Call for Book Reviewers

Common Ground Research Networks is seeking distinguished peer reviewers to evaluate book manuscripts.

As part of our commitment to intellectual excellence and a rigorous reviewing process, Common Ground sends book manuscripts that have received initial editorial approval to peer reviewers to further evaluate and provide constructive feedback. The comments and guidance that these reviewers supply is invaluable to our authors and essential part of the publication process.

We recognize the important role of reviewers by acknowledging book reviewers as members of the Editorial Review Board for a period of at least one year. The list of members of the Editorial Review Board will be posted on our website.

If you would like to review book manuscripts, please send an email to books@cgnetworks.org with:



A brief description of your professional credentials



A list of your areas of interest and expertise



A copy of your CV with current contact details

Communication & Media Studies Conference

*Discussing and curating global interdisciplinary spaces, supporting
professionally rewarding relationships*

Congreso Internacional de Estudios sobre Medios de Comunicació

*Una variedad de tipos de ponencias ofrece a los participantes
múltiples oportunidades para participar, hablar sobre los asuntos
fundamentales del campo y crear relaciones con investigadores de
otras culturas y disciplinas.*



Conference History

Founded in 2015, the International Conference on Communication & Media Studies offers an interdisciplinary forum for the discussion of the role of the media and communications in society.

The International Conference on Communication & Media Studies is built upon four key features: internationalism, interdisciplinarity, inclusiveness, and interaction. Conference delegates include leaders in the field as well as emerging scholars, who travel to the conference from all continents and represent a broad range of disciplines and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

Past Conferences

- 2016 - University Center Chicago, Chicago, USA
- 2017 - University of British Columbia – Robson Square, Vancouver, Canada

Plenary Speaker Highlights

The International Conference on Communication & Media Studies has a rich history of featuring leading and emerging voices from the field, including:

- **Linda Herrera**, University of Illinois Urbana-Champaign, Champaign, USA (2016)
- **Anita Say Chan**, University of Illinois Urbana-Champaign, Champaign, USA (2016)
- **Mario Minichiello**, University of Newcastle, Newcastle, Australia (2017)
- **Caja Thimm**, University of Bonn, Germany (2017)

Become a Partner

Common Ground Research Networks has a long history of meaningful and substantive partnerships with universities, research institutes, government bodies, and non-governmental organizations. Developing these partnerships is a pillar of our Research Network agenda. There are a number of ways you can partner with a Common Ground Research Network. Contact us at support@oncommunicationmedia.com to become a partner.





Principios y características del congreso

La estructura del congreso se basa en cuatro principios básicos que motivan todos los aspectos de la Red de Investigación:

Internacional

El congreso se celebra en diferentes lugares del mundo para proporcionar oportunidades de que los ponentes vean y experimenten diferentes países y ubicaciones. Pero, aún más importante, es el hecho de que ofrece una oportunidad tangible y significativa para tomar contacto con académicos de diversidad de culturas y perspectivas. Este año asistirán ponentes de 35 países, ofreciendo una oportunidad única y sin igual de tener trato directo con colegas de todos los rincones del mundo.

Interdisciplinar

A diferencia de congresos de asociaciones en los que asisten delegados con experiencia y especialidad similares, estos congresos reúnen a investigadores, profesionales y académicos de una amplia gama de disciplinas, que tienen en común su interés por los temas y la problemática propia de esta red. Como resultado, los temas se abordan desde una variedad de perspectivas, se estiman los métodos interdisciplinarios y se anima al respeto mutuo y la colaboración.

Incluyente

Son bienvenidos tanto a las redes como a los congresos todos aquellos cuyo trabajo académico sea sólido y competente, sin importar su disciplina, cultura, institución o carrera. Ya sea profesor emérito, estudiante graduado, investigador, docente, político, profesional o administrador, su trabajo y su voz pueden contribuir a la base colectiva de conocimiento que se crea y se comparte en estas redes.

Interactivo

Para aprovechar completamente la rica diversidad de culturas, antecedentes y perspectivas representadas en estos congresos, debe haber amplias oportunidades de hablar, escuchar, participar e interactuar. Para ello, se ofrece una variedad de formatos de sesión en el congreso, con diferentes tipos de estructuración.



Conference Principles and Features

The structure of the conference is based on four core principles that pervade all aspects of the research network:

International

This conference travels around the world to provide opportunities for delegates to see and experience different countries and locations. But more importantly, the Communication & Media Studies Conference offers a tangible and meaningful opportunity to engage with scholars from a diversity of cultures and perspectives. This year, delegates from over 35 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

Interdisciplinary

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this research network. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged.

Inclusive

Anyone whose scholarly work is sound and relevant is welcome to participate in this research network and conference, regardless of discipline, culture, institution, or career path. Whether an emeritus professor, graduate student, researcher, teacher, policymaker, practitioner, or administrator, your work and your voice can contribute to the collective body of knowledge that is created and shared by this research network.

Interactive

To take full advantage of the rich diversity of cultures, backgrounds, and perspectives represented at the conference, there must be ample opportunities to speak, listen, engage, and interact. A variety of session formats, from more to less structured, are offered throughout the conference to provide these opportunities.





Ponencias plenarias

Los ponentes plenarios, elegidos de entre los más destacados pensadores del mundo, ofrecen ponencias formales sobre temas de amplio interés para la Red de Investigación y los participantes del congreso. Por regla general, no hay preguntas ni debate durante estas sesiones. Los ponentes plenarios responden preguntas y participan en charlas informales y prolongadas durante sus charlas de jardín.



Charlas de jardín

Las charlas de jardín son sesiones informales no estructuradas que brindan a los delegados la oportunidad de reunirse con ponentes plenarios y conversar tranquilamente sobre temas derivados de su ponencia. Cuando el lugar y el clima lo permiten, tratamos de acomodar sillas en círculo en el exterior.



Mesas redondas

Celebradas el primer día del congreso, las mesas redondas son una de las primeras oportunidades para conocer a otros participantes con intereses y preocupaciones similares. Los participantes eligen los grupos que prefieren, según grandes áreas temáticas, y se sumergen en amplios debates sobre los temas y problemáticas del área correspondiente de la Red de Investigación. Quizá guíen la conversación preguntas como: "¿Quiénes somos?", "¿Qué tenemos en común?", "¿Qué retos enfrenta hoy la sociedad en esta materia?", "¿Qué desafíos afrontamos para construir conocimiento y operar cambios significativos en este asunto?" Cuando es posible, el último día del congreso se lleva a cabo una segunda mesa redonda, para que el grupo original vuelva a reunirse y discuta los cambios en sus puntos de vista y opiniones a raíz de la experiencia del congreso. Los informes de las mesas redondas aportan a los participantes un marco de referencia para los últimos debates durante la sesión de clausura.



Ponencias temáticas

Las ponencias temáticas se agrupan por temas generales en sesiones compuestas por tres o cuatro ponencias, seguidas de un debate en grupo. Cada ponente de la sesión expone una ponencia formal de su trabajo, que dura 20 minutos. Una vez presentados todos, sigue una sesión de preguntas y respuestas, y una de debate en grupo. Los moderadores de la sesión presentan a los ponentes, controlan el tiempo de las ponencias y facilitan el debate.



Coloquios

Los coloquios son organizados por un grupo de investigadores que quiera presentar varias dimensiones de un proyecto o diversas perspectivas sobre un asunto. A cuatro o cinco ponencias formales breves les siguen comentarios, debates en grupo o ambos. Se puede presentar a la revista uno o varios artículos basados en el contenido de un coloquio.



Exposición de innovaciones

Los investigadores e innovadores presentan productos o investigación y desarrollo. Todas las presentaciones deben basarse en la experiencia investigadora de los ponentes. Están permitidas las charlas promocionales; sin embargo, no pueden venderse productos ni servicios en el lugar del congreso.



Plenary

Plenary speakers, chosen from among the world's leading thinkers, offer formal presentations on topics of broad interest to the community and conference delegation. One or more speakers are scheduled into a plenary session, most often the first session of the day. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in informal, extended discussions during their Garden Conversation.



Garden Conversation

Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors.



Talking Circles

Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and then engage in extended discussion about the issues and concerns they feel are of utmost importance to that segment of the community. Questions like "Who are we?", "What is our common ground?", "What are the current challenges facing society in this area?", "What challenges do we face in constructing knowledge and effecting meaningful change in this area?" may guide the conversation. When possible, a second Talking Circle is held on the final day of the conference, for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. Reports from the Talking Circles provide a framework for the delegates' final discussions during the Closing Session.



Themed Paper Presentations

Paper presentations are grouped by general themes or topics into sessions comprised of three or four presentations followed by group discussion. Each presenter in the session makes a formal twenty-minute presentation of their work; Q&A and group discussion follow after all have presented. Session Chairs introduce the speakers, keep time on the presentations, and facilitate the discussion. Each presenter's formal, written paper will be available to participants if accepted to the journal.



Colloquium

Colloquium sessions are organized by a group of colleagues who wish to present various dimensions of a project or perspectives on an issue. Four or five short formal presentations are followed by a moderator. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.



Innovation Showcase

Researchers and innovators present products or research and development. All presentations should be grounded in presenters research experience. Promotional conversations are permissible, however, products or services may not be sold at the conference venue.





Discusiones enfocadas

Para un trabajo que se presta más a la discusión o el debate, estas sesiones proporcionan un foro de debate para una mesa redonda extendida entre un autor y un pequeño grupo de interesados. Varias discusiones tienen lugar simultáneamente en un área especificada, con cada mesa designada por un número correspondiente al título y tema, enumerado en el programa. Se usan resúmenes de las ideas principales del autor o de puntos de discusión para estimular y guiar el discurso. Se puede enviar a la revista un solo artículo basado en el trabajo académico e informado por la discusión enfocada.



Talleres

Los talleres implican una amplia interacción entre ponentes y participantes en torno a una idea o experiencia práctica en una disciplina aplicada. Estas sesiones también pueden adoptar formato de panel, conversación, diálogo o debate, todos ellos implican una considerable participación del público. En un taller puede enviarse un solo artículo para su publicación en la revista (de varios autores, si se considera oportuno).



Sesiones de pósteres

Las sesiones de pósteres presentan los resultados preliminares de una investigación o proyectos que se prestan más a proyecciones y representaciones visuales. Estas sesiones permiten participar en discusiones informales con los delegados interesados.



Ponencia virtual breve

La ponencia virtual breve es una presentación rápida en videos de 5 minutos. Los autores presentan resúmenes o perspectivas generales sobre su trabajo, describiendo las características principales (como propósito, procedimiento y resultado). De la misma manera que las ponencias de artículos, las ponencias breves se agrupan en sesiones temáticas de acuerdo con temas o perspectivas similares. Animamos a los autores a enviar videos en el tradicional estilo de conferencia o videos que empleen apoyo visual como PowerPoint. El video final debe enviarse con un mes de antelación a la fecha de inicio del congreso. Después del congreso, los videos se subirán al canal de YouTube de la Red de Investigación. Los artículos completos basados en ponencias virtuales breves también se pueden enviar para el proceso de publicación en la revista.



Póster virtual

Este formato es ideal para presentar los resultados preliminares de un trabajo en desarrollo o proyectos que se prestan más a proyecciones y representaciones visuales. Cada póster debe incluir un breve resumen del objetivo y procedimientos del trabajo. Después de aceptado, se les brinda una plantilla a los presentadores y los pósteres virtuales se envían como un PDF o un PowerPoint. Los pósteres finales se deben enviar al menos un mes antes de la fecha de inicio del congreso. Los artículos completos basados en un póster virtual también se pueden enviar para el proceso de publicación en la revista.



Focused Discussion

For work that is best discussed or debated, rather than reported on through a formal presentation, these sessions provide a forum for an extended “roundtable” conversation between an author and a small group of interested colleagues. Several such discussions occur simultaneously in a specified area, with each author’s table designated by a number corresponding to the title and topic listed in the program schedule. Summaries of the author’s key ideas, or points of discussion, are used to stimulate and guide the discourse. A single article, based on the scholarly work and informed by the focused discussion as appropriate, may be submitted to the journal.



Workshop/Interactive Session

Workshop sessions involve extensive interaction between presenters and participants around an idea or hands-on experience of a practice. These sessions may also take the form of a crafted panel, staged conversation, dialogue or debate—all involving substantial interaction with the audience. A single article (jointly authored, if appropriate) may be submitted to the journal based on a workshop session.



Poster Sessions

Poster sessions present preliminary results of works in progress or projects that lend themselves to visual displays and representations. These sessions allow for engagement in informal discussions about the work with interested delegates throughout the session.



Virtual Lightning Talk

Lightning talks are 5-minute “flash” video presentations. Authors present summaries or overviews of their work, describing the essential features (related to purpose, procedures, outcomes, or product). Like Paper Presentations, Lightning Talks are grouped according to topic or perspective into themed sessions. Authors are welcome to submit traditional “lecture style” videos or videos that use visual supports like PowerPoint. Final videos must be submitted at least one month prior to the conference start date. After the conference, videos are then presented on the research network YouTube channel. Full papers can based in the virtual poster can also be submitted for consideration in the journal.



Virtual Poster

This format is ideal for presenting preliminary results of work in progress or for projects that lend themselves to visual displays and representations. Each poster should include a brief abstract of the purpose and procedures of the work. After acceptance, presenters are provided with a template, and Virtual Posters are submitted as a PDF or in PowerPoint. Final posters must be submitted at least one month prior to the conference start date. Full papers can based in the virtual poster can also be submitted for consideration in the journal.



Jueves, 18 de octubre

8:00–9:00	Mesa de Inscripción abierta
9:00–9:30	Inauguración del Congreso—Dr. Phillip Kalantzis-Cope, Common Ground Research Networks, Estados Unidos
9:30–10:05	Sesión plenaria—Dr. Dave Karpf, Associate Professor, Director of Graduate Studies, School of Media & Public Affairs, George Washington University, USA <i>"What Happened to the Political Blogosphere: Tracing the Hidden Forces that Shape Alt-Media"</i>
10:05–10:35	Charlas de jardín
10:35–11:20	Mesas redondas Room 1 – Media Cultures / Media Theory Room 2 – Mesa redonda en español Room 3 – Media Technologies and Processes Room 4 – Media Business Room 5 – Media Literature Plenary Room – 2018 Special Focus: <i>Alt-Media - The Shifting Tide of Political Communication</i>
11:20–11:25	Pausa
11:25–13:05	Sesiones paralelas
13:05–14:15	Almuerzo
14:15–15:30	Sesiones paralelas
15:30–15:50	Pausa para el café
15:50–17:30	Sesiones paralelas

Viernes, 19 de octubre

8:30–9:00	Mesa de inscripción abierta
9:00–9:20	Noticias del día—Dr. Phillip Kalantzis-Cope, Common Ground Research Networks, Estados Unidos
9:20–9:55	Sesión plenaria—Berit Anderson, CEO, Editor-in-Chief, Scout, USA <i>"The Secret War: Understanding the Tactics and Strategies Behind Ongoing Information Warfare"</i>
9:55–10:25	Charlas de jardín
10:25–10:30	Pausa
10:30–12:10	Sesiones paralelas
12:10–13:00	Almuerzo
13:00–13:45	Sesiones paralelas
13:45–14:00	Pausa
14:00–15:15	Sesiones paralelas
15:15–15:30	Pausa para el café
15:30–17:10	Sesiones paralelas
17:10–17:30	Clausura del Congreso y Entrega de premios



Thursday, 18 October

8:00–9:00	Conference Registration Desk Open
9:00–9:30	Conference Opening—Dr. Phillip Kalantzis-Cope, Common Ground Research Networks, USA
9:30–10:05	Plenary Session—Dr. Dave Karpf, Associate Professor, Director of Graduate Studies, School of Media & Public Affairs, George Washington University, USA <i>"What Happened to the Political Blogosphere: Tracing the Hidden Forces that Shape Alt-Media"</i>
10:05–10:35	Garden Conversation
10:35–11:20	Talking Circles Room 1 – Media Cultures / Media Theory Room 2 – Spanish-language Talking Circle Room 3 – Media Technologies and Processes Room 4 – Media Business Room 5 – Media Literature Plenary Room – 2018 Special Focus: <i>Alt-Media - The Shifting Tide of Political Communication</i>
11:20–11:25	Transition Break
11:25–13:05	Parallel Sessions
13:05–14:15	Lunch
14:15–15:30	Parallel Sessions
15:30–15:50	Coffee Break
15:50–17:30	Parallel Sessions

Friday, 19 October

8:30–9:00	Conference Registration Desk Open
9:00–9:20	Daily Update—Dr. Phillip Kalantzis-Cope, Common Ground Research Networks, USA
9:20–9:55	Plenary Session—Berit Anderson, CEO, Editor-in-Chief, Scout, USA <i>"The Secret War: Understanding the Tactics and Strategies Behind Ongoing Information Warfare"</i>
9:55–10:25	Garden Conversation
10:25–10:30	Transition Break
10:30–12:10	Parallel Sessions
12:10–13:00	Lunch
13:00–13:45	Parallel Sessions
13:45–14:00	Break
14:00–15:15	Parallel Sessions
15:15–15:30	Coffee Break
15:30–17:10	Parallel Sessions
17:10–17:30	Conference Closing and Award Ceremony



Eventos especiales

Cena del Congreso: Longbranch

jueves, 18 de octubre | Hora: 8:00 PM | Precio: US\$75.00

Únase a los compañeros delegados del congreso y ponentes plenarios en una cena en Longbranch. La cena del congreso se celebrará la primera tarde del congreso, dando tiempo suficiente a los participantes para regresar al hotel antes de reunirse en el restaurante, situado a 10 minutos en coche desde el hotel del congreso. Asegúrese de reservar con antelación porque las plazas son limitadas.

Del restaurante: "Servimos cocina contemporánea americana, respetando los productos en estación, orgánicos, sostenibles, de granja y artesanales. La comida es fruto de la diversidad de nuestra herencia, experiencia culinaria, localización y acceso a los productos. Esperamos que la comida en Longbranch refleje nuestra dedicación a valorar la calidad, a la comunidad y al entorno. Estaremos encantados de acomodarnos a cualquier restricción alimenticia".

La cena del congreso incluye precios e impuestos, además de un menú de tres platos, café, té y cerveza o vino.

Reserva: Consulte en la mesa de inscripción.

Lugar: Los ponentes se reunirán directamente en el restaurante.

Dirección:

2512 San Pablo Ave
Berkeley, CA 94702

Tour precongreso: Tour de Películas y Medios de Comunicación de San Francisco

¡Únase a otros delegados del Congreso y ponentes plenarios en una visita guiada privada sobre las películas y medios de comunicación de San Francisco!

¿Está preocupado por no poder ver lo habitual en una visita estándar por la ciudad? Verá incluso todavía más de San Francisco en esta visita por sus barrios principales: Fisherman's Wharf, North Beach, Nob Hill, Union Square, Alamo Square/Painted Ladies, Ayuntamiento, Distrito Financiero, Golden Gate Park, el Presidio, Fort Point, el Golden Gate (pararemos en la parte del sur, que es un lugar espléndido para realizar fotos) y Pacific Heights.

A lo largo del tour, nuestro guía nos mostrará los lugares famosos en cine, imprenta y televisión. El precio incluye transporte desde y hasta el hotel del Congreso. El tour acabará en San Francisco y, según su preferencia, los participantes pueden optar también por quedarse en San Francisco y volver a sus hoteles por su cuenta.





Special Events

Conference Dinner: Longbranch

Thursday, 18 October | Time: 8:00 PM | Cost: US\$75.00

Join fellow conference delegates and plenary speakers for dinner at Longbranch. The conference dinner will be held the first evening of the conference providing participants with time to return to the hotel before meeting at the restaurant. Located about 10 minutes from the conference hotel by car, be sure to book early as space is limited.

From the restaurant: "We serve contemporary American Cuisine which respects seasonal, organic, sustainable, farm fresh ingredients and artisan products. The food is a product of the diversity of our heritage, culinary experience, location, and access to products. We hope that the food at Longbranch, reflects our commitment to quality value, community, and the environment. We are happy to accommodate any dietary restrictions."

The conference dinner includes all sales and city taxes, gratuity, and a three course meal, including coffee, tea, and beer/wine.

Booking: See the conference registration desk to make or confirm your booking.

Location: Delegates are to meet at the restaurant, where conference staff will check them in.

Address:

2512 San Pablo Ave
Berkeley, CA 94702

Pre- Conference Tour: San Francisco Movies and Media Tour

Join other conference delegates and plenary speakers on a privately guided tour of San Francisco on the San Francisco Movies and Media Tour!

Worried about not getting what you may see on a standard city tour? You will see even more of the city on this tour, as you go through San Francisco's key neighborhoods: Fisherman's Wharf, North Beach, Nob Hill, Union Square, Alamo Square/Painted Ladies, City Hall, Financial District, Golden Gate Park, The Presidio, Fort Point, the Golden Gate Bridge (we stop on the south side for some fantastic photo opportunities) and Pacific Heights.

Throughout the tour, our private guide will point out locations famous for their involvement in television, print, and film. Transportation will be provided to and from the conference hotel. The tour will conclude in San Francisco and should you choose, participants can opt to stay in San Francisco and make their way back to their respective hotels.





Dave Karpf

"What Happened to the Political Blogosphere: Tracing the Hidden Forces that Shape Alt-Media"



Dave Karpf is an Associate Professor and Director of Graduate Studies in the George Washington University School of Media & Public Affairs. He teaches and conducts research at the intersection of digital media and political institutions, with a particular focus on new advocacy and activist strategies in the digital age. He is the award-winning author of, "The MoveOn Effect: the Unexpected Transformation of American Political Advocacy" (Oxford University Press, 2012) and "Analytic Activism: Digital Listening and the New Political Strategy" (Oxford University Press, 2016). His work has also appeared in *The Nation*, *Chronicle of Higher Education*, *The American Prospect*, and *Nonprofit Quarterly*, along with many academic journals.

Berit Anderson

"The Secret War: Understanding the Tactics and Strategies Behind Ongoing Information Warfare"



As CEO and Editor-in-Chief, Berit oversees Scout's business and editorial operations and keeps their business strategy, product, and content on course. She is the former Managing Editor at Crosscut.com, a Seattle-based news site, where she reinvented journalism to help solve local problems and staged scenario planning games to help the city plan for cyber-attacks and deal with climate refugees. She brings more than 15 years of experience working with her family to run Strategic News Service, a predictive newsletter read by Bill Gates, Elon Musk, and Jeff Bezos, as well as the SNS FiRe conference, which brings together C-level technology executives, world-class scientists, and Oscar-winning documentary filmmakers to use science and technology to reshape our world.



Pablo Beytía



Pablo Beytía is a Ph.D. student at the Department of Social Sciences of Humboldt-Universität zu Berlin, and a Visiting Researcher at the Berlin Graduate School of Social Sciences (BGSS). He is currently specializing in what might be called 'the digital sociology of knowledge', with a doctoral thesis on how biographical information is being globally structured in Wikipedia. Previously, Pablo was a lecturer at the P. Catholic University of Chile, Director of the Social Research Center of the International NGO 'TECHO', and advisor to the Government of Chile. He is a sociologist and holds a master's degree in sociology from the P. Catholic University of Chile, as well as a master's degree in philosophy from the University of Chile.

Akwasi Bosompem Boateng



Akwasi is an emerging scholar in communication and social media appropriation. His research interests include: business communication (Public relations, advertising and organisational relations), political communication, digital and social media, and international relations. Akwasi is researching into "Facebook usage in Political Communication in Ghana" for his doctoral (PhD) thesis at the Centre for Communication, Media, and Society. His thesis explores the appropriation of social media by political parties for relationship management in the advancement of political agenda. He has worked and consulted for several organisations, as well as participated in various conferences. Akwasi is a published researcher with publications in peer reviewed academic journals. He is a Research Fellow of the French Institute for Research in Africa (IFRA), Nigeria, member of the Institute of Public Relations (IPR), Ghana and Chartered Institute of Bankers (CIB), Ghana.

Ariana Cano



Ariana Cano is a recent graduate from California State University of San Bernardino (CSUSB) with an MA in Communication Studies. Currently she is an adjunct faculty for the Communication Departments at CSUSB, San Bernardino Valley College, and Chaffey College. Coming from a media and film studies background, her previous research interest was to explore media representations of Latinas and the ideological messages attached to those productions. Ariana's research interests now involves critically analyzing self-presentations on social media sites. She is interested in the way marginalize groups, in particular indigenous, Latinx, and/or Chicanx use social media sites to revolutionize their representations and promote their artistic culture. Ariana hopes to identify how social media platforms can create opportunities of recognition for marginalize groups that continue to be underrepresented/misrepresented in traditional media. Her focus has expanded to cultural and gender studies. In her spare time, Ariana works on short films and is also an ESL instructor, dance choreographer, and Instagram blogger. Ariana's goal is to obtain a PhD in Communication Studies within the near future.

Eduardo Gonzalez



Eduardo Gonzalez is a Master of Politics from New York University. His research interests focus on political media, comparative politics, race and ethnicity, social movements, censorship, and political violence. His previous research looks at protest movements in Turkey and has received funding from the Fulbright U.S. Student Program and the U.S. Department of State Critical Language Scholarship. More recently, Gonzalez is interested in better understanding how racial and ethnic minorities are depicted in the political and media spheres in the United States. Gonzalez intends to start a PhD program in the fall of 2019.



Nupoor Jalindre



Nupoor Jalindre is a Ph.D. student with a focus on technical communication, usability, analysis, data analysis and rhetorical studies in the Artificial Intelligence and the IoT domain. She has a background in Computer Engineering and has earned an MS in Technical Communication from the North Carolina State University. She is interested in exploring the field of Human Computer Interaction and the role it plays in behavioral studies which impacts pedagogical approach. She is currently pursuing a research assistantship with SAS where she is exploring research opportunities with user generated content and chat bots.

Elisa Kannasto



Elisa Kannasto is a Senior Lecturer of Communications and Finnish Language in the Seinäjoki University of Applied Sciences and a PhD Student in the University of Vaasa, Finland. Her research focuses on construction of online identities in political campaigns on social media. Her other research interests are on social media, fake media, and brands. Her lectures focus on presentation skills, intercultural communication, writing and strategic organization communication which is supported by her background in theater and work in sports and theater organizations. Her experience as an exchange student and working abroad form a significant part of her international character.

Ralph Kenke



Ralph Kenke is a media artist and visual communication designer based in Sydney, Australia. His work is focusing on information design and participatory installations. He is currently a Lecturer at the University of Newcastle, Australia and a PhD research scholar. His research into the emerging field of data portraiture seeks to understand the role of the 'artist' in interpreting binary data into visible pictures and the insights into the behavior, experiences, and interests of individuals this might result in. In recent years Ralph's work was recognised with awards such as the Digital Portraiture Award by the National Portrait Gallery Australia, the Museums Australian Multimedia & Publication Award (MAPDA), and the New York Type Directors Club Award.

Tsung-Lin Lu



Tsung-Lin Lu is a Master of Journalism from Taiwan National Defense University (NDU). He is a captain officer serving in the Missile Company as well. His research interests include cultural studies, sociology, journalism, and social media. And his future research will continue to focus on the digital humanities and thick data. He believes cleverness is a gift, but kindness is a choice. And the way we use media and generate content with kindness can make the world better. Additionally, he has won the 2018 Central News Agency (Taiwan) Scholarship, 2017 United Daily News (Taiwan) Foundation Scholarship, 2017 Health Communication Foundation Scholarship, and 2017 Military Literary Award: Merit Award in military news reports during his time studying at NDU.

Neeraj Sanan



Neeraj Sanan is a successful business professional with over two decades experience, of which one decade has been as senior executive in media companies. He worked across television, internet, and print before enrolling at Alliance Manchester Business School's Doctorate Program. He has been studying "Internet Induced Business Strategy in TV broadcasting" globally for last four years. Currently he is in final year of thesis submission. Drawing on a deep understanding of category economics and data analytics, Neeraj consults top leading Media houses to bolster their revenues using disruptive marketing and tech strategies.





Julie Whiteman



Julie Whiteman is a third year Sociology PhD student at University of Birmingham, UK. Julie's research explores postfeminist sexualised cultural texts and considers how they may be normalising attitudes and beliefs supportive of sexual violence against women. Through a 9-month ethnography utilising mediated discourse analysis as its analytical lens, Julie's interdisciplinary cultural studies approach aims to discover how individuals read music videos and social media and considers how they may be integrating these readings into their social and sexual scripts/schema. Julie's research interests include gender and sexuality, media theory, feminist theory, cultural studies, semiotics, and qualitative research methods.

Kathryn Wolfe



Kathryn Wolfe received her Ph.D. in Curriculum and Instruction from Florida Atlantic University in 2016. She teaches courses in curriculum design, teacher education, and the humanities. Katie has established and designed a variety of courses for both the secondary and college level. Her research extends into a wide array of areas including culture and identity, doctoral education, curriculum and culture within faith-based education, and pedagogy in religious education. Her current research study examines how plus size female bloggers create a voice for marginalized individuals. She has presented locally, nationally, and internationally at various conferences, events, workshops, and guest lectures.

Investigador emergente

Andrea Medina Téllez Girón



Estudiante de doctorado en la Universidad Autónoma del Estado de Morelos con línea de investigación en lectura y producción transmedia. Maestría en Letras Modernas por la Universidad Iberoamericana. He impartido clases básicas a nivel superior en el Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM) y Colegio de Bachilleres en medio superior. Mis intereses son: literatura electrónica, cultura digital, transmedia, hermenéutica simbólica, sistemas culturales, lectoescritura, educación.

Thursday, 18 October	
08:00-09:00	Conference Registration Desk Open / Mesa de inscripción abierta
09:00-09:30	Conference Opening / Inauguración del Congreso - Dr Phillip Kalantzis-Cope, Common Ground Research Networks, USA
09:30-10:05	Plenary Session / Sesión plenaria - Dr Dave Karpf Associate Professor, Director of Graduate Studies, School of Media & Public Affairs, George Washington University
	"What Happened to the Political Blogosphere: Tracing the Hidden Forces that Shape Alt-Media" Dave Karpf is an Associate Professor and Director of Graduate Studies in the George Washington University School of Media & Public Affairs. He teaches and conducts research at the intersection of digital media and political institutions, with a particular focus on new advocacy and activist strategies in the digital age. He is the award-winning author of <i>The MoveOn Effect: the Unexpected Transformation of American Political Advocacy</i> (Oxford University Press, 2012) and <i>Analytic Activism: Digital Listening and the New Political Strategy</i> (Oxford University Press, 2016). His work has also appeared in <i>The Nation</i>, <i>Chronicle of Higher Education</i>, <i>The American Prospect</i>, and <i>Nonprofit Quarterly</i>, along with many academic journals.
10:05-10:35	Garden Conversation / Charlas de jardín
	Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors. Las charlas de jardín son sesiones informales no estructuradas que permiten reunirse con ponentes plenarios y conversar tranquilamente sobre temas derivados de su ponencia. Cuando el lugar y el clima lo permiten, se realizan en el exterior.
10:35-11:20	Talking Circles / Mesas redondas
	Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and introduce themselves and their research interests to one another. Celebradas el primer día del congreso, las mesas redondas constituyen una de las primeras oportunidades para conocer a otros participantes con intereses y preocupaciones similares. Los participantes eligen los grupos que prefieren según grandes áreas temáticas y se sumergen en grandes debates sobre los temas y problemáticas para el área correspondiente de la Red de Investigación. Room 1 – Media Cultures / Media Theory Room 2 – Spanish-language Talking Circle (Mesa redonda en español) Room 3 – Media Technologies and Processes Room 4 – Media Business Room 5 – Media Literature Plenary Room – 2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication
11:20-11:25	Transition Break / Pausa

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.



Thursday, 18 October	
11:25-13:05	PARALLEL SESSIONS
Plenary Room	Strategic Engagement Usage of Social Media by the Politicians of Pakistan: A Case Study on the Elected Members of National Assembly of Pakistan 2013-2018 Sana Naveed Khan, Assistant Professor, Institute of Communication Studies, University of the Punjab, Lahore, Pakistan Savera Shami, Assistant Professor, Institute of Communication Studies, Pakistan Ayesha Ashfaq, Assistant Professor, University of the Punjab, Pakistan The advent of social media has opened up a multitude of different horizons for political actors and their audiences. The inherent two-way communication between politicians and their voters has made social media as one of the most viable platforms for political campaigns. This research does a comparative analysis of usage of social media by politicians of different countries and establishes a pattern of usage of social media platforms like Twitter and Facebook in political campaigns. It then extends the investigation into the practices used by Members of the National Assembly (MNA) of Pakistan in regards to reaching their potential voters. The findings concluded that 25% of the MNAs use social media for political activities and within this group of MNAs; the majority prefers Twitter to Facebook due to the direct nature of platform. For the same reason, the percentage, which runs their own Twitter accounts, is higher than those who offload these tasks to their teams or managers. Based on the findings, it is concluded that Pakistani political actors are well aware of the purpose of using social media and are even satisfied with the way that the social media platforms help them in achieving that purpose. This is consistent with patterns observed in studies throughout the world. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> President Jokowi's Attempt to Engage Indonesian Millennials: Comparing Discourses of Political Communication vs Youth Policy Agenda Annisa Fitriana, Consultant, Corporate and Public Affairs, Edelman Indonesia, Jakarta, Indonesia The upcoming 2019 Presidential Election in Indonesia will involve unprecedented young voter participation accounting for 35-40% of the total voters, which approximately translates into 70-80 million based on the data from the Indonesian General Election Committee (KPU). This means that young people will be one of the most critical determinants of the output of the election. Observing this importance, it is inevitable that young voters are targeted selectively by the incumbent for securing a second term. This study investigates the discourses of the incumbent's communication to the public on several occasions during the first term of office and draws on the analysis to compare the youth policy agenda that is being offered. In this way, the study concludes whether the incumbent's political communication is policy-driven or just an attempt to attract young voters for the upcoming election. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Mainstream vs. Social Media in Pakistan: An Analysis of Young Voters' Information Seeking Behavior and Political Participation Amrat Haq, Acting Chairperson/Assistant Professor, Department of Media and Communication Studies (Female Campus), International Islamic University, Islamabad, Pakistan Since the Arab Spring in 2010, social media role has grown exponentially in relation to socio-political activism and participation on part of younger users. Falling levels of trust in mainstream media have also contributed to younger audiences switching to alternative online information sources (Swift, 2016). Especially in developing countries like Pakistan, where mainstream news channels are generally seen as politically polarized and financially motivated in supporting personal interests, rather than national interests. The National Elections in Pakistan in July 2018 tested of the roles these two competing sources of information (MSM vs New Media). With almost 44% of voters between the ages of 18-35 and almost 7 million voting for the first time, sources of political information and participation can have serious possible effects on the results. Therefore the current study was aims to analyze a) the sources of news and information younger audiences are using to satisfy their news needs; and b) whether their choice of information source would affect their voting behavior. A survey of university students between the ages of 18-35 (N=1017), indicates that while first time voters are more dependent on social media for their information needs, older members of the group prefer news from both online and offline platforms. And while younger voters felt that exposure to content on social media would influence their voting decisions, social media was rated third by the senior voters, with peer group/family and television ranking first and second respectively. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Internet Induced Business Strategy of Television Broadcasters: Impact of Internet Adoption by TV Broadcasters on their Conventional Viewership Neeraj Sanan, Doctoral Student, Alliance Manchester Business School, University of Manchester, Manchester, United Kingdom The business of television broadcasting is a science of managing dynamic equilibrium between Ratings and Revenues. This equilibrium is disrupted by Internet products which continue to transform the devices, motivations, and manner of consumption. Adoption of internet technology by TV broadcasters started slow but has become hurriedly reactive. This paper studies impact of internet adoption by Top 25 Indian TV broadcasters on their traditional business. This is an original study which contributes to an otherwise limited research of on broadcast television. Majority of earlier studies are either on technical data or qualitative models. With more than 180 Million TV sets and 230 Million wired Broadband connections to make, India is a pertinent geography for this study. Top five channels were selected in each of the five most popular genres; General Entertainment, Sports, News, Movies, and Music. For these twenty-five channels, this study analyzed data collected over 48 months, from Jan'13 to Dec'16, on TV ratings (BARC), website views (Rank2Traffic) and YouTube views (social blade). IoE sessions were found to comprise 10% or less than the TV reach but a significant correlation was observed between IOE and TV viewership; Negative Correlation for General Entertainment Channels and positive for News channels. Learning from this study will productively contribute to both industry professionals and academicians. <i>Media Business</i>

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Thursday, 18 October	
11:25-13:05	PARALLEL SESSIONS
Room 1	Colloquium Communication, Digital Publics, and Democracy: New Challenges Caja Carola Thimm, University of Bonn, Bonn, Germany Laura Solzbacher, University of Bonn, Bonn, Germany Inga Brentel, University of Dusseldorf, Dusseldorf, Germany Marike Bormann, University of Dusseldorf, Dusseldorf, Germany Jan Philipp Kluck, University of Duisburg-Essen Celine Fabienne Luecken, Dusseldorf University of Applied Sciences, Dusseldorf, Germany Networked media and the opportunities for digital participation that they provide have changed forms of political participation. Various digital platforms open up new forms of communication for citizens, who are now able to (re) distribute political content and preferences whenever they wish. In particular, the rapidity of responses, the high density of information exchange and the worldwide distribution of content point to digital dynamics of political communication. But these options of strengthening democratic participation has been counterbalanced by negative effects such as fragmentation, elite discourses and algorithmic filtering of information. Also more and more anti-democratic, racist and sexist content can be found on the Internet. Currently, particularly antisocial forms of communication such as hate speech, cyberbullying or "fake news" are a challenge for a networked public. Consequently, we need to discuss fundamental questions like the balancing between individual freedom and activities endangering democracy. Increasingly, so it seems, online cultures of communication are putting pressure on democracy. The Panel will include the following presentations: (1) New ethics for online information? The impact of fake news on journalism Laura SOLZBACHER (presenting), Aline Franzke (presenting) & Caja THIMM (presenting) (2) Incivility in Political Online-Communication: Types, Causes, Effects and Interventions Marieke BORMANN (presenting), Jan-Philipp KLUCK (presenting). Nicole KRAEMER & Gerhard VOWE (3) Audience and market fragmentation online: Resulting challenges for democracies – The case of Germany Inga BRENTTEL (presenting), Céline Fabienne LÜCKEN (presenting), Olaf JANDURA, Olexiy KHABYUK <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i>

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Thursday, 18 October	
11:25-12:10	PARALLEL SESSIONS
Room 2	Discusión enfocada Candidatos presidenciales de Colombia 2018 en el escenario de los social media Fátima Martínez, Profesora, Periodismo, Universidad del Rosario, Bogotá, Colombia En el año 2018, Colombia ha vivido sus primeras elecciones democráticas pacíficas, con varios candidatos políticos que han competido por la Presidencia del país, que van a sustituir a Juan Manuel Santos. Entre los finalistas se encontraban Gustavo Petro, del partido más posicionado en la izquierda, que tiene como nombre Colombia Humana y, por otro lado, Iván Duque, del partido de Centro Democrático, que correspondería a la derecha del país. Tanto Petro como Duque son los candidatos presidenciales colombianos que han competido entre sí el 17 de junio de 2018 con el fin de conseguir el poder de la República. Anteriormente a la segunda vuelta en Colombia, competían sendos candidatos mencionados con otros tres candidatos: Humberto de la Calle, Vargas Lleras y Sergio Fajardo. Lo particular de estas elecciones en Colombia han sido el intenso uso de las redes sociales por parte de los candidatos, tanto de Facebook como de Twitter. Para este encuentro que tiene como título "La cambiante marea de las comunicaciones políticas", sería muy interesante analizar el perfil de los diferentes candidatos políticos en sus cuentas oficiales de social media. Analizar el número de seguidores, sus presentaciones, algunos de sus posts y los hashtags más comunes durante la campaña electoral en Colombia 2018. . <i>Tema Destacado 2018: Alt-Media - La cambiante marea de las comunicaciones políticas</i>
12:10-12:20	Pausa

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Thursday, 18 October	
12:20-13:05	PARALLEL SESSIONS
Room 2	Ponencias virtuales breves Las experiencias significativas: Combinación de sinergias Master Lina León, Universidad del Quindío, Quindío, Colombia Prof. Bibiana Magaly Mejía Escobar, Universidad del Quindío, Quindío, Colombia Las experiencias significativas en el programa de Comunicación social-Periodismo de la Universidad del Quindío en Colombia siguen dando ejemplo de cómo se ha transformado la formación del futuro profesional a partir de colectivos autogestionados. Dichas experiencias buscan que los estudiantes encuentren los escenarios de ejecución y práctica real de su tarea comunicativa, convirtiéndose en espacios de integración y práctica profesional previa. Por consiguiente, los educandos están convocados a participar, de igual manera pueden pertenecer a diferentes colectivos de manera independiente. Estas experiencias responden un sistema facilitador de la búsqueda, codificación, sistematización y difusión de las experiencias individuales y colectivas del talento humano, tanto de estudiantes como de profesores vinculados a las mismas, para convertirlas en conocimiento globalizado, de común entendimiento y útil en la realización de las actividades. Son prácticas donde se valoran los saberes previos y se conjugan en un proceso de circularidad virtuosa que pretende generar conocimiento a partir de espacios propios, de modo que dichos saberes se apliquen, llevándolos a la acción y generando nuevamente datos e información para la creación de nuevos conocimientos. El proceso de producción del conocimiento por medio de los aprendizajes se ha dado en diversos ámbitos, tales como Colectivo Audiovisual: Lo que calla la calle; Caja de Pandora; Colectivo Radial: Cabina 96; Franja Radial UFM; Fotoclub 2.8; Colectivo Escrito: Vialterna; La quinta historia; Colectivo Digital: Franja Azul; Agencia Q; Muestras Audiovisuales y Premios Te Muestra, entre otros. <i>Alfabetización mediática</i> Adaptación de la industria radiofónica a un nuevo escenario de difusión: Las pantallas de los dispositivos digitales Andrés Barrios Rubio, Director / Profesor Titular, Departamento de Comunicación Social y Cinematografía, Universidad de Bogotá Jorge Tadeo Lozano, Colombia El ecosistema digital que impacta el entramado social de hoy ha modificado el modelo de negocio y la de forma enfrentarse a los medios de comunicación. Ello ha propiciado que la narrativa y estructura de la industria radiofónica se vea abocada a replantearse frente a los múltiples soportes de emisión, transmisión y recepción que acaparan el mercado, así como los contenidos sonoros y no sonoros que se ofrecen a los oyentes. Instancias que ponen de manifiesto rutinas productivas para el campo digital en donde se comienzan a esbozar nuevas estrategias de comercialización para una audiencia de pantalla. Con el fin de establecer cómo se adapta la industria radiofónica colombiana al ecosistema digital de las audiencias se estructuró una investigación que tomó como eje de estudio a la radio generalista y centró sus acciones a través de una metodología mixta. Instrumentos cuantitativos y cualitativos que permiten dar cuenta de un seguimiento y análisis de la actuación de las emisoras en el entorno digital, y el planteamiento táctico de los agentes radiofónicos con el que se enfrenta el fenómeno, para esbozar las estrategias que propician la expansión, posicionamiento y participación de la radio en el mercado mediático colombiano impactado por las TIC. Los resultados del trabajo investigativo delinean el proceso evolutivo de la industria radiofónica y los cambios que se implementan en el modelo de negocio y las rutinas productivas del medio en aras de captar y fidelizar la atención de nuevas audiencias. <i>Negocio mediático</i> Terrorismo periodístico en el siglo XIX: Libertad de imprenta y violencia verbal en el periodismo argentino de la primera mitad del siglo XIX Andrea Carina Greco De Álvarez, Dirección General de Escuelas, Gobierno de Mendoza; Universidad Nacional de Cuyo; Universidad de Mendoza, San Rafael, Mendoza, Argentina El inicio del periodismo en la Argentina trajo aparejada la discusión jurídica acerca de cómo poner coto a los abusos y a la violencia verbal. En tiempos de guerra civil los periódicos se convirtieron en un sitio para continuar la guerra por otros medios. Disparos de tinta, tiros al adversario político ideológico... Alberdi lo llamó terrorismo periodístico; Capdevila, guerra de periódicos. Lo cierto es que la legislación y la justicia no encontraban el modo equilibrado de acabar con esta violencia y oscilaban entre el libertinaje absoluto o la censura. La responsabilidad, la seriedad y la objetividad difíciles de lograr al calor de la contienda eran los medios más apropiados para expresarse sin agredir. <i>Culturas mediáticas</i> Estereotipos sexistas en la información sobre robótica e inteligencia artificial en la prensa española Yanna G. Franco, Profesora, Economía Aplicada, Pública y Política, Universidad Complutense de Madrid, Madrid, España El objetivo principal de esta investigación es estudiar la información periodística en los medios españoles respecto a los avances que se están produciendo en el marco de la revolución tecnológica en los ámbitos de la robótica y la inteligencia artificial. Dicho estudio se realiza desde una perspectiva de género, fundamental para evaluar si dicha información contiene sesgos sexistas que puedan contribuir a la creación de una opinión pública proclive a la desigualdad de género. Se pretende detectar en qué medida la nueva realidad sobre avances tecnológicos y automatización del empleo de la que nos informan los medios acentuará o atenuará cuestiones como la brecha salarial, la división sexual del trabajo, el desempleo femenino, el techo de cristal, las violencias machistas, la sexualización de la imagen de las mujeres y el sexismo en la educación en las diferentes etapas. <i>Culturas mediáticas</i>
13:05-14:15	Almuerzo

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Thursday, 18 October	
11:25-13:05	PARALLEL SESSIONS
Room 3	Teaching and Learning Mongolian Use of Social Media Products for Education of Green Lifestyle Bayarmaa Enkhbayar, Senior Officer for Communications and Knowledge, Green Growth Planning and Implementation, Global Green Growth Institute, Ulaanbaatar, Mongolia Today, young people under the age of twenty-five are the largest generation of youth in Mongolia. Similarly, they represent half of the world's population, living mostly in developing countries. Education about the green growth and green economy is essential to enable young people to participate fully in the transition to a low carbon, resource efficient, and socially inclusive economy. Young people are already driving change across the world. We must provide the skills to create new and green lifestyle. Building a green future must start with education and awareness. GGGI produced green lifestyle promoting media products and successfully shared with ministries and government agencies. The ministries and government agencies were impressed and satisfied with the content and quality of the videos and using them in many purposes. For instance: The Ministry of Environment and Tourism used the videos during the assembly for over 500 students and teachers of ninety-four eco clubs at eighty-nine schools. The youth-friendly, inclusive 2D animation videos promote energy and water savings, waste recycling, and air pollution reduction and prevention etc. We have extensive experience how to use social media for promoting and circulating the videos at zero cost. This is a best practice how promote young people's education in green economy and development through cost-effective and simplified way. This is also a demonstration how to effectively use social media like Facebook and Twitter for educating young people. <i>Media Literacies</i> Developing an Interdisciplinary "New Media Studies" Major: Challenges and Solutions Kristen Morgan, Eastern Connecticut State University, Willimantic, Connecticut, United States David Pellegrini, Eastern Connecticut State University, Willimantic, Connecticut, United States Now in its fourth year, the interdisciplinary New Media Studies major at Eastern Connecticut State University is unique among the CT state university system. We will describe the challenges in the initial development of the program, Board of Regents approval, assessment, and continued refining of the major. We will also highlight solutions for the success of one of the most vibrant and fastest-growing majors on campus. <i>Media Literacies</i> Social Media, Distracting or Engaging?: Student Success and the Role of Facebook Nathalie Wesseling, Amsterdam University of Applied Sciences, Amsterdam, North-Holland, Netherlands I investigate the factors of student success and the influence of the use of social media for first year students in higher education. For this I use the insights provided by the highly influential and leading integration theory of Tinto and diminished the amount of variables by only using the best predictive ones. Hereby, avoiding the capitalization of chance and establishing a more easy to use model for teachers and management. Furthermore, I enriched the model with the use of social media, in particular Facebook, to better suit students' contemporary society in the developed world. Principal component analysis on Facebook usage provided different integration/engagement components, which I coined peer-engagement and knowledge engagement. Both consisted of various purposes of Facebook use (information, education, social and leisure) and the use of different pages amongst students. To uncover if these latent variables play a significant role in student success or if Facebook is a multi-distracting platform, two models were compared using structural equation modeling with SPSS AMOS; one with and one without the peer-, and knowledge engagement variables. The fit of both models are compared using the normed fit index (NFI), the comparative fit index (CFI), the Tucker-Lewis Index (TLI) and the root mean square error of approximation (RMSEA). In addition, the direct influence and indirect influence of all variables are compared to provide a better insight into what kind of influence social media can have upon student success. <i>Media Technologies</i> Information Seeking Behaviour of the Millennials: Everyday-life News Jamshid Beheshti, Professor, School of Information Studies, McGill University, Montreal, Quebec, Canada Joan Bartlett, Associate Professor, McGill University, Quebec, Canada Rebecca Katz, Doctoral student, McGill University, Quebec, Canada Anna Couch, Doctoral Candidate, McGill University, Quebec, Canada Cynthia Kumah, Doctoral Candidate, McGill University, Quebec, Canada Current research suggests that today's generation, those between eighteen and twenty-four years old, may rely heavily on social media for everyday news information. To investigate further the news information-seeking behaviour of the Millennials, we surveyed 22,900 undergraduate students in a tier-one university on their use of news resources and access tools, their perceptions of credibility of resources, and factors determining credibility. The email survey in October 2017 yielded 3565 usable questionnaires (response rate 15.6%; Cronbach's alpha ranging between 0.884 and 0.992). Data analyses, whilst supporting some of the findings of previous research, show that many Millennials rely on their family and friends as viable news resources. Following Warde's theory on time (Boterill et al, 2015), our study suggests that time as manifested through convenience may be considered an important factor in deciding on news resources despite potential lack of credibility. Additionally, and in line with previous research (Shearer & Gottfried, 2017), we also detected a major gender effect for news resources and access tools used. However, our analysis also shows gender effect on perceptions of credibility of news resources, and factors determining credibility of resources. Future research on news information-seeking behaviour should focus on the convenience factor, and on the reasons underlying the gender effect. <i>Media Literacies</i>

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Thursday, 18 October	
11:25-13:05	PARALLEL SESSIONS
Room 4	Reach and Representation Black Panther-Black Power: Theology and a Blockbuster Film Kenneth Jones, Endowed Distinguished Professor and Dean of Liberal and Fine Arts, Language, Literature, and Communication, Elizabeth City State University, Elizabeth City, NC, United States As the highest grossing film of the year, Marvel Studio's film Black Panther has reignited interest in black cinema unlike any other film in history. Since its release in February of 2018, Black Panther has sparked a great deal of discussion on many fronts—including as a marketing success and the range of iconic black roles in the film. This presentation considers theological themes in the film, such as James Cone's Black Liberation Theology and Womanist Theology in light of 21st Century controversies such as #MeToo and #Black Lives Matter. We resolve that textual analysis of black power in black cinema today is as relevant as it was in the early years of Cone and Stokely Carmichael. <i>Media Cultures</i> Indigenous Filmmaking with Mainstream Ambitions: Intercultural Communication Transcending Established Order Agata Lulkowska, Birkbeck, University of London, London, United Kingdom This paper analyzes the emerging trend of transcending the limitations of so-called indigenous cinema in the attempt to reach much wider audiences within the mainstream circles. Using the case study of the Arhuaco filmmakers from Sierra Nevada de Santa Marta, Colombia, I demonstrate how the filmmaking practice, which was initiated by non-artistic ambitions of giving the evidence of violence and repression in the region, become a very effective tool to reach intercultural communication. The ethnographic methods applied in this research draw on my extensive fieldwork with the Arhuacos which resulted in the production of a collaborative documentary focusing on their filmmaking. The implication of this investigation is the realisation of the universal and intercultural value of film as a form of intercultural communication, as well as a reflection on the possibility to break the long-established boundaries between mainstream and indigenous cinema and also film as an artistic expression versus film as a very effective communication tool. <i>Media Cultures</i> Becoming Young: A Processual Approach to Youth Culture as a Way to Understand Its Representation in Media Organizations Maxim Bonin, University of Quebec, Canada Vice Media considers itself the only media with the capacity of reaching millennials. Thus 76% of young adults between the ages of eighteen and thirty-four constitute the audience of the media (Vice Digital, 2017). Vice explains this success by "stories" produced by young people for young people. In the fall of 2016, Vice Canada's francophone section was launched. The head-quarter of Vice-Québec is now located in downtown Montreal. The Executive Director of Vice Québec said in an interview that "their mission is to hire young talents" and "to present Quebec's culture to the world." This desire to highlight the "young local culture" forged in the mission of Vice, is not only represented in the topics discussed but also in its production, by hiring young talents. Using the emphasis on youth culture in Vice's metaconversations, this communication aims to define a processual approach (Resher, 2006; Nayak, 2008; Langley and Tsoukas, 2017) of youth culture in the study of its representation in media organizations. Using Vice Québec as an example, this paper is a theoretical proposition to approach youth culture as a process. It explores how this process can be articulated with the representation of youth culture within the organization, and particularly in the internal and external metaconversations (Robichaud, Giroux, and Taylor, 2004) of the media organization that is Vice Media. <i>Media Cultures, Media Theory</i>

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.



Thursday, 18 October	
11:25-13:05	PARALLEL SESSIONS
Room 5	Popular Engagement Reading China: Measuring Policy Change with Machine Learning Weifeng Zhong, Research Fellow, Economic Policy Studies, American Enterprise Institute, Washington, United States While China's industrialization process has long been a product of government direction until now there has been no quantitative measures of the Chinese government's policy priorities over a long period of time. We fill this gap by devising the first of such measures, the Policy Change Index (PCI) of China, which runs from 1952 to the present. We use the full texts of the People's Daily, the official newspaper of the Communist Party of China, as raw data to construct the PCI. Our method is based on LSTM networks (à la Hochreiter and Schmidhuber, 1997) and the CUSUM test (à la Page, 1954) to detect significant changes in the policy-importance of People's Daily articles. This method allows us to infer the shift in the priorities of the Chinese government's policies. The constructed PCI not only matches important policy changes that have taken place in China---such as the Great Leap Forward, the Cultural Revolution, and the economic reform program---but is also able to make short-term predictions about China's future policy directions. <i>Media Theory</i> Cultural Practices of New Nationalism in Poland Piotr Zanko, University of Warsaw, Warsaw, Mazowieckie, Poland Michał Rauszer, Assistant Professor, Faculty of Education, University of Warsaw, Poland After the collapse of communism in 1989 in Poland the National Independence Day was revived on the 11th of November. To commemorate the anniversary of the restoration of Poland's sovereignty in 1918 marches have been organized by different patriotic groups. However in 2009 a few fascists organizations joined the celebrations, gathering hundreds of thousands of people. It wasn't until 2010 that the situation changed and November 11th became a platform for new nationalism. The nationalist sentiments were triggered by the presidential plane crash in Smolensk in April 2010. Simultaneously in Polish public discourse the term "lewactwo" – which is a derogatory combination of the words "left wing" and "worms" – was coined. This word has become the symbolic foundation for the new nationalism discourse. Moreover, the nationalists have started using the cultural practices characteristic for subcultures and alternative cultures, making it a platform very popular among young people. These local practices coincided with the rise of a global phenomenon labeled as new nationalism. In Poland it inscribes into the structures of alternative information and web discourse against "lewactwo," which can be found in the combination of patriotic motives with alternative culture. We analyze the performative and media practices of new nationalism such as marches, posters, graffiti, clothing, lyrics of rock and hip-hop music, etc. We also show what elements of social discourse this "patriotic subculture" is questioning and what alternative visions of the world it creates. <i>Media Cultures</i> Why Does Television Have Such Bad Press in France? Victoria Lagrange, PhD Student, FRIT, Indiana University, Bloomington, Indiana, United States In their founding book for media studies in France, Thinking Mediacaules, New Praxis and New Approaches of the world's representation, sociologists Eric Maigret and Eric Macé point out that there is a French resistance to new media inherited from legitimate bourgeois culture. Bourdieu's fear of mass culture has infused French academia over the years. He states that the content on television is mainly dictated by the laws of the market, and shows television as a means of distracting citizens from more important matters. Bourdieu also feared that the United States was using television as a medium to spread its hegemony. Television is thus feared and perceived both as a tool for power and for capitalism by the majority of French intellectuals. Furthermore, this vision helps the intellectual elite confirm the status of legitimate culture – therefore marginalizing popular culture. The main difference between the gradual tolerance for television by the United States compared with the dismissal of it by French intellectuals seems to be the result of the absence of the "cultural turn." Although cultural studies were mainly based on the work of French philosophers, the exception française made it impossible to adopt the work of cultural studies that leveled legitimate and popular culture. Thus, this paper aims to be a synthesis of the main intellectual debates in France over this medium and to argue that the reason why French intellectuals have feared television is because it is viewed as a threat to the myth of a one and indivisible nation. <i>Media Cultures</i> Branded Media and Redefining Fatherhood: Are Marketers Keeping Up? Margaret A. Murphy, Columbia College, Chicago, IL, United States Parenting and stereotypical gendered roles are evolving in society today as dual income families become the norm, single parent households are on the rise, and family household activities become redistributed. This inquiry, supported by academic and industry research, as well as original primary research challenges whether contemporary brands are keeping pace with these evolving gendered parenting roles. A content analysis of 637+ high profile advertisements evaluates recent branded messages in terms of portrayals of father figures, familial activities evidenced, and parent-child gendered relationships. A growing number of these high-profile branded messages align with documented societal shifts, but others remain rooted in stereotypical depictions of fathers as distant authority figures and/or buffoonish bumbling sidekicks. This contemporary branded media investigation concludes with recommendations for both next steps in this research inquiry and preliminary suggestions for more consistently responsible representations of contemporary fathers in today's evolving popular culture. <i>Media Cultures</i>

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Thursday, 18 October	
11:25-13:05	PARALLEL SESSIONS
Room 6	Community Connections Breaking through Barriers to Entry: TIME: The Kalief Browder Story Steven Pope, Lab Instructor, Department of Communication, Florida State University, Tallahassee, United States As a case study, TIME: The Kalief Browder Story exemplifies one success story of how a social change documentary can make its way into the concentrated cable/broadcast media industry. This report analyzes the production foundations of TIME to determine how the documentary recounting Kalief Browder's time spent in solitary confinement made its way past concentrated barriers to entry. Following the production analysis, this article also includes a brief synopsis of how the production foundations of TIME resulted in well-rounded storytelling unseen in commodified entertainment. The main finding from this report argues that the community backing and alternative support for the documentary lead to the successful creation and dissemination of TIME. From this, the praxis of the research suggests that in order to increase the amount of socially meaningful media in the cable/broadcast industry audiences must be incentivized to donate to their community media production companies. One possible solution proposed to incentivize audience would be to provide tax deductions or write offs for audiences who donate to their community media projects or alternative media outlets. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Community Radio: An Alternative Media Platform for Asian Migrants in New Zealand Netra Timilsina, University of Canterbury, Christchurch, New Zealand The study analysed three Asian migrant communities and their use of the community radio as an alternative media platform. Community radio is described as 'radio by the people for the people' where the voices heard are usually ignored in mainstream media. Scholars believe that alternative media mainly originated from dissatisfaction of audiences with mainstream media. Social margins, subcultures, ethnic or other minorities, who get minimum space in mainstream cultures, seek alternatives and create their own if not found. This study particularly analysed the use of the community radio platform by migrant Nepalese, Filipinos and Iranians living in Christchurch, New Zealand. These three communities are producing and broadcasting weekly radio programmes on Christchurch-based access radio station Plains FM. These three communities' radio programmes are among the 47 ethnic languages radio programmes that 12 access radio stations produced in New Zealand in 2017. To analyse the use of radio by Asian migrants, the researcher observed the production processes and conducted focus groups and one-on-one interviews with audience members and programme producers. The study found that the migrant communities have desirable access to information, education and entertainment through their radio programs. Though those segments of audiences have easy access to mainstream media, they find their radio programmes more authentic and intimate. Community radio works as a platform for sharing, making sense of community identity and uniting a different segment of migrants. This study explores new way to analyse how migrants use the community radio as alternative platform to fulfil their mainstream media needs. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> The Role of Regional Television in the Life of a Megacity: A Case Study of TKT-TV in Saint Petersburg, Russia Daria Selina, International Flight Attendant, Department of Service on Board, Aeroflot - Russian airlines, Moscow, Russia Sixty-seven percent of Russians watch TV every day. The number of those who want to know about local events is increasing. The target audience of TKT-TV is approximately 250,000 spectators per day. I use the method of included surveillance (my research is based on broadcasting of the channel where I used to work). Firstly, the residents have the opportunity to be heard. Spectators offer topics for analytical stories by calling the editorial office and reporting about holes on roads or unauthorized advertisements. Secondly, this is a real outlet for those who are tired of sensations. TKT-TV talks about athletes, musicians, and philanthropists living next to us. Finally, the news of the district channel concerns everyone. Until 2015, the news came out only on Tuesdays and Fridays. We were always late in reporting and the target audience was about to go away. The rating of the channel was less than 1.5% of the city's residents. Then the channel approved a new style of broadcasting. More attention was paid to local events and social problems. More journalistic investigations came out. The broadcasting time changed and news appeared as a separate block in prime time. The style of the program also changed. Now there is a full-hour program with sparkling humor of TV presenters and expert opinions. The rating of the TV channel increased by 20%. The research results can be applied to the work of mass media. They can become the basis for creating a regional television channel in any city. <i>Media Technologies</i> Social Media and Filipino Migrants in Central Italy: Nandoon na ang lahat John Rafael, 2016 Human Rights Fellow, WSD Handa Center for Human Rights and International Justice at Stanford University, Stanford, California, United States This study highlights social media utilization by Filipino migrants in central Italy and underlines the effects controlling one's image to their online networks has on their migrant livelihoods. Ethnographic research was done through participant observation, open-ended, semi-structured interviews, and focus group discussions of twenty-five Filipinos, namely in the areas of Rome, Siena, and the Rieti province. The project delineates both the extent of social media use and its importance in Filipino-Italian migrant livelihoods, utilizing Harvey and Myers' critical hermeneutic framework, which recognizes the lack of neutrality in evaluating narrative data, as the basis of analysis. This work shows that Filipino migrant social media use goes beyond recreation and networking - it reaffirms a positive transnational imaginary. Different factors, including the degree of social media utilization, digital literacy, and affiliation to their Filipino culture, vary the degree such production and perpetuation of the imaginary takes place. Nevertheless, the findings suggest that upholding this imaginary attempts to curb Italian xenophobic tendencies towards foreigners, most notably by displaying similar or analogous cultural values and traditions. Such attempts of cultural production serve to recognize and accept these migrants in society by the host culture. The lens through which this phenomenon is examined additionally highlights social media as a coping mechanism for the separation from loved ones, difficult work experiences, and other factors faced by Filipino immigrants in Italy. <i>Media Technologies</i>
13:05-14:15	Lunch / Almuerzo

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.



Thursday, 18 October	
14:15-15:30	PARALLEL SESSIONS
Plenary Room	Media Matters Will Advertising Drive People to Online Streaming? : An Analysis of Motives Behind Subscribing to Online Streaming Services Khalid Alharbi, PhD Student, Mass Communication, University of South Carolina, Columbia, South Carolina, United States This study explores the motivations that lead people to subscribe to online streaming services, and how much they are willing to pay for the sake of avoiding advertisements. A national sample of 501 people participated in an online questionnaire using uses and gratifications as a theoretical guide. The results suggest that having quality content can be enough to motivate people to subscribe to any service with or without advertisements. <i>Media Business</i> Privacy and The State: Digital Interface and Data Surveillance Practices in India Devam Thapa, Research Scholar, Center for Media Studies, School of Social Sciences, Jawaharlal Nehru University, New Delhi, India The recent urge among governments across the world to map their citizens has been widely noted and vehemently opposed in several parts of the democratic world. In India, a massive data collection program is being carried out to immaculate the purpose of citizen surveillance. Aadhaar is a twelve digit unique identity number which is issued to the citizens of India after registering their biometric details, collected by Unique Identification Authority of India (UIDAI). Some of the attributes and utilities of Aadhaar are described as the targeted delivery of financial and other subsidies, benefits, and services. Aadhaar was subsequently muscled with the legislative strength in the budget session of 2016. Recently government made Aadhaar mandatory for availing a host of state services, which includes grain allotment at subsidized rates, filing tax returns, enrolling for scholarships, etc. despite being its mandate not to make it essential for state welfare programs. With the fear of data breach, Supreme Court of India has agreed to form a constitutional bench to hear all the angles associated with Aadhaar. Subsequently ruling that the right to privacy is intrinsic to life and liberty. Increasing reports on the data breach, through online portals, the citizens anxiously sought judicial intervention. Through theoretical deliberations, this paper attempts to understand the implications of such large-scale biometric data collection. It contends the ownership upon citizens' data as their essential rights of privacy. And theorize the state, society, and citizen relationship within the discursive boundaries of private and social. <i>Media Technologies</i> Opinion Leadership in the Age of Social Media Md Waseq Ur Rahman, PhD Student, School of Journalism and Communication, University of Oregon, Eugene, United States As the mainstream media are forced to resort to models of integration to the new media to reach the mass audience it is becoming increasingly significant to investigate the ways the audience use new media. This paper analyzes the opinion leadership emerging in the social networks of Bangladesh through Facebook pages. The study is informed by the Two-Step Flow theory to understand the communication flow of social media opinion leadership. The linear flow of information in the two-step flow theory transforms to a non-linear, multi-step flow of communication and influence amongst the opinion leader and followers. The social implication of this extended role of the social media opinion leaders is further discussed in light of the theory of Networked Society which explains the flow of influence through a multimodal exchange of interactive messages from many to many in a horizontal communication network (Castells, 2007). Further, the page administrators were interviewed for a better understanding of their roles in formulating the communication strategies to run the page. A visual rhetoric analysis is conducted to analyze messages published by the sample Facebook page to examine the persuasion strategies, motivations and ideological characteristics of the opinion leader. The deconstruction of the messages contributes to the understanding of the dynamics of opinion leaderships, commonly sought persuasion strategies in memes spread through the Facebook page as well as the stages of development of the opinion leadership in order for the opinion leader to gain public acceptance. <i>Media Technologies</i>

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Thursday, 18 October	
14:15-15:30	PARALLEL SESSIONS
Room 1	Global Perspectives In a Mediated Age: Migrant and Host Culture Perceptions and Expectations Mary Ellen Schiller, Professor of Media Studies, Department of Communication, Roosevelt University, Chicago, Illinois, United States This paper, focusing on recent and current migration events, begins with the wide acknowledgement that mass media, especially news media, are the dominant sources of the material from which individuals and groups construct their social realities. This remains firm, even in the face of the expansion of social media, which largely offer users affirmation and confirmation of existent beliefs, rather than prompt the formation of new ones. For both migrants and residents of host/receiving countries and communities, perceptions of what to expect are formed well ahead of the parties having personal contact with one another, and are framed largely by mass media reports. Historic and current literature on the portrayal of migrants across the mass media spectrum, the recurrent motifs and images of the narratives, reports of the lived experiences of migrants recently settled in unfamiliar cultural contexts, reports of the lived experiences of members of host/receiving communities, and the ways in which media-influenced expectations held by both have been confirmed or nullified are all examined. <i>Media Cultures</i> "We Need More Positive Stories": Western Australian Community Perspectives Concerning News Media Representations of People Seeking Asylum Ashleigh Haw, University of Western Australia, Perth, Australia In Australia, the issue of people seeking asylum has received widespread media attention, attracting considerable debate at both the political and community level. For people who oppose refugee resettlement in Australia, asylum seekers are routinely constructed as illegal immigrants (Every and Augoustinos, 2008; Pedersen, et al, 2006; Clyne, 2005; Klocker 2004; Pickering, 2001), queue-jumpers (Markus and Dharmalingam, 2014; Augoustinos and Every, 2007; Pedersen, et al, 2005), and economic migrants (Saxton, 2003; Pickering, 2001). While limited, there is some empirical evidence to suggest that similar discourses are pervasive in Australian news content about asylum seekers, often mirroring political discourses that serve to justify exclusionary or punitive policies for managing asylum seekers (e.g. McKay, et al, 2011; Saxton, 2003). While some Australian research has focused on media discourses about people seeking asylum, no prior studies have explored community perspectives on how asylum seekers are portrayed by the Australian news media. This paper discusses the findings of research utilising Critical Discourse Analysis (Fairclough, 1995) combined with Hall's Audience Reception Theory (1993) to examine the perceptions of a sample Western Australians regarding news representations of people seeking asylum. The key discourses uncovered were concerned with negativity, sensationalism, and a lack of transparency in Australian news reports surrounding asylum seekers. These discourses are discussed with emphasis on the wider implications from both a research and policy perspective. <i>Media Cultures</i>

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Thursday, 18 October	
14:15-15:30	PARALLEL SESSIONS
Room 2	Aprendizaje e investigación Aprendizaje de conceptos y destrezas en Comunicación: Estudio sobre la percepción de los exalumnos de Puerto Rico sobre su formación académica y desarrollo profesional Ramaris Albert Trinidad, Catedrática Auxiliar, Escuela de Comunicación, Universidad de Puerto Rico, San Juan, Puerto Rico Amanda Vanessa Pérez Pintado, Estudiante, Universidad de Puerto Rico, Puerto Rico La formación universitaria de las escuelas profesionales de Comunicación va encaminada a ofrecer a sus estudiantes los conocimientos teóricos y las herramientas prácticas necesarias para un desempeño profesional exitoso en los medios de comunicación. Sin embargo, son pocas las vías que permiten al centro educativo corroborar si los contenidos de sus programas de estudio son vigentes, relevantes y aplicables a los medios y empresas de comunicación actuales. Este estudio, realizado por el Comité de Exalumnos de la Escuela de Comunicación de la Universidad de Puerto Rico mediante de una encuesta a su comunidad universitaria, tiene varios objetivos: por un lado, identificar qué conceptos y destrezas les resultaron útiles a sus egresados en su desempeño profesional; por otro, conocer cuáles no les fueron enseñados en los cursos de la Escuela y que, posteriormente, necesitaron en el ejercicio de su profesión. Esta ponencia presentará los resultados preliminares de la investigación en curso, que busca establecer un diagnóstico de las fortalezas de la institución académica en su misión de ofrecer una formación profesional adecuada y atemperada a los medios de comunicación convergentes, así como trabajar en una propuesta de contenidos curriculares que atiendan las necesidades identificadas por su otrora estudiantado. <i>Alfabetización mediática</i> Alfabetización transmedia: Un mecanismo de doble tracción Andrea Medina Téllez Girón, Universidad Autónoma del Estado de Morelos, Cuernavaca, México El concepto transmedia amplía cada vez más su campo de acción al impactar varias disciplinas desde narrativas transmedia, museos transmedia, marcas transmedia, educación transmedia. Pero, ¿conocemos la mecánica de su funcionamiento? Esta propuesta tiene el objetivo de establecer dos procesos bajo los cuales actúa la alfabetización transmedia dentro del marco de consumo y producción de textos: el convergente y divergente. Se parte del concepto de alfabetización transmedia retomando teóricos como Thomas, Sükovic o Lique, y se deslinda del término transalfabetización o transliteracidad. Con este antecedente se arriba a la identificación del mecanismo convergente en la que la información proveniente de diferentes medios es hilada por un translector que la vierte en la producción de un recurso. El mecanismo divergente es en el que este productor (individual o colectivo) transmedializa un texto en diferentes plataformas. En ambos procesos se atestigua el uso de habilidades modales que permiten, por un lado, articular el contenido en un solo texto y, por el otro, sirven de conectores que facilitan la dispersión de contenido en diferentes plataformas. <i>Alfabetización mediática</i> Audiovisual performativo: La tecnología como fundamento metodológico en la investigación/creación en ciencias de la comunicación Ana Sedeño, Profesora, Departamento de Comunicación Audiovisual y Publicidad, Universidad de Málaga, Málaga, España El debate en torno a una metodología de investigación en comunicación que sea suficientemente englobadora de la heterogeneidad de su objeto de estudio está abierto. Esto entronca con una reciente reivindicación desde la academia, que solicita que, no sólo sea el análisis de las imágenes y el universo visual, sino también su producción las que se conviertan en objeto de interés y validación para las acreditaciones y sistemas de evaluación académica y artística. Lo que se denomina "audiovisual performativo" consta de prácticas escénicas de experimentación con vídeo y tecnologías audiovisuales digitales en el ámbito escénico y en relación con prácticas performativas tales como danza, performance, etc. En este ámbito venimos investigando y buscando un camino que reúna estas expectativas y nos permita trabajar en el campo audiovisual, produciendo desde el ámbito comunicativo y que sea reconocido por nuestras universidades y entidades gubernamentales. Tras un tiempo experimentando, tenemos claro que es necesario conectar investigación/creación/producción audiovisual y evaluación. Para ello, es perceptivo construir un sistema metodológico fundamentado, una sistematurgia del audiovisual performativo, en palabras de Antúñez, que se sustenta en interfaz, computación, medios de representación y usuario. En definitiva, la tecnología como fundamento metodológico que permita la experimentación constante. Sobre estos elementos la ponencia tratará de exponer los resultados y ejemplificar sobre trabajos realizados por la autora dentro de su grupo de investigación/creación artística. <i>Tecnología y procesos</i>
15:30-15:50	Pausa para el café
15:50-17:30	PARALLEL SESSIONS

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Thursday, 18 October	
14:15-15:30	PARALLEL SESSIONS
Room 3	In the News Media and Politics: Czech Periodical on the Borderline with Hitler's Germany Marie Štěpánová, PhD. Student, Institute of Czech Language and Theory of Communication, Charles University in Prague, Prague, Czech Republic In the time of the rising power of Nazism, the tension was mounting in German-speaking and ethnically mixed border areas of Czechoslovakia, the notorious "Sudetendland". Periodicals such as "Our Minorities" (later "Our Boundaries") tried to support small and often isolated Czech communities on the frontier, which were "minorities" within their own country. In a European context, Czechoslovakia was one of the last islands of democracy before the outbreak of WW2. The paper is based on original research and presents the role of interwar serial information distribution, while at the same time connecting and supporting the Czech minority in Nord-East Bohemia. It provides information about publishing, the personalities responsible for the monthly periodical, and the creators of its content. Using a method of historical analysis, it summarizes the purpose and character of a First Republic periodical, published between 1920 and 1938. This was an era shortly after the proclamation of the newborn Republic of Czechoslovakia (1918), which was dealing with the consequences of WWI and heritage of the previous monarchy, and only months after one of the biggest disillusionments of modern Central European history, that of the Munich Treaty (1938), which fatally affected the lives of all Czech citizens in the researched area of Sudetenland, and also therefore the lives of the periodical, its authors and readers. The research shows how the periodical reflected an atmosphere of totalitarianism in Europe during times of threatened democracy that seems to have much in common with the current situation in some areas of Central Europe. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Delineation of Pervez Musharraf in the Time Magazine 2001-2010 Ayisha Khurshid, Karl Franzens University, Graz, Austria The coalition between the US and Pakistan on the war on terror in the wake of 9/11 terrorist attacks have been researched well across various disciplines. As the Pakistani President as well as military General Pervez Musharraf has been one of the key figures of this alliance, there is a need to probe if he is presented as a hardcore or a dubious ally, and what does such coverage reveal about the magazine's policy towards Pakistan. For scrutinizing the delineation of Musharraf, the corpus comprising of 509 articles (published in the Time magazine from September 11, 2001 to Dec 2010) has been formulated. Further his presentation is analysed via Wordsmith concordance program, and Graph Coll. The collocates with the core Musharraf* (the Noun-Noun combination) are further categorized into semantic categories using corpus assisted critical discourse analysis. Using the notions of semantic preference and prosody, the study reveals that Musharraf's identity is fostered as a politician rather than as a military man. Moreover, there is strong association between him and the President Bush. This notion is further strengthened statistically ($p < 0.05$). He is also presented as a figure engulfed in variant problems. Such projection where there is silence on the democracy till 2007 is in alliance with the US foreign policy towards Musharraf and Pakistan in general. It means that mirror model of news production is not the magazine's policy and the media understudy has political alliances with the US government. <i>Media Cultures</i> Discourse on the 2014-2015 Crimean Events from the United States of America, the Russian Federation, and International Organizations in the Polish Press: Roles, Significance, Motivations Karolina Brylska, University of Warsaw, Warsaw, Poland This paper is dedicated to the results of a research study, led by Warsaw University in the Laboratory of Media Studies, and devoted to the situation in the Crimea in 2014 and 2015. The author introduces cross-sectional conclusions from her own research in media coverage dedicated to the Crimean events, including press comments from four weeks in 2014 and four weeks in 2015. The analysis covered the period from the escape of V. Yanukovych to the annexation of the Crimea by the Russian Federation (February – April 2014) and exactly the same time one year after (for comparative analysis). The study on the Polish press examines how Polish media comment, analyse, and foresee the events associated with the annexation of the Crimea by Russia (with methodology of qualitative and quantitative content analysis and discourse analysis). Articles taken into consideration were editorials, feuilletons, analysis, and comments containing the word "Crimea" and published in Polish newspapers (dailies, weeklies). A total of 430 articles met the criteria and they have been coded with extended code key (almost fifty categories, defined as precisely as possible - dozens of operational definitions made on the basis of pilot research). The author discusses selected topics of the research project, more precisely the place and significance of key actors of this conflict, including the United States, Russia, and international organizations (UN, NATO, and EU). The author also shows how often Polish journalists pointed out these actors as important in the course and resolution of the conflict, in which specific topics and contexts these states and organizations were mentioned, how they were portrayed and framed, and what roles, attributes, and motivations were assigned to them. It is also shown which American and Russian politicians and activists of international organizations have been quoted in the press (who, how often, in what contexts). This analysis shows the place and significance of the United States, Russia, and selected international organizations in the Polish press discourse, addressing whether they are important and whether they are represented positively, negatively, or neutrally. Thanks to this, it is possible to describe how the Polish press explains to readers the ongoing conflict, and whom Polish journalists situate as beneficiaries and victims. Furthermore, there is a possibility to draw some conclusions about the image of these entities (USA, RF, IO) in the Polish press. <i>Media Cultures</i>

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Thursday, 18 October	
14:15-15:30	PARALLEL SESSIONS
Room 4	Political Waves Mobile Chat Applications and Political Protests in Contexts of Surveillance Colin Agur, University of Minnesota, Minneapolis, Minnesota, United States This paper identifies and conceptualizes the role of mobile chat applications (WhatsApp, WeChat, LINE, KakaoTalk, Snapchat, Firechat, Signal, Telegram, and others) as tools of political protest. Drawing on several dozen interviews with activists and journalists in Hong Kong and China, the paper focuses on political activism from 2014-present, emphasizing the significance of chat apps in contexts of surveillance. It explores the ways that mobile-first tools have changed the organization and mobilization of protest movements, as well as the ways that leaders and other participants seek to persuade those outside the movement. The paper also considers the vast amount of content that chat apps have produced (from intra-group chats to communiques aimed at journalists, to memes and art, to photos and clips, to dis- and misinformation) and the ways that news organizations have used chat apps as tools for covering large-scale protests. The paper emphasizes the shift from open social media (e.g. Twitter) to a still-evolving mix of open and closed conversations in chat apps. <i>Media Technologies</i> Media as Sources of Political Information: Comparative Analysis of Young People's Behavior before Presidential Elections in Poland and Lithuania Anna Mierzecka, Assistant Professor, University of Warsaw, Warsaw, Poland The importance of political communication channels used by young people is clear in the light of numerous research which shows a growing political apathy of youth (Macintosh, 2008; Van Biezen, Mair and Poguntke, 2012). Some researchers disagree with this statement and describe the phenomenon of cultural displacement, which includes diverse political and civic activities, emphasizing the wide range of opportunities for social and political behavior offered by the Internet (Loader et al. 2014). This point of view also implies the significance of young people's political communication behavior recognition. This research looks to answer the question, how the younger generation uses media as sources of political information. Being aware of the significance of local conditions in this context we investigate this topic by conducting a survey among young citizens in Poland and Lithuania. The comparison of results from those two countries is possible thanks to similar historical and cultural experience (i.e. in both countries, after II World War, democratic transitions started in the nineteen nineties). The survey was conducted using a technique of Paper and Pen Personal Interview among the students (n=852) from University of Warsaw (Poland) and Vilnius University (Lithuania) two weeks before the last presidential elections in both countries. The students were chosen as respondents as the most active group of young people in the context of media usage. The objects of our interest were everyday patterns of media usage, the usefulness of different media channels as the sources of political information, and the level of active online media usage. Special attention was paid to usage of different media types, such as traditional like newspapers, radio, and television and digital ones like news portals. Additionally, social media and their usage were analyzed because of their potential to increase political engagement. The results show that despite the fact that the newspaper and radio are rarely used sources of information, the television still surprisingly plays an important role for young people. The same is with digital sources of information like news portals and social media; however the level of their interactive usage is quite low in the context of politics. The results were analysed using as independent variables the nationality, the political orientation of respondents, declarative level of political engagement, but also the area of study. The respondents represented humanities and social science (n=462) and science (n=390). This allows us to create a detailed picture of media usage for political purpose by young people from Poland and Lithuania. <i>Media Cultures</i> Alt-Rhet: Poetic Responses to the Alt-Right's "Alternative Fact" Intersubjectivity Mr. Jahman Hill, Graduate Teaching Assistant, Gender and Race Studies, University of Alabama, Tuscaloosa, Alabama, United States In this paper, we examine the contemporary emergence of the "alternative fact" as an epistemological weapon of the American Alt-Right. Utilizing Robert L. Scott's (1967) notion of rhetoric as epistemic in conjunction with Barry Brummett's work on intersubjectivity (1976), I posit that the Alt-Right exploits vulnerabilities in social knowledge formation as a means to build community. Our scholarly analysis is complemented by a poetic performance to embody and critique features of what we refer to as the "Alt-Rhet." <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i>

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Thursday, 18 October	
14:15-15:30	PARALLEL SESSIONS
Room 5	Creative Endeavors Expressionist Dramaturgy as a Template for Intermedial Performance: Adapting Strindberg's "To Damascus" for Creative Media Applications and Pedagogy David Pellegrini, Eastern Connecticut State University, Willimantic, Connecticut, United States Kristen Morgan, Eastern Connecticut State University, Willimantic, Connecticut, United States Because of the many opportunities for staging and design innovations, August Strindberg's "proto-expressionist" dramas have appealed to theatre practitioners for over a century. The earliest experiments in dramaturgical formalism, plays such as "The Keys of Heaven" and "A Dream Play" are packed with dense imagery and intertextual references that need to be realized across aural, pictorial, and imagistic elements that don't merely serve the narratives, but actualize them. At the same time the structural elements of these plays harken back to medieval station and pageant dramas, when narrative "cycles" were enacted in site-specific locales and embodied by players and spectators in constant motion. New digital technologies combined with an emphasis on immersion and interactivity in contemporary performance expand the interpretive possibilities for such works, and within a university setting, for applied student learning of media technologies. Collaborators David Pellegrini and Kristen Morgan have adapted, condensed, and designed Strindberg's rarely performed "To Damascus" trilogy as both an intermedial production and a template for training students to operate and design with virtual/augmented reality systems, performance capture technology, media server systems, and other media technologies. They will present their dramaturgical and design process, including storyboards, media mapping, and pedagogical templates for this production. <i>Media Cultures</i> Listening in Action: Modeling Digital Music Listening and Simultaneous Activities Rebecca Rinsema, Northern Arizona University, Flagstaff, Arizona, United States Since the introduction of the iPod in 2001 handheld electronics that store or stream compressed music files have steadily become the standard devices used for listening to music. A growing body of research investigates listening experiences as they are mediated by these devices (Bickford 2011; Bull 2008). I contribute to this body of research by introducing the "Integration in Consciousness" (IC) model as a way to characterize the experiences. Resulting from a grounded theory study, the IC model details the interaction among the musical sounds, simultaneous listener activities, and the nature of listener engagements. In the study ten college students from three institutions underwent iterative interviews; questions were developed from McCarthy and Wright's (2004) Deweyan method for investigating user experiences with technology. Analysis yielded four axial codes as well as the IC model. I provide comparisons between the IC model and general models of music listening derived from other disciplines and methodologies (e.g. Dunn's and Stockfelt's). An important difference between the IC model and general models of music listening is the role played by simultaneous activities in the IC model. I explore possible explanations for this difference along the lines of methodology, scope of the study, and disciplinary perspective. <i>Media Technologies</i> From Propaganda to Guided Communication: Cartooning Political Communication in Digital China Lei Qin, Visiting Assistant Professor, Department of Asian Languages and Cultures, University of California, Los Angeles, Los Angeles, United States This study looks into the recent boom of animated cartoons for political communication in China since late 2013. The series of political cartoons are examined against the background of a comprehensive media revolution designed by top following the Chinese Communist Party's (hereafter CCP) new understanding of the role of media and public opinion. I argue, by looking closely at the creative use of political cartoons, that the CCP adjusted the role of media in the digital age from a propaganda mouth piece, to a guiding opinion unifier to popularize the Party. Their efforts and success in eliciting bottom-up responses with animated cartoons have suggested a transformation of communication model from top-down to bottom-up as well as reflecting the CCP's changing understanding of the public from "target audience of propaganda" to guided audience, and then to central actors for popularizing the Party. The major media reform since Xi came to power in early 2013 has laid institutional, managerial and editorial foundation to practically sustain such a conceptual change, and the boom of political cartoons is the most prominent result of it. <i>Media Cultures</i>

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Thursday, 18 October	
14:15-15:30	PARALLEL SESSIONS
Room 6	Power of Persuasion Effects of Social and Entertainment Media on Body Image, Social Comparison, and Thin-ideal Internalization of Racially and Culturally Diverse Undergraduate Men Cristina Azocar, San Francisco State University, San Francisco, California, United States Ivana Markova, San Francisco State University, San Francisco, California, United States A survey of racially and culturally diverse undergraduate men (N=565) examined the social and entertainment media's influence on their body image, social comparison, and thin-ideal internalization. Results showed negative effects of both social and entertainment media on young men's body image. Entertainment media (vs. social media) had a stronger effect on men's thin-ideal internalization, whereas social media had a stronger effect on men's social comparison. Ethnic minority (vs. Non-Hispanic Caucasian) men felt the most underrepresented on social and entertainment media. More specifically, 83% of men of Asian/Pacific Islander ethnic background, 82% of both Middle Eastern/Arab and Mixed race perceived their body types to be the most unrepresented in entertainment media. Whereas, 87% Middle Eastern/Arab, 75% of African American, and 74% of Asian/Pacific Islander perceived their body types to be the most unrepresented on social media sites. The implications of the research are discussed. <i>Media Cultures</i> The Arab Spring of Coca-Cola: How Coca-Cola Used Arab Spring Themes in Commercials in Egypt Easa Alqahtani, Lecturer, King Khalid University, Saudi Arabia Abdulaziz Alajlan, Cardiff University, Cardiff, Wales, United Kingdom This paper analyses Coca-Cola's campaign in Egypt after the Egyptian revolution in 2011. It finds that Coca-Cola understood the meaning and the signs of the Egyptian revolution and other cultural values and concepts in Egyptian society. In addition, this paper explores how Coca-Cola dealt with those cultural meanings. Coca-Cola, after the Egyptian revolution, cleverly used the meanings of Egyptian culture and signs of the Egyptian revolution in its advertisement campaigns. This paper analyzes these cultural signs and how they were used by Coca-Cola. <i>Media Cultures</i> Using Prospect Theory to Examine the Taiwanese Media Trust, Risk Perceptions, and Policy Support : The Case of the "New Southbound Policy" Wen Cheng Fu, Associate Professor, Department of Journalism, National Defense University Taiwan, Taipei, Taiwan This presentation examines how the Taiwanese public's levels of media and political trust influence their risk perceptions and propensity to support government policies entailing a significant degree of social risk, such as the government's "New Southbound Policy." Moreover, I also explored how risk knowledge, including subjective and objective knowledge, impact people's risk communication behavior. A nationwide telephone survey was conducted to investigate these issues. The findings indicate that people's risk perceptions positively influence their policy support. In addition, the participants' media and political trust also positively impacted their risk perceptions. With respect to risk knowledge, the author confirmed that the objective knowledge of the participants negatively predicted their levels of risk perceptions. In contrast, other aspects of risk knowledge had a positive influence on risk perception and policy support. Various implications of these findings are discussed. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i>
15:30-15:50	Coffee Break / Pausa para el café

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Thursday, 18 October	
15:50-17:30	PARALLEL SESSIONS
Plenary Room	Digital Realities An Assessment of the National Telecommunications and Information Administration, 1978-2018 Stuart N. Brotman, University of Tennessee, Knoxville, Tennessee, United States The National Telecommunications and Information Administration (NTIA) is celebrating its fortieth anniversary. It was created to serve as the President's principal adviser on telecommunications and information policy issues, working closely with the White House, other Executive Branch agencies, Congress, and the Federal Communications Commission. This paper reviews historic milestones from 1978 to 2018 related to NTIA's long-term impact on legislative and regulatory reform. It also assesses future directions where NTIA can provide meaningful leadership in helping to shape our nation's twenty-first-century digital policy agenda. <i>Media Technologies</i> Technographic Profiles and Online Self-Presentation Among Young Adult Filipinos in Mobile Dating Apps Christian Jaycee Samonte, Research Assistant, Department of Communication Research, College of Mass Communication, University of the Philippines, Quezon City, Philippines Jonalou Labor, Assistant Professor, Department of Communication Research, College of Mass Communication, University of the Philippines, Quezon City, Philippines Available technologies, such as mobile phone dating applications, serve to enrich dating experiences. In the Philippines, particularly in Metro Manila, mobile dating app use has become pervasive, familiar, and even habitual among the youth. The trend to use such dating applications has paved the way for the discussions of the ever-evolving notion of presented self in online platforms. On one hand, a technographic profile pertains to how mobile dating apps access, use, and own technology (Forest, 1985). It also covers their attitude and values towards technology. On the other hand, self-presentation is the process of highlighting what is perceived as one's sense of appropriateness in a communicative encounter (Goffman, 1956; Walther, 1996). The researcher employed a qualitative communication research design. As an inductive approach, the study used focus interviews. The study looked into the experiences of 40 Tinder users in the National Capital Region of the Philippines. Technographic profiles revealed that Tinder users are content authors, content managers, spectators and lurkers, collectors of potential matches, and critics. In terms of self-presentation, the researcher found out that the performance of the self is constructed truthfully and ideally by showing sincerity to the performed role, using a personal front, dramatically executing the role, idealizing the online face, maintaining control of the shared information, misrepresenting the selves, and mystifying the presentation. The study concludes that the informants have already appropriated the use of the app because of the extensive use of Tinder and their capacity to pay access to the app. <i>Media Cultures</i> Listing Labor: Cataloging Collectibles in the Digital Vintage Economy Michael Palm, University of North Carolina, Chapel Hill, Chapel Hill, North Carolina, United States Tamara Kneese, University of San Francisco, United States In this paper, we analyze the buying and selling of vinyl records and vintage collectibles via online storefronts. While the digital vintage economy is framed by nostalgia for older modes of production and consumption, it is intrinsically connected to broader processes of platformization. On Etsy, stores and individual sellers can display and sell their one-of-a-kind threads alongside handcrafted items. Meanwhile, on Discogs, record stores and individual merchants list and sell new as well as collectible vinyl. Discogs and Etsy are often omitted from conversations about the platform economy, but the labor practices that sustain these platforms resemble the warehouse labor observed at Amazon, where low-wage workers quickly locate, pack, and ship items ordered by consumers. Much like larger-scale and more infamous companies like Airbnb and Uber, the niche markets comprising the digital vintage economy thrive on a gendered artisanal and entrepreneurial imaginary that underpins what is in fact very mundane labor. We draw on interviews with individual sellers as well as record and vintage store owners and employees in the Bay Area, Portland, and Brooklyn to describe how merchants use Discogs, Etsy, eBay, and Instagram as digital storefronts to augment their brick-and-mortar sales. We situate the online traffic in collectibles within broader platform economies, and by comparing records and vintage clothes as sectors of the digital vintage economy, dominated by men and women respectively, we are able to critique digital divisions of labor, which continue to be organized by race, age, and class as well as gender and geography. <i>Media Cultures</i> All the World's a [Mirror] Stage: Lacan, Social Media and Emergent Subjectivities Scott Wilson, Senior Lecturer / Academic Leader, Performing and Screen Arts, Unitec Institute of Technology, Auckland, New Zealand If we recognise Jacques Lacan's three registers of the Imaginary, Symbolic and Real as structures which govern textual production, then Social Media texts and platforms do more than simply represent these registers; they circulate them and enforce their articulation by demonstrating how to operate as textual producers and consumers within them. With this in mind, how might have Social Media affected the relationship of the subject to the world accessed through these media forms? How, especially, does the subject negotiate the complicated terrain of power and knowledge represented, first, by an acquiescence to, and then an overcoming of, the Subject-Supposed-to-Know? How might this revision of a crucial moment (for Lacan) in the development of the subject play out and be visible in such contemporary crises as Post-Truth, QAnon and Brexit? This paper seeks to explore the structuring effect of Lacan's Three Registers on subjective formation and examine the manner with which Social Media offer a digital revision of these structures, making available new ways of becoming subjects that differ from previous (analogue) subjects in their relationship to categories of knowledge and the manner with which this knowledge might be used to generate an encounter with the world. <i>Media Theory</i>

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.

Thursday, 18 October	
15:50-17:30	PARALLEL SESSIONS
Room 2	Políticas públicas y medios de comunicación Medios e institucionalización: Prensa escrita y proceso político Cristina Pagnanelli, Doctoranda, Filosofía y Letras, Universidad de Buenos Aires, Argentina El presente trabajo analiza el rol de la prensa escrita en el proceso institucionalizador que vivió la Argentina entre 1880 y 1910. Se focalizará el estudio en el papel desempeñado por dos periódicos, uno oficialista y otro contestatario, en relación a la institucionalización de las Fuerzas Armadas argentinas a finales del siglo XIX. La prensa escrita, en un país con una opinión pública sólidamente consolidada desde la década de 1860, tuvo un rol fundamental en el proceso político e institucionalizador realizado en esas tres décadas. <i>Teoría de medios</i> El control gubernamental de la prensa escrita en México (1929-2000): Análisis teórico y evolución Juan Carlos Pacheco Rosas, Doctorando, Universidad Autónoma Metropolitana, Ciudad de México, México El tipo de régimen que existe en un determinado país repercute en el comportamiento de sus medios de comunicación, dado que el primero establece las reglas bajo las que se entablará relación entre ambos. Específicamente, en el caso de la prensa escrita, el Estado ha tenido que recurrir a mecanismos para su control. Esto debido a la libertad de la que este medio goza gracias al sistema empresarial privado bajo el que se rige, a diferencia de los medios electrónicos como la radio y televisión que en este país sí son propiedad del Estado mediante el control del espectro electromagnético. En este trabajo se presenta una serie de mecanismos mediante los cuales el gobierno mexicano logró, durante poco más de 70 años de régimen priísta, controlar el flujo informativo de la prensa escrita que le diera propaganda política para asegurar su permanencia en el poder y, con esto, restar posibilidades a otros partidos de aspirar al poder político mexicano. Para ello, se realiza una revisión exhaustiva teórica y documental que contribuyeron a la detección de dichos mecanismos de control implementados a lo largo de este periodo de estudio. <i>Teoría de medios</i> Resistencia y participación #SocialMedia-tizada contra (#InserteLaProblemáticaAquí) en #Colombia: Informactivismo entre seguidores, me gusta y retuits Alfredo Menéndez, Pontificia Universidad Javeriana, Bogotá, Colombia Aída Julieta Quiñones Torres, Pontificia Universidad Javeriana, Bogotá, Colombia La dinámica de «Resistencia» con naturaleza social y política se caracteriza por la capacidad de acciones creativas de aquellos que confrontan situaciones adversas, generadas como producto de políticas contrarias a las expectativas de los pueblos. Esto conlleva la represión de las voces e ideales que desde el poder se acallan. Sin embargo, existen otras formas desde las cuales emerge la lucha: los medios sociales digitales. Este póster, cuya naturaleza es dialogar, interactuar, co-crear y participar con el público, tiene como finalidad presentar algunas experiencias en torno a las dinámicas informacionales activistas que se configuran en estos ambientes digitales, tales como la lucha contra la expansión minera, la corrupción, el desplazamiento forzado, noticias falsas, la desinformación y/o demás problemas dentro de los aspectos sociales, económicos y políticos que afectan a Colombia. <i>Tecnología y procesos</i>

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Thursday, 18 October	
15:50-17:30	PARALLEL SESSIONS
Room 3	Speaking Truth to Power Challenging Gender Norms: The Power of Theater for Social Change Kenza Oumlil, George Washington University, Washington, District of Columbia, United States Leslie Jacobson, George Washington University, Washington, District of Columbia, United States This paper examines the intersection of communication, gender, and performance, as demonstrated through a creative project involving students at Al Akhawayn University in Ifrane, Morocco (AUI). Drawing from theater for social change theory and from literature on performing gender, this paper examines the impact of using theater to effect societal change. In four AUI Media and Gender classes (fall 2015, spring 2016, fall 2016, and fall 2017), students formulated a series of questions designed to elicit responses from other AUI students, creating compelling narratives focusing on gender equality and sexual violence. The transcripts of these interviews were edited into four scripts, performed as staged readings. The methodology for this paper relies on data from surveys collected after the four performances, as well as interviews and discussions conducted with the classes and the four audiences. Analysis reveals that attendance at the play increased over the two-year period, and survey participants responded that seeing a theatrical performance helped them understand issues differently. The audiences were motivated to take concrete action to promote gender equality in society in direct proportion to the power and specificity of the stories shared onstage, demonstrating the potential of theater to inspire the audience to make positive societal change. <i>Media Cultures</i> LGBTQ Online Movements: A Case Study of New Zealand Suvojit Bandopadhyaya, Christchurch, New Zealand Linda Jean Kenix, Professor/Head of School, Media and Communication, University of Canterbury, Christchurch, New Zealand This paper explores the shifting dynamics of what constitutes a contemporary social movement and the pros and cons that have emerged after movements have gone online. The paper attempts to bridge past research on online movements and the study of the contemporary lesbian, gay, bisexual and transgender (LGBT) movement in New Zealand. This paper is premised on in-depth interviews with twenty-nine interviewees regarding how social media has brought a change to the contemporary LGBT movement in New Zealand. This research tries to draw a correlation with past researchers and interviewee responses. The interviewees testified to shifting nature of the contemporary LGBT movement after the emergence and inclusion of the Internet and social media platforms. Social networking sites have led to greater awareness and better coordination among movement actors to organise LGBT movements in New Zealand. Social media has also been a great organizational tool for the LGBT community today. The paper concludes that the Internet and social media have led to more visibility and accessibility of information with contemporary movements. The Internet has been a facilitator even before the emergence of social media platforms, however, online activism has amplified and has taken a new meaning with several social media platforms at our disposal today and social media activists are exploiting different platforms to organize and mobilize supporters. <i>Media Technologies</i> #Hashtivism Tackles Sexual Harassment: How #MeToo Emboldens Feminist Critical Media Literacy Education and Activism Julie Frechette, Professor, Worcester State University, Worcester, Massachusetts, United States Lifelong civic engagement for social change includes feminist approaches to media literacy that encourage critical analysis of corporate media practices that perpetuate gender inequities and injustices. The recent international social media activism brought to light by the #MeToo campaign affords a poignant and timely case study for assessing how media literacy activism can unify and mobilize the NetGeneration to challenge antiquated attitudes and behaviors that keep women marginalized in media sectors, public life, and business careers. Along with the recent slew of celebrity revelations of sexual harassment brought on by the Harvey Weinstein exposé, women -- and some men -- have used hashtag campaigns to share personal stories of sexual harassment and assault. #MeToo caught fire when actress Alyssa Milano tweeted a call-out to victims to provide the public with a sense of the seriousness and magnitude of the problem. Drawing from what I've defined as "The sexual harassment scandals of U.S. Media Celebrities Donald Trump, Bill O'Reilly and Harvey Weinstein," and data provided by the 2017 Report of The Status of Women in the U.S. Media, I analyze the correlation between male domination of media enterprises and the continued systematic marginalization and oppression of women within and outside U.S. media enterprises. The goal is to connect media literacy education with feminist scholarship and pedagogy as a catalyst for lifelong civic engagement and social justice activism. <i>Media Literacies</i> New Perspectives in Reception Studies: Exploring Audience Reception Using Mediated Discourse Analysis Julie Whiteman, University of Birmingham, Birmingham, United Kingdom This paper examines contemporary sexualization of culture debates and postfeminist understandings of sexuality which have framed the feminine as sexual, taking contemporary mainstream music video and social media as a case study. This paper argues that these texts present a version of sexuality that is heteronormative, that reinforces a view of heterosexuality as the normative sexuality, and that normalises a hegemonic heterosexuality which legitimises existing power relations and is frequently linked with (sexual) violence against women. This paper further presents Mediated Discourse Analysis (MDA) as an innovative methodological approach for reception studies. By focusing on "discourse in action" it provides a vehicle to understand how texts are read and interpreted when appropriated by the audience. The paper sets this methodology within a feminist framework of reception studies drawing on literature from feminist theory, media, and cultural studies; it demonstrates how this methodology is being employed in the author's own ethnographic research to explore reading and interpretation of sexual scripts within contemporary music video and social media and the significance of this intertextual relationship. This paper explores the relationship between ideas and action to understand how sexual scripts are communicated within the current postfeminist sexualised media culture landscape. <i>Media Cultures</i>

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Thursday, 18 October	
15:50-17:30	PARALLEL SESSIONS
Room 4	Trumped Fake Media and Trump's Image in the Presidential Election of 2016: A Secondary Construction of Online Identity Elisa Kannasto, Lecturer, Seinäjoki University of Applied Sciences, Seinäjoki, Finland Ari Haasio, University of Tampere, Finland In this study, we look at the ways one fake media website, "Newspunch," portrayed Donald Trump prior to the presidential election 2016 in the United States. The data were collected between Trump's candidacy announcement and the election day and consisted of 310 news articles collected during 516 days. The data were analyzed using content analysis. The content was coded into categories to show the issues and characteristics that were used to construct Trump's online identity, the self presentation portrayed of Trump online. For this process, a model for analyzing the secondary construction, i. e. the construction built by an outside institution, of online identity was created. Several different ways to construct a political candidate's online identity were found. Personal facts, like Trump's origin, age, and family were left with very little attention. Instead, emphasis was placed on certain policies, like opposing Muslims and Mexicans, highlighting Trump's reputation, wealth, and the use of controversial rhetoric and his behavior and rhetoric towards women. Also, Trump's relation and connections with other politicians and celebrities were discussed widely. Trump's lack of expertise in political issues was highlighted and different ways, including comments about his looks, entertainment world, and assassination speculations, were used to ridicule him. Understanding how fake media constructs a politician's online identity helps in developing media literacy because it provides insight into approaching these types of media and their news. <i>Media Cultures</i> From Subjugated Knowledges to Alternative Facts: News Media and the Politics of Truth in the Trump Era Black Hawk Hancock, DePaul University, Chicago, Illinois, United States Following Michel Foucault's work, what is the status of truth, knowledge, and power in the Trump era of "alternative facts" where "fake news media" is "the enemy of the people?" In answering this question through an assessment of news media, this paper explores Foucault's concepts of power/knowledge and the constitutive role they play in constituting "truth" in the public sphere. Since facts are never self-evident, knowledge is always a process of production in the interests of a group situated within a social system of power relations. Facts are resources that are linked together—articulated—within specific social contexts for particular ideologies, politics, and practices. As a result, this paper explores the construction of facts, how facts are inserted into discourses and discursive formations, which become power/knowledge regimes. To parse opinion from empirical evidence, relativism from objectivity, dominant from subjugated knowledges, authoritarianism from truth-telling, we must return to fundamental Foucauldian questions: What is the function and value of truth? How does truth exercise power? What are the effects that truth produces? These questions provide a springboard to examine the realm of news media as the conduit through which information is circulated to communicate, interpret, explain, and critique the world around us. <i>Media Theory</i> Trump's Twiplomacy: How Are Trump's Tweets Resonating in Polish Press Discourse? Tomasz Gackowski, University of Warsaw, Warsaw, Poland In last few years present world leaders have discovered Twitter to be a powerful one-way broadcasting tool. What is more, especially Donald Trump's tweets resonate well in a public and media sphere. It seems that Donald Trump's activity on Twitter expresses the best Twiplomacy phenomenon meaning. This new trend appears to be a modern type of soft power (Nye, 2004:11). This concept of soft power is based on the ability to shape the preferences of others. This paper discusses results of empirical research which was conducted in the Laboratory of Media Studies at Warsaw University. We have analyzed all tweets published by Donald Trump between the 20th of January (inauguration of his presidency) to the 25th of March 2017 (D.Trump and his supporters resign to replace Obamacare with a new deal). Furthermore, we have analyzed all articles which contain words "Trump" and "Twitter" in all Polish nation-wide daily and weekly (almost sixty) newspapers. We wanted to find out how Donald Trump's tweets are resonating in a Polish press discourse in a very crucial moment for a new President of the U.S., during his attempt to fulfill one of his most important campaign's pledge, replacing Obamacare. According to tweets, we analyzed types of tweets, their popularity, their content, topics, tweets' heroes, and finally their rhetorical aspect. In turn, in Polish press discourse we were analyzing what was the function of Trump's tweets in articles, how they were presented, and finally how Trump's Twiplomacy affects Polish press discourse and Polish journalists themselves. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i>

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Thursday, 18 October	
15:50-17:30	PARALLEL SESSIONS
Room 5	Tech Trends Studying Tracking Technologies in Web Archives: Theories and Methods for Historical Studies of Web Tracking Janne Nielsen, Aarhus University, Aarhus, Denmark The world wide web is not only the place for a large part of social, cultural and political life today but also for widespread tracking of users and behavior online. Tracking technologies (cookies, beacons, local storage, fingerprinting etc.) are used for a variety of purposes, including personalisation, social profiling, advertising, and analytics. These virtually ubiquitous practices, which are part of a huge industry but also raise significant privacy concerns, have played an important role in the shaping of the web, and still do so today. To contribute to the understanding of the development and spread of tracking technologies, this presentation offers a theoretical background for a historical study of tracking technologies and their impact on the web. To study the historical development of tracking, we need web archives, where the web of the past has been collected and preserved, but tracking technologies are not necessarily included in the materials available in web archives. Furthermore, working with archived web materials poses significant methodological challenges. The presentation will discuss, which possible traces of tracking technologies that can be expected to be found in web archives, and reflect on the different methods that might be applied in historical studies of web tracking. <i>Media Technologies</i> Symmetrifying a Smart Home: A Topological Study of the Internet of Things Sungyong Ahn, Ph.D. Candidate, Institute of Communications Research, University of Illinois at Urbana-Champaign, Champaign, United States Media studies' recent interest in topological culture suggests that today's networked infrastructures with finer-granularity despatialize the places of cultural practices and relocate them on a sort of continuum always not-enough-differentiated or further-differentiable. For instance, streams of digital signal do not simply transmit fixed forms of objects in a predefined space, but unfolds a space itself as the result of an application, e.g. a filtering, performed on the streams to (re)differentiate their continuum into the provisional boundaries of objects and subjects. Interconnecting various physical entities and smart devices in a regional domain, the Internet of Things (IoT) also transforms today's smart home into a topological continuum differentiable into many different problem-spaces according to its applications that function to individuate each singular problem latent in our everyday practices. One's domestic interior under this smart system is strategically kept in a metastable state to be constantly re-bifurcated into a more optimal future state, which can be achieved only through the system's proactive individuation of the most urgent problem embedded in the continuum and its realignment of the devices for the solution. We can borrow a mathematical concept 'manifold' from Bernhard Riemann's differential geometry and Henri Poincaré's group theory to examine how this topological continuum redefines today's domestic interior as full of problematic relations susceptible of commodification into the form of smart applications. By doing so, we can infer a regime of power that governs the marketability of IoT and the human behaviors under its space making. <i>Media Theory</i> Gamification: Pitfalls and Potentials Clemens Ackermann, Research Coordination Internationalization, ARENA2036, Stuttgart, Baden-Wuerttemberg, Germany Max Hossfeld, CTO, ARENA2036, Stuttgart, Germany Johanna Kleinen, PhD Student, Daimler AG, Stuttgart, Germany "There was once [...] an automaton constructed in such a way that it could respond to every move by a chess player with a countermove that would ensure the winning of the game." Today, we are accustomed to highly sophisticated virtual opponents in gaming, however, in 1770, when Baron Wolfgang von Kempelen constructed his gaming machine, a seemingly inanimate counterpart that could win ad libitum was something utterly new. No longer was there a strict boundary between two players who competed against each other on a leveled playing field, but the constellation had changed. The game as a medium was no longer truly in the middle, but instead, the human player was pitted against a machine in control of the medium. However, as we learn in Walter Benjamin's Concept of History, the human player was not actually competing with an automaton, but with a "hunchbacked dwarf [...] who sat inside". The player never realizes that it is him who is being played by, as Benjamin concludes, the puppet that is "historical materialism". Kempelen's automaton created an illusion that blurred the relations of power whilst leading the human player to believe that he is "just" playing. This talk inquires the potentials of gamification and whether it is a tool that gives back agency to the player and takes away the burdens of labor or whether it is a means that furthermore obscures the boundaries between the various stakeholders thus solidifying the role of the worker as cog in the (virtual) machinery. <i>Media Technologies</i> S(t)imulating the Joi of Digital Companionship in "Blade Runner: 2049" Jacob Boccio, Graduate Teaching Associate, Digital Media, University of Central Florida, Orlando, Florida, United States Over the course of cinema history, we have seen numerous depictions of post-humanity, showing the many ways the interactions between humans and machines might proceed. In reality, Hanson Robotics has been marketing Sophia's digital mind as a lifelike machine companion, and Amazon's Alexa is now unprompted laughing at customers. In this paper, I examine the film "Blade Runner: 2049" as a representation of a post-human world after society has integrated technology into daily life. Through the lens of media archeology, I argue the character Joi simulates the hyperreal beyond our digital assistant technology, and instead acts as a personal interface companion, paralleling our contemporary concerns regarding technology. I apply media ecology as a framework to map an intersection between reality and fiction to examine themes about technology as an extension of the self and the digital fusion of human consciousness. Technological determinism is prevalent in this conversation as I evaluate the films negotiation of humanity's use of technology to create, define, and communicate identities. Building from the theories and concerns of industry theorists Raymond Kurzweil and Nick Bostrom, I examine "Blade Runner: 2049" as an interpretation of the parallel between post-humanism and our current technologies, whereby the film creates a discourse for anxieties surrounding consumer interface technologies, reflecting our discomfort with graphical user interface devices, Amazon's Alexa, Apple's Siri, and Hanson Robotics android Sophia. <i>Media Cultures</i>

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Thursday, 18 October	
15:50-17:30	PARALLEL SESSIONS
Room 6	Critical Conversations The Plan for Liberation as Provided by the Robber Bridegroom Tale and the Struggle for Legitimacy Daniel Padilla, California State University, San Bernardino, San Bernardino, California, United States Marina Warner, in her piece titled <i>The Old Wives' Tale</i>, argues that fairy tales have the potential to “exchange knowledge between an older voice of experience and a younger audience” (314). Warner's claim suggests that the loss of spoken folk tales and the denigration of fairy tales have silenced stories such as the Brother Grimm's <i>The Robber Bridegroom</i>, which in turn silences warnings within those stories for marginalized groups, such as women. Interpreted through Warner's critical lens, <i>The Robber Bridegroom</i> can be interpreted to mean that the oppression or liberation of women is contingent on available knowledge, passed down through the female characters, and whether it is silenced or vocalized. However, given the need for the Me-Too Movement, it is clear that the issues this tale means to address have not been effectively dealt with, as elements of a patriarchy are still firmly in place today. In fact, the Me-Too movement shows that the problem is much larger than many previously thought. Unfortunately, such media outlets as Fox News, using the same sociological mechanisms described by Warner in her piece of criticism, attempt to delegitimize the movement, forcefully vocalizing their opinion that the women of Me-Too are disingenuous. Relatedly in the civil rights movement, the powerful voice of W.E.B. Du Bois underscores the oppression of women, suggesting a parallel with the centrality of racism. Furthermore, Du Bois suggests that plans for the liberation of women and of “Blacks” share a pattern which is recognizable in <i>The Robber Bridegroom</i>. <i>Media Literacies</i> Stereotypical Depictions of Latino Criminality: Donald Trump's Representation of U.S. Latinos in the Media during the MAGA Campaign Eduardo Gonzalez, MA Student, The Wilf Family Department of Politics, New York University, New York, United States Depictions of U.S. Latinos in the media and politics are often rooted in narratives of illegality, criminality, and immigration. By reproducing stereotypes of violence, lawlessness, and foreign identity, Latinos in the U.S. often exist in the social imaginary of media and political elites as being culturally and legally incompatible with conventional understandings of U.S. citizenship. Donald Trump's 2016 presidential campaign was rooted in nativist politics that sought to criminalize legal and unauthorized immigrants by representing them as the largest threat to U.S. national security and the economy. This article employs a content analysis of all 74 speeches made during Donald Trump's “Make America Great Again” presidential campaign to investigate how U.S. Latinos were depicted in the media and politics during the 2016 election cycle. The proceeding section situates the empirical findings within a broader time-series textual analysis, tracking Latino depictions across the eighteen-month campaign. The findings corroborate Trump's anti-Latino and anti-immigrant positions, as well as a progression on Trump's discussions of Mexico and NAFTA. Moreover, the analyses show that Trump exports U.S. Latino stereotypes to criminalize his Democratic opponent, Hillary Clinton. Taken together, this paper demonstrates how Trump refurbished and aggrandized Latino and immigrant narratives and stereotypes for the consumption of a 2016 audience. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Kaposi Sarcoma Lesions and the Social Construction of HIV/AIDS in the United States, 1983-1993 Kyro Patrick Hart, Professor, Department of Film, Television, and Digital Media, Texas Christian University, Fort Worth, Texas, United States This presentation explores the role of Kaposi sarcoma (KS) lesions — the bluish-purple blotches that typically appear on the bodies of individuals suffering from KS — in the social construction of HIV/AIDS in the United States during the period 1983 to 1993. It demonstrates how, from the moment that U.S. popular media and related forms of visual culture ‘discovered’ AIDS and began to regularly represent it, KS lesions served as a default way of depicting individuals in the advanced stages of AIDS and emphasizing their presumed ‘difference’ from everyone else in the same society. It further articulates a noteworthy series of qualitative shifts that occurred in using KS lesions to socially construct HIV/AIDS over the course of this ten-year period, to the extent that by the time the AIDS movie <i>Philadelphia</i> was released in 1993, KS lesions were being utilized to substantially challenge the pervasive ‘us’ versus ‘them’ dichotomy in U.S. society rather than to reinforce it. <i>Media Cultures</i> A Saviour Among Us: The Spectacularization of Emma Gonzalez Monica Pauls, PhD Student, Department of Sociology, University of Calgary, Calgary, Canada Postfeminist notions of idealized girlhood have found their way into activist culture, where discourses have constructed an image of girl activist who is assertive, dynamic and self-determining. These girls are celebrated by the media, as long as they conform to idealized notions of girlhood. What, then, can explain the media fascination with gun control advocate, Emma Gonzalez, whose alternative identities are far from such notions? Through a textual discourse analysis of news coverage of Gonzalez, this article explores the media framing of this young activist, arguing that it is a discursive strategy used to support society in coming to terms with a contentious social issue. And while this media coverage makes an alternative version of girl activist visible, the discourse also brings attention to who counts in youth activist culture. <i>Media Cultures</i>

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Friday, 19 October	
08:30-09:00	Conference Registration Desk Open / Mesa de inscripción abierta
09:00-09:20	Daily Update / Noticias del día
09:20-09:55	Plenary Session / Sesión plenaria - Berit Anderson CEO, Editor-in-Chief, Scout, Seattle, USA
	"The Secret War: Understanding the Tactics and Strategies Behind Ongoing Information Warfare" As CEO and Editor-in-Chief, Berit oversees Scout's business and editorial operations and keeps their business strategy, product and content on course. She is the former managing editor at Crosscut.com, a Seattle-based news site, where she reinvented journalism to help solve local problems and staged scenario planning games to help the city plan for cyber-attacks and deal with climate refugees. She brings more than 15 years of experience working with her family to run Strategic News Service, a predictive newsletter read by Bill Gates, Elon Musk, and Jeff Bezos, as well as the SNS FiRe conference, which brings together C-level technology executives, world-class scientists, and Oscar-winning documentary filmmakers to use science and technology to reshape our world.
09:55-10:25	Garden Conversation / Charlas de jardín
	Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors. Las charlas de jardín son sesiones informales no estructuradas que permiten reunirse con ponentes plenarios y conversar tranquilamente sobre temas derivados de su ponencia. Cuando el lugar y el clima lo permiten, se realizan en el exterior.
10:25-10:30	Transition Break / Pausa

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Friday, 19 October	
10:30-12:10	PARALLEL SESSIONS
Plenary Room	Media Reflections Configurations of Spaces, Bodies, and Agency in Virtual Environments: Analysis of Perceptions and Agency in the Argentine Patagonian Region Melina Gaona, Postdoctoral Scholar, Centro de Estudios de Historia, Cultura y Memoria, Universidad Nacional de Quilmes Veronica Sofia Ficoseco, Professor, Universidad Nacional de la Patagonia Austral, Argentina Andrea Noelia Lopez, Postdoctoral Scholar, Universidad Nacional de Quilmes, Argentina Gonzalo Federico Zubia, Postdoctoral Scholar, Universidad Nacional de Quilmes, Argentina This work presents an introductory analysis on the constitution of spaces, corporal experience, and the perceptions of agency in virtual environments among university students in online careers in the National University of the Southern Patagonia, Argentina. The theoretical and methodological approach combines socio-technical analysis and critical analysis with a gender perspective. We explore different categories in the approach: the ways in which the body is set, online spatial accessibilities, and the possibilities of expression, self-recognition, and participation, that is to say, of agency. We take into account the contexts of uses and consumption of IT among popular sectors in the Patagonian region. A geographically isolated region with a low population density inhabited mainly by seasonal migrants whose affective and community belongings are kept online, and which has connectivity access rates above the country's average. Field data is developed based on a group of students in two online courses. We dig into the interactions in the institutional web environment and a private social network. We infer that it is possible to systematically describe from a gender perspective the interrelated relations between spaces, body and agency in the same group in different kind of environments, which will allow us to deepen into the knowledge of the located current characteristics of participation and habitability. <i>Media Theory</i> Desire and Intimacy: Becoming a Migrant in Virtual Reality Journalism Tuija Parikka, Assistant Professor of Communication Arts, Mass Communication, St. John's University, Queens, New York, United States This paper is situated within the emerging field of digital migrations studies, and examines the role of digital media in the transformation of identities in the infinite process of becoming as we (re)imagine ourselves in the digital era. I am exploring this from the relational perspective of virtual reality engagements of migration whereby the notion of a "migrant" is not necessarily attached to particular bodies in predetermined ways. Theoretically, I discuss the Gigardian notion of mimetic desire as a mechanism of becoming a migrant in virtual reality films. The films subjected to analysis include <i>The Displaced</i>, directed by Imraan Ismail and Ben C. Solomon in 2015, and <i>Fight for Fallujah</i>, directed by Ben Salomon in 2016 for the New York Times. Methodologically, I explore the possibilities of sensory cartography methodology which foregrounds the primacy of senses and affect when analyzing digital experiences of virtual intimacy. I argue that while expressing something that cannot really be talked about is specifically enabled by linguistic/textual, affective, and corporeal experience of virtual reality, "the unspoken" paradoxically halts the possibility of transcendence in becoming a migrant in ethico-politically tenable way which may have global significance. Turn to affect through digital media has a critical bearing on understanding a "self" especially when mimicking intimacy when being exposed to the plight of another. <i>Media Technologies</i> Television Binge-watching Habits in the Interactive Media Environment Azza Ahmed, Teaching Assistant - Professor, Broadcasting, Cairo University, Dubai, Dubai, United Arab Emirates This study investigates binge-watching habits among a sample of Emiratis. It examines the expected outcomes for binge watching and the possibilities of anticipating regret after watching. A constructed questionnaire designed to collect data from a sample of 229 Emiratis living in Abu Dhabi. The results showed that there is a positive significant correlation between expected outcomes, self-regulation deficiency, anticipating regret, and binge watching. The findings also revealed that most respondents tend to binge watch alone more than with others. While gender, marital status, and education do not affect the level of binge watching, age was an important variable in predicting binge-watching levels. It was found that the lower the age the more respondents might be deficient in self-regulating their binge watching. <i>Media Cultures</i> Political Discourse on Social Media Among Saudi Females: Examining Spiral of Silence Online Khulood Miliany, Assistant Professor of Mass Communication, Media and Communication, King Abdulaziz University, Jeddah, -, Saudi Arabia The spiral of silence theory was initially developed within a mass-mediated context, and it has been widely appreciated and critiqued in several forms by scholars of political communication. Therefore, this study examines the spiral of silence theory under conditions of various conditions of online conversations, such as the decreased fear of isolation allowed by anonymity, undermine some of the fundamental components of Noelle-Neumann's model. It is exploring Saudi females' willingness to express opinions online and offline and tests how the constructs proposed by the spiral of silence theory work in each setting. <i>Media Cultures</i>

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Friday, 19 October	
10:30-12:10	PARALLEL SESSIONS
Room 1	Cultural Frames Reporting Conflict in the Middle East: A Visual and Editorial Analysis of English versus Arabic News Channels Sarah El Mokadem, Assistant Professor, Mass Communication, Misr International University, Cairo, Egypt The Arab Region suffers from a state of unrest in many of its countries nowadays. In one week, there were church bombings in Egypt, chemical attacks in Syria, continued fighting in Iraq between the international alliance supporting the Iraqi troops and the Islamic State (IS) militants to restore the city of El Mosul, and for the first-time disagreements break between Golf countries. This paper analyzes the editorial and visual frames used to report three of the most significant events that took place in the area in regional and international news channels in both Arabic and English. The events being analyzed are the Palm Sunday church bombing in Egypt, boycotting in Qatar, and the Syrian chemical attacks on civilians. All available Arabic and English reports from international and regional news channels on Youtube concerning these incidents and its consequences are being analyzed. The researcher is interested in investigating how the different ideologies of these channels affect their reports about conflict situations in the Middle East. <i>Media Cultures</i> The Syrian Conflict in the New York Times Op-Ed Section: How Foreign Policy Influences American Journalism Gabriel Huland, PhD Student, Development Studies, SOAS, University of London, London, London, United Kingdom The Syrian revolution and civil war, which entered its eighth year, is one of the most reported conflicts of the last decades. The quality of this report, however, is still to be verified, as there is not a large number of studies about it. To what degree has the media succeeded in explaining the multiple causes and players involved in this complex war? To what extent has the American media, more specifically the NYT, produced and reproduced frames that reflect the conversation occurring within the American establishment about how to deal with such a humanitarian crisis? This article draws on the analysis of a number of The New York Times Op-Ed articles during March-April 2011 (the beginning of the conflict) and July-August 2014 (the emergence of ISIL) to address these and other questions. The results point out that the media coverage of the Syrian conflict is far from being impartial or objective and that the frames presented reflect the views shared by the American political elite. Likewise, they contain Orientalist misconceptions of the Middle East that are still widely present in the discourses produced in the West about the region. The idea that the US has a distinctive role to play in the democratization of Arab countries or that the conflict is mainly rooted in sectarian divisions, among others, can be found in the pieces analyzed. <i>Media Cultures</i> State Violence and Civilian Resistance in Social Media in Post-Revolutionary Iran and the Contemporary U.S. Shabnam Piryaei, Assistant Professor, Broadcast and Electronic Communication Arts, San Francisco State University, San Francisco, United States This paper primarily considers by what means contemporary social media is employed to enforce and to subvert state violence. I take a comparative approach, drawing correlations between social media use in post-Revolutionary Iran and in the contemporary U.S. At these two unexpectedly linked regions of activity, I focus on points of convergence and divergence in the modes through which media influences the way we exchange information, offer representations, mediate protest, and enforce, chronicle and resist state violence. I use an interdisciplinary approach to investigate how people are tracked and surveilled through social media, and how these tools that are utilized for tracking and surveillance are also mobilized for critical interventions in, and collaborations against, policing and state violence. Regarding Iran, I consider Negar Mottahedeh's reading of Iran's systematic technological repression, and the role of censorship in Iranian media, which leads citizens to develop new and less direct routes of transmitting news, images and videos—especially of protests and state violence against protestors. In the U.S., I explore the means by which social media operates as a form of propaganda and state-run media and how this intersects with the propaganda and corresponding violence in the Islamic Republic of Iran. I also reflect on how media activism can co-opt, or creatively and indirectly intervene in existing power structures. <i>Media Cultures</i>

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Friday, 19 October	
10:30-12:10	PARALLEL SESSIONS
Room 2	Políticas y mundos digitales Culturas mediáticas y revolución digital: El impacto de las nuevas tecnologías en la convivencia, la cultura política y la democracia Lucero Giraldo, Docente asociado, Programa Comunicación social - Periodismo, Universidad del Quindío, Quindío, Colombia Jorge Prudencio Lozano, Docente, Universidad del Quindío, Colombia Sandra Leal, Docente de planta, Programa de Comunicación social, Universidad del Quindío, Armenia, Quindío, Colombia Muchas preguntas inquietan sobre las culturas mediáticas, pero lo único claro en ese debate es que hay que acercarse críticamente a las nuevas tecnologías para poder entender cómo estas nos moldean como seres humanos, y también cómo nosotros, como sociedad, moldeamos esas tecnologías. La ponencia presenta una reflexión sobre el predominio de las tecnologías de la información y la comunicación en las formas de relación de los seres humanos. Desde autores como Han, Castell y otros, se realiza un análisis de lo que puede pasar o está sucediendo en diversas dimensiones de la vida social, especialmente en el campo de la política y la democracia, para tratar de entender cuál es el proceso histórico que estamos viviendo y cómo se están modificando y reconstruyendo las opciones de convivencia de los grupos sociales. Es innegable que la Web, más que internet, ha traído cambios en la forma de relacionarnos y comunicarnos, de consumir cultura, de hacer negocios y de resolver los problemas. Y aunque en el comienzo de la revolución digital dominaron las utopías que veían en los nuevos medios un potencial de reivindicación de la humanidad, el problema está en que la fascinación tecnológica ha obnubilado la razón. Hemos convertido la tecnología en el nuevo dios todopoderoso que, como ente autónomo, puede resolver por sí misma los retos de todo tipo que enfrenta la humanidad. Esto a pesar de que los conflictos de convivencia se acrecientan y la inequidad social cada vez es mayor. <i>Culturas mediáticas</i> Poshumanismo y poder en el cómic de ciencia ficción latinoamericano : Casos Incal (Chile), 1874 (México), Condiciones Extremas (Colombia) y Ficcionario (Argentina) Sandra Leal, Docente Asociado, Comunicación social, Universidad del Quindío, Colombia Lucero Giraldo, Docente asociado, Programa Comunicación social - Periodismo, Universidad del Quindío, Quindío, Colombia El poshumanismo es considerado aquí como una red de relaciones entre el ser humano y lo tecnológico a través de un sistema capitalista que va más allá de la reproducción industrial, puesto que abarca la producción de la intersubjetividad y la propia subjetividad. En este sentido se estudia el concepto de gobierno y poder simbolizado en los cómics de ciencia ficción latinoamericanos, reconociendo que en la actualidad el progreso tecnológico y el desarrollo de alternativas médicas se está conformando como un nuevo mecanismo de sujeción al poder que lleva a pensar en la idea planteada por Aristóteles sobre la esclavitud natural. La actual proliferación de cirugías estéticas en las mujeres, realizadas en su mayor parte porque estas les permiten alcanzar los círculos de poder, así como el uso de redes informáticas por parte de los gobernantes para mantener su popularidad, son una muestra de la realidad que los artistas del cómic pisan para crear sus historias. El sometimiento a los cambios es voluntario, pero a la vez es obligado ya que si no se acepta, el individuo corre el riesgo de ser excluido, con la novedad de que hoy en día ser excluido es casi lo mismo que no existir. <i>Culturas mediáticas</i> Los Ingrávidos y su Abecedario / X, Y: Cómo El Cine-Ensayo Puede Cuestionar Las Fronteras Y Ofrecer Nuevas Narrativas María José Pantoja Peschard, Profesora asociada, Centro de Estudios en Ciencias de la Comunicación, Facultad de Ciencias Políticas y Sociales, Universidad Nacional Autónoma de México En este trabajo analizo el cine-ensayo del colectivo mexicano "Los ingrávidos", titulado "Abecedario / X, Y" (2014), con el propósito de argüir que entretiene hábilmente imágenes de archivo junto con un audio, también de archivo, para presentar un mapa crítico de la frontera entre México y Estados Unidos. La película busca visibilizar de manera muy particular las grandes pérdidas humanas debidas a las políticas migratorias. Específicamente, este filme experimental reutiliza imágenes satelitales de dicha frontera con el sonido de una conferencia donde académicos expertos se debaten sobre la problemática de la migración entre los dos países. Mientras las imágenes se acercan y alejan sobre un territorio desértico y hostil que, no obstante, no muestra una división clara entre un país y otro, se nos muestran subtítulos que marcan la localización del cadáver de algún inmigrante junto con su nombre, edad, género y causa de muerte. Por su parte, el audio en inglés de los expertos en migración sugiere que esas discusiones son vacuas frente a las voces silenciadas de los cuerpos inertes de los inmigrantes. Con base en un análisis textual y estilístico de este filme, defenderé que el cine-ensayo experimental puede presentar nuevas formas de narrar la frontera y cuestionar las políticas que defienden la construcción de muros y la militarización de estas zonas. <i>Culturas mediáticas</i>
12:10-13:00	Almuerzo

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Friday, 19 October	
10:30-12:10	PARALLEL SESSIONS
Room 3	New Frontiers Hip Hop Music as a Counter-Hegemonic Potential in Challenging the Power Ramin Chaboki Darzabi, Texas A & M University, United States In this paper, I study how hip-hop music is used as a tool to resist against the power and cultural hegemony in Iran and what themes hip-hop musicians use in their songs to challenge this cultural hegemony and power. It is difficult to find the beginning of hip-hop music in Iran since the government in Iran punished producers of western music especially hip-hop. Hip-hop in Iran was available on the black market, and it began to grow after the 2000s. The internet provided an excellent opportunity for music especially hip hop in Iran. Before the internet, hip-hop musicians could not access to the audience, and the internet helped them to solve this problem. Musicians in Iran must get official approval from the Ministry of Culture to operate legally in the music market, and hip-hop musicians cannot get this approval because hip-hop is considered against the Islamic values. These limitations encouraged youngsters and teenagers to use hip-hop music as an alternative media to challenge the power and cultural hegemony. They recorded music in private studios or their homes and shared them online. During the time, Iranian hip-hop developed its own identity and themes that mainly challenged the authority in Iran. In this research, I used thematic analysis to study themes in Iranian hip-hop songs, and examine the most frequent themes that hip-hop musicians discussed in their songs. <i>Media Cultures</i> Memes and Modi: A Content Analysis on the Role of Social Media in Politics Afshana Hoque, Graduate Assistant, Media Relations, Illinois State University, Normal, Illinois, United States Social media has emerged to be a new frontier in the communication world. It facilitates the dissemination of information in milliseconds. It reaches a large audience in a short time. Politicians have identified the value of social media and are now exploring its potentials. One of the social media tools that both politicians and the public are currently exploring are memes. Memes are visual tools that are used to convey a message. The power of social media communication facilitates easy sharing of information and gives politicians a chance to engage with their supporters at a personal level. The paper discusses some of the widely-known instances in history, that witnessed the use of social media for a political change. To understand, the role memes play, in circulating political messages, the 2014 Indian general election is taken as an example. An attempt was made to analyze the widely circulated political memes during the Indian general elections. The results highlighted the importance of humor in the memes, that seems to give these messages the ability to go viral within a short period. Considering the increasing use of new media tools in the social reforms of a country, the results of the study draws attention to the creative ways of triggering a passive audience. Efficient use of social media tools provides a platform upon which politicians can understand the needs of their people and hence respond in their manifestos to appeal the electorate. <i>Media Cultures</i> Emotional Truth, Historical Fact, and the Alternative Media of Literature Laura Fasick, Professor, English, Minnesota State University Moorhead, Moorhead, United States “Alt-media” today often whips up strong emotions by spreading “alternative facts” but as a literary scholar I have long prized a different kind of emotion-inducing, not entirely factual media. Like most literature teachers, I have believed that stories about fictional characters living through real-life events convey the emotional truth behind history’s dry facts. After all, if reading literature makes us more empathetic, then what better way to make vivid to students the magnitude of things as South Africa’s one-time apartheid system or China’s Cultural Revolution? Both apartheid and the Cultural Revolution ended decades before today’s students were born, but surely powerful literature captures for anyone the devastating effect of these movements, effects that linger even now. In recent years, however, I have been increasingly troubled by student reactions when I teach such novels. Students undeniably are moved by the narratives. They are also undeniably educated, since almost all of them declare that they had not previously known about the real-life horrors detailed in the books. However, their interest in the narrative arc involving the fictional characters quickly overshadows their interest in the historical context. Does the protagonist improve during the story? Then they ignore what state of society the novel shows. Students have repeatedly dismissed politics as “superficial” compared to family dynamics and individual happiness. Literature as a virtuous “alt-media” that sensitizes us to others’ challenges? I am no longer sure that it is. <i>Media Cultures</i>

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Friday, 19 October	
10:30-12:10	PARALLEL SESSIONS
Room 4	Here We Are Reflections on Remembered Space: The Art of Having Political Agency Within The Community David Sinfield, Auckland University of Technology, Auckland, Auckland, New Zealand This paper is concerned with workers' stories and the typographical poetics of the eroding forces of time, materiality and the elements. The rationale for the study lies in a concern with art having political agency when it operates and is exhibited inside the communities of people whose lives are being interpreted. In such instances, the day-to-day community becomes the context of the artworks in preference to the arguably rarefied white walls of the art gallery. Sharp (2007), defines this approach to art generation and exhibition as 'new genre public art' arguing that it can operate as a means of 'connecting' a community. He suggests this is because it is a more participatory form of public art practice, wherein artists move to "engage with communities and existing social struggles, to develop collaboration and dialogue with residents" (p. 275). This paper will also consider the content of recorded interviews and the communication of the spoken word, moving image and typography, site recordings and the memories of what a place could be, to create a new form of audiovisual portraiture. These elements will work in synergy to form a collection of short film poems expressing the visual content to create portraits of the striking workers who worked in the now abandoned cool stores and freezing works at Patea, in Taranaki, New Zealand. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> A Discourse Analysis of Syrian Refugee Representations in Canadian News Media Pamela Aimee Rigor, MA Student, School of Communication, Simon Fraser University, Vancouver, Canada This study explores the media representation of Syrian refugees and the media discourse surrounding their resettlement in Vancouver, Canada. It examines news articles in local community and major Vancouver newspapers published from September 2015 to October 2017. Using a combination of content and discourse analysis, it aims to uncover how these newspapers covered the arrival and resettlement of Syrian refugees in the country. The articles were analyzed and sorted into themes using the qualitative data analysis software, Nvivo 12. Based on the findings, the media discourse of Canada being a humanitarian country, as well as the idea of Syrian refugees having to publicly announce how grateful they are, is still present in the community newspapers. This seems to be done to counter the hateful narratives of citizens who might view them as abusing help and services provided by the community and government. However, compared to major newspapers, these community newspapers are very inclusive of refugee voices. Many articles interview Syrian refugees to share their personal stories of plight, survival, and starting a "new life" in Canada. These community newspapers, even though their representations are far from perfect, do address some aspects of the refugee resettlement issue and respond to their community's needs. This study promotes awareness of how these individuals are represented in the media so we can, in turn, be aware the stereotypes present and the ideologies being perpetuated, and its implications on refugee laws and public response to the issue. <i>Media Cultures</i> Between Home and Host Cultures: Facebook as a Third Space Lin Malone, Perth, Western Australia, Australia Transient migration has become increasingly commonplace, especially with higher education that sees large numbers of students travelling overseas to study each year. During this period, the students' time and space is split between home countries and countries of study, and their use of internet and communication technologies (ICTs) enables co-presence across distance. Theoretically, social media sites serve as an ideal medium for these students to maintain past relationships and form new ones. However, in all actuality, the links between social media and integration are not so simple, especially considering how often international students struggle with integrating into their host societies. This research study examines the relationship between social media use and the integration and social inclusion of international students in Finland. Focusing on Bhabha's work on hybridity (1994), this paper positions Facebook to represent a Third Space where multiple cultures intersect. It then draws on Berry's (1997) theory of acculturation and its critiques, as well as Gomes' work on "home-based" and "identity-based" networks (2014; 2015) to study how Facebook plays both social and functional roles in the acculturation of international students, as they transition from home to host culture. Through a visual internet ethnographic study of Facebook profiles and interviews with international students, this study investigates how these transitions are mediated through the social networking site of Facebook and located within the digital identities constructed on the students' individual profile pages. <i>Media Cultures</i>

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Friday, 19 October	
10:30-12:10	PARALLEL SESSIONS
Room 5	Social Media Links Comparative Twitter Content Analysis of International Broadcasters: A Case Study of Boko Haram in 2014 Amon Rémy Mallet, Social Media Editor, French for Africa, Deutsche Welle, Bonn, Germany Under which conditions are some tweets more likely to be forwarded or retweeted than others? This is the core question of the present research, as retweet stays for the most important feature for information propagation on Twitter. Drawing on my Master thesis in which I have analyzed 157 tweets from international media broadcasters accounts this paper reflects on "retweetability" (the likelihood of a tweet to be forwarded or shared) of news media companies. Research studies on factors that influence "retweetability" have largely targeted the marketing field or the accounts of prominent individuals. I elaborate in this study on the understanding of virality on Twitter by examining tweets displayed by four international media broadcasters (CNN, BBC, Al-Jazeera and RT) in 2014 when covering the attacks of the Nigerian religious group Boko Haram. Variables mobilized to give an answer to our query includes sources, emotions, and other textual attributes. <i>Media Technologies</i> Communication Dynamics of Candlelight Protests in Korea: Tweets Analysis using Dynamic Topic Modeling Choi SunYoung, Special Appointment Professor, Creative Academy of Eco Science, Ewha Womans University, South Korea Eunji Ko, Ph.D, Ewha Womans University, Seoul, South Korea Kumhee Jung, Graduate student, Interdisciplinary Program of EcoCreative, Ewha Womans University, Seoul, Seodaemun-gu, South Korea The candlelight protests of south Korea from 2016 to 2017 became a new milestone in the history of modern democracy. First, we set an unprecedented record of scale. The first candlelight vigil attendance was about 50,000 people, but over seventeen million people participated twenty-three times. Second, these mass demonstrations were held peacefully for seven months without armed conflict or bloodshed. The protests were held at various events such as rock music performances and free speech on the outdoor stage, and many family members participated together in a festive atmosphere. Third, the peaceful candlelight protests in Korea are the result of Internet grassroots democracy. The first candlelight vigils in Korea in the twenty-first century began in 2002 when a citizen reporter from the Internet newspaper 'Oh my News' proposed a memorial service for the schoolgirls who were victimized by US military vehicles. This candlelight protest has been displayed for several months in a form of peaceful assembly. From now on, the value of 'peace' is very important as Korea's unique candlelight demonstration culture from 2004 against former President Roh Moo-hyun's impeachment issues, the urging of renegotiation of FTA in 2008, Gwanghwamun protests to identify the truth of 'Sewol' Ferry tragedy from 2014 to 2016. This study analyzes tweets from the first through sixth of Korea's candlelight vigils in 2016. We analyze tweets from this period with Dynamic Topic Modeling (DTM) method, exploring how massive rallies can be held regularly and peacefully every week. <i>Media Cultures</i> YouTube Affordances and Use Practice: A Case Study of Russian Youth Audience Usage Patterns Olga Solovyeva, Lecturer, Faculty of Communications, Media, and Design; Department of Integrated Communications, National Research University, Higher School of Economics, Moscow, Russian Federation Current research is focused on technological influence on social structures and practices, particularly, on YouTube effects on content consumers. The study relies on the framework of affordances theory merged with uses and gratifications approach. Applying affordance theory, we structure the research to find out the drivers for technological shift: consumption patterns, digital architecture and aspects of user engagement. Moreover, integrating uses and gratifications approach to research design we depict motivations of users to consume the content and engage in digital communication. Data has been collected through two consequent stages: first an online survey was run to gather the data regarding main trends of media consumption (N=347, university students, convenient sample). For the second stage, we conducted 40 in-depth interviews with content consumers of YouTube. The research depicts and discusses major motifs of users: entertainment, parasocial connection with bloggers and searches for new information. Still, the perceived affordances of the platform structure usage patterns, as individuals are focused on the content consumption and tend to avoid further discussion or online interaction with the interface or other users. On the contrary, YouTube is perceived as the trusted source of information, which is further taken to the offline or familiar for the user online surrounding. The study opens the discussion on the further potential of YouTube as a collaborative platform for societal change and argues on the influence of digital culture to the practices of elaboration and deliberation of information. <i>Media Cultures</i>

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Friday, 19 October	
10:30-12:10	PARALLEL SESSIONS
Room 6	Shifting Terrain Has the Message Defined the Medium?: Implications for Fake News and Sensationalism Evan Johnson, North Carolina State University, United States Nupoor Jalindre, North Carolina State University, United States “Fake news,” a term that gained traction during the 2016 United States Presidential Election, is “frequently used to describe a political story which is seen as damaging to an agency, entity, or person, and seems to have currency in terms of general news.” Fake news has made the search for reliable information on the web a precarious exercise as political and economic forces are working against would-be seekers of truth. Scholars have built models to detect the mechanistic propagation of fake news and identify its characteristics. Marshall McLuhan was famous for the phrase “The medium is the message,” which denotes the ways in which the medium influences how a message is perceived. However, there has been little research that looks at the inverse of this relationship—how the message affects the perception of the medium. Studying this perception can help technical communicators analyze and design the medium that they work with. Paradoxically, data from the 2017 Edelman Trust Barometer suggest that there is a growing distrust for sites generally accepted as being the most authentic, while non-traditional sources with higher risk of invalidity are gaining confidence. We plan to examine this trend in-depth using a controlled experimental design that tests participants’ reactions to five different news sources: traditional media, social media, owned media, search engines, and online-only media, in order to determine whether it is the message or the medium that the distrust is being directed toward. <i>Media Theory</i> Fear & (In)Action: The Emotional Manipulation of Dissent in Contemporary National Political Discourse Cindy Dang, Fellow, Center for Experiential Learning, Loyola University Chicago, Chicago, Illinois, United States In light of the media toxicity of the recent presidential political process in the United States, it is imperative to recognize and understand the direct impact such negativity has on the health of our democracy. Political manipulation of fear in media promotes a dynamic wherein internal emotional reactions overwhelm both internal and external intellectual consideration, thus legitimizing, unleashing and exacerbating an unassailable marginalization mentality. By looking at President Trump’s public iterations that target non-white Americans, the fear associated with military actions in the media, and the psychological reasons Americans start to discredit and hate each other, not only can we better understand this trend, but also begin building effective tools to combat these political ploys and restore democratic conventions of thought and conversation to the American public. Considering Anat Shenker’s research on the inefficacy of using fear to combat fear and Gina Roussos’ research on how fear makes people react irrationally, we can see how the gridlock of public political discourse only appears to be solidifying. Therefore the explicit use of emotive anchors as entry points for intellectual responses by responsible members of the media, in direct opposition to the traditional ‘objectiveness’ of the journalistic field, may set a standard by which both politicians and citizens may resume in a single “conversation” rather than two, loud competing monologues. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Digital Humanities in the Military Domain: Thick Data Approach to Military Facebook Fan Pages Tsung-Lin Lu, National Defense University, Taipei, Taiwan A total of 6,695 posts on the fan pages of six military units under the Ministry of National Defense (MND) in 2017 were considered the “digital field” in this study. Mixed research methods were conducted to cultivate this digital field. CORPRO, a corpus of Chinese text, developed by National Taiwan University was used as a data analyzing tool that was integrated into thick description of anthropological method. In addition, grounded theory method was also employed to deepen data description; in-depth interviews were conducted with six administrators of the fan pages and one military general who was responsible for public affairs policy. The four theoretical perspectives of public relations, crisis communication, gatekeepers, and agenda-setting were verified in this research. The corpus analysis results derived from using CORPRO show that ROC Armed Forces, established the ideology of qin xun jing lian (diligent drill and robust training) through Facebook. Besides, analysis of the phrase guan bing (military personnel) indicated that the cognition of qin xun jing lian exhibited personnel-oriented and strength-demonstration-oriented transitions. Furthermore, the frequent use of “today” and “earlier” does not merely show temporal differences. When examined under social contexts, the phrases contain connotations of differences in organizational management capacities. Through open, axial, and selective coding in grounded theory, the interview data were analyzed to discern four contexts in ROC Armed Forces digital humanities, verifying the digital footprints of ROC Armed Forces. The results were subsequently named as “The Model of Facebook Fan Page Constructed for Armed Forces of ROC.” <i>Media Technologies</i>
12:10-13:00	Lunch / Almuerzo

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Friday, 19 October	
13:00-13:45	PARALLEL SESSIONS
Plenary Room	Focus Discussions Computerized Intimacy in Politics: Direct Mail and the Barry Goldwater Campaign in 1964 Takahito Moriyama, Tallahassee, Florida, United States This research analyzes the political impact of direct mail (DM) that has been overshadowed by mass media. The idea of DM was based on personalization and intimacy, which derived from an advertising strategy of direct marketing in the midcentury. DM differed from broadcast in that, instead of circulating same information to the mass, it sent personalized messages to prospective supporters according to a huge body of personal information recorded by computers. My presentation examines how DM influenced grassroots activism, investigating the Barry Goldwater campaign's fundraising in the 1964 presidential election. In the 1960s when liberals dominated mass media, conservatives employed the new medium on behalf of Goldwater. Although Goldwater was overwhelmingly defeated in the race, his campaign achieved the first successful DM solicitation, collecting money from a great number of small contributors. While previous scholars of the conservative movement have explored the mobilization of conservatives in Sunbelt suburbs, I will excavate 1960s "big data" politics on Madison Avenue, which transformed "grassroots" movement from face-to-face interactions toward loose networks of various individuals. This historical research is an attempt to look at how the new communication technology affected political participation during the late twentieth century. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> (In)visibility of the Plus Size Body: How Plus Size Women Use Blogs to Create Community and Voice Kathryn Wolfe, Florida Atlantic University, Boca Raton, Florida, United States Traci Baxley, Florida Atlantic University, Boca Raton, Florida, United States Strides have been made to include plus sizes within the fashion industry; yet, the plus-size body continues to be marginalized within a broader context. By understanding the experiences of plus-size female bloggers, and their creation of an online community for alienated individuals, the Body Positivity Movement (BPM) can be understood. This critical look into the public, online lives of plus-size bloggers serves as a counternarrative that relocates them from the margins to the "mainstream media landscape." This community of activists utilizes blogging to establish and bolster an online platform. According to Cho (2012) blogging creates a "safe place to share your voice and finding a community" (p. 7). Blogging provides an avenue for plus-size individuals to find an audience and community in which to belong. Thus, these bloggers became social activists encouraging cultural representation and inclusion within media. Using a womanist lens (Collins, 1996), we examine the power of collective agency and the consciousness of raising a marginalized group. Womanism, is used to explore how the positionality, intersectionality, and the invisibility of plus-size females is both personal and political. Moreover, this will provide insight into how the BPM can aid girls and women in developing a positive body image. <i>Media Cultures</i> A New Frontier: Taking Students from a Personal Virtual Atmosphere to a Multimedia Classroom Willmaria Miranda, Acting Managing Assistant Director- Writing Center, Nancy Thompson Library/English, Kean University, Union, United States Christina Mastroeni, Lecturer-English, Kean University, Union, New Jersey, United States Malcolm Evans, Adjunct-Communication, Kean University, United States How do we bridge the gap between students who engage in media in their personal lives (twitter, facebook, blogs, etc.), and using these same media in the classroom? Students show they are hesitant, and sometimes even unwilling, to take a familiar platform outside of their comfort zone. Students may not see the connection between the strategies they use to communicate in their private online personas, and strategies they could use in their more academic communications. Their comfort in media use varies depending on the audience they're communicating with. This presentation seeks to explore ways to bridge this gap through taking students out of their technological comfort zone. We plan to take the knowledge students have, and transfer it to their academic or professional setting. We can train educators, and show them how to explore new technological adaptations for conversational settings and give students the skills needed to apply those new strategies to a variety of situations. Additionally, the presenters examine why this gap exists and explore the intersection between social media and conversation in the classroom. Incorporating meaningful use of media allows instructors to provide clear examples of how it is used for academic pursuits. These hybrid conversations continue after classes conclude. The goal moving forward is to provide a multimedia classroom which allows students to use their organic styles of communications to contribute to larger conversations that exist outside of our physical and online educational spaces (e.g. Blackboard and Google Classroom). <i>Media Cultures</i>

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.



Friday, 19 October	
13:00-13:45	PARALLEL SESSIONS
Room 1	Workshop Interactive Data Visualization: Learn How to Create Engaging and Interactive Visualizations with Tableau Tina Korani, Assistant Professor of Media Design, Journalism and Mass Communication, San Jose State University, San Jose, California, United States Data visualization refers to all the techniques used to convert information into visual objects. In this workshop, we start by discussing the importance of data visualization for journalists and designers. Then, we'll see some real-life examples of misleading graphs. Next, we'll provide an introductory overview and hands-on practice with making data visualizations. I'll teach how to design attractive data visualizations for effective communication in Tableau. Tableau is a free software available on Windows, Mac, and Linux. Participants are encouraged to bring their laptops. Participants without a laptop can still attend the workshop and work with other participants who have a laptop. No prior experience is required. During this workshop participants will learn: How to avoid some common graphical mistakes; how to create charts, graphs, and dashboards from provided datasets in Tableau; how to create quick filters and parameter controls in Tableau; principals of design (contrast, white space, hierarchy, etc.). This workshop is good for you if you are an absolute beginner who has little or no prior experience with coding or design experience or have a solid coding background, but you want to learn how to make your visualizations more attractive. <i>Media Technologies</i>

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.



Friday, 19 October	
13:00-13:45	PARALLEL SESSIONS
Room 2	Innovation Showcase Empowering Consumers: How Mobile Is Driving Transformation in Africa Carla Worth, Liquorice, South Africa Technology may be ubiquitous in the connected "first world" but how do marketers reach out to a largely untapped "third world," on the brink of transformation, with a desire to connect? While the Internet laid the foundation for the future, it is the mobile phone that is redefining how brands and consumers alike communicate or connect. In acknowledging that "connectiveness" drives learning and essentially transformation, mobile phones in Africa have the potential to provide consumers with personal connections. It also allows for informed decision-making and the potential to open up a new world. Despite high data costs and the restrictive access to technology, mobile technology is growing rapidly. Practice-based research, employing analytics, has allowed an opportunity for a brand to tell a story with which consumers can connect. Focusing on emotive, personal, and authentic content, prompts belief in the value of connecting and engaging. This innovation showcase is a means to showcase technology as a conduit to drive change. <i>Media Technologies</i>

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Cultivation Theory and the Evolution of Justice in the Facebook Era

Chelsea Slack, Clemson University, Clemson, South Carolina, United States

It is hard to deny social media and its omnipresence is affecting users. The question is no longer if social media affects us, but how. Are these effects superficial, or do they deal with users' most foundational values? To answer these questions, this study applied cultivation theory to Facebook, and social media in general. With 467 respondents, the results of this survey indicated that as Facebook and general social media use increases, levels of cultivation increase marginally as well. Demographics also played a major role in levels of cultivation, with certain groups being more susceptible to cultivation than others. In terms of perceptions concerning users' views on justice, equality, and fairness, overall higher levels of both Facebook and social media use were related to respondents more greatly reporting beliefs that the United States is a place of justice and equality. In summary, this project found that social media, Facebook specifically, cultivates ideas, feelings, and perceptions in the minds of its users – some positive, and some negative. Lastly, this study contends that application of cultivation theory should finally move beyond television and into the realm of social media.

Media Theory

Using Sentiment Analysis to Understand Readers' Preferences

Yick Kan Kwok, Teaching Fellow, Faculty of Design and Environment, Technological and Higher Education Institute of Hong Kong THEi

Sentiment is a combination of word choice, tone of voice and writing style, which allows the same news to be described as either positive or negative. With the assistance of modern machine learning technology, Natural Language Processing (NLP) is the most effective method for sentiment analysis from natural language. Using NLP, positiveness of a news can be analyzed and provide an overview of tone and manner used. Using Sentiment Intensity Analyzer (SIA) of Python's Natural Language Toolkit to evaluate newspaper headlines and contents, the positiveness of the news can be uncovered. While the initial accuracy of the analyzer with default language database is approximately 80%, the accuracy of the sentiment analysis can be enhanced by supplying more training data, which are the news. By cross-referencing the view count of the news, it greatly facilitates journalists to learn about the likes and dislikes of readers. It is also particularly useful for webmasters of news portal to arrange personalized news feed for each reader by rearranging the news layout and display order according to their sentiment analysis results. While the initial work is limited to English news due to limitations of SIA, it is hoped that the system can be extended to other languages in future and offer opportunities for further work on reader preference analysis.

Media Technologies

The Educational Value of Internet Communication Space from the Perspective of Its Users

Longina Strumska Cylwik, PhD, University of Gdansk, Gdansk, Poland

This study shows the positive and negative aspects of education in Internet communication spaces as perceived by users. The research question what educational values do respondents see in Internet communication spaces and what meanings do they ascribed to it. Particularly important is what and how users learn about themselves, other people, and the surrounding world. The main attention is directed to the specificity of the space in question which, as it turns out, is not one-dimensional, unambiguous, and neutral, but is rooted in the culture of immediacy, interactivity, and anonymity (which naturally entails certain consequences). It is not surprising, therefore, that thanks to it we observe significant changes in the social world regarding communication relations, people's attitude to knowledge and education (for they not only acquire and exchange knowledge, but also create it). Such a phenomenon results, inter alia, from the reverse, two-way and interactive nature of Internet communication spaces, which at the same time allows actors on the cyber-communication stage to play creative roles online, as well as offline. Thanks to that, they can become a kind of "spiritus movens" (inspirers, originators, creators of this space). Its representative example is the communication activity of respondents on Internet forums, social networking websites, and blogs, resulting not only in the usual exchange of information, views, discussions and comments, but very often going beyond the conventional communication and education practices.

Media Technologies

(Re)Constructing Collective Memories for Strengthening National Pride Through the Narrative of New Year's Galas (2008-2018)

Jingyi Zhu, The Ohio State University, Columbus, OH, United States

Mindi Rhoades, assistant professor, The Ohio State University, Columbus, OH, United States

Since 1983, the Chinese New Year's Gala, or "Chunwan," has been an annual live variety-show broadcast by China Central Television on Lunar New Year's Eve. Even though it has a large audience and attracts nation and world-wide attention, there is little research critically reflecting on this significant phenomenological and cultural event. Employing a social constructionist perspective and the concept of collective memory (Halbwachs, 1992), this study examines how Chunwan (2008-2018) functions as a text to mediate national beliefs through (re)constructing collective memories of diverse Chinese audience groups. This qualitative study relies primarily on fifty-five hours of video for a decade of Chunwan broadcasts (approximately fifty-five hours). The video data was (re)coded multiple times using collective memory and social constructivist concepts then analyzed for patterns and discrepancies. The study analyzes ways Chunwan (re)constructs collective intergenerational Chinese memories that reinforce nationalism and a shared past. With shared memory, the boundary of private memory and collective memory is blurred and the two are fused as one. Additionally, the study uncovers that through narrative of individual and national success, group "venting," and traumatic experiences, national pride is strengthened. The findings draw attention to the political and cultural functions of media texts.

Media Cultures

Friday, 19 October	
13:00-13:45	PARALLEL SESSIONS
Room 5	Virtual Lightening Talks Emotional Public Engagement in a Post-truth Era: Voice and Sound in Contemporary Talk Shows Irati Agirreazkuenaga, University of the Basque Country, Greater Bilbao, Spain Ainara Larrondo, University of the Basque Country, Greater Bilbao, Spain Simon Peña, University of the Basque Country, Greater Bilbao, Spain In the post-truth era, where emotions are much more influential in shaping public opinion than are objective facts, it is expected that citizen's participation, whether offline or online, in programs dealing with issues of democratic consequences, are overflowing with this emotional component. While radio programs that appeal for popular culture, such as phone-ins or entertainment magazines, might not often delve into social problems with serious complexity, they offer structures that let audiences creatively start thinking of private and public concerns, a practice by which engagement can go beyond the popular to influence political perceptions and values (Dahlgren, 2009). Given that we live in an era consisting of lies that can go viral mainly through a media alliance, particularly with social media, this paper ought to detect the presence of feeling-driven and thought-driven comments in the mediatized messages of ordinary people. This paper contributes with a method that studies the form and content of conductors and participants, correlating the used emotion and topic. In this work, besides the content, the voice is a key factor. Thus, it will look at which type of emotions predominate depending on who talks (presenters or journalists that guide the program, citizens participating); and the topic those presenters, journalists, and participants are talking about. This research is an approach to the construction of an innovative methodology that correlates emotional-based and content-based variables. The study uses a semi-qualitative methodology based on content analysis of citizen's contributions, as well as live managing of them— and in-depth interviews with main editors. The selected case studies are non-news programs that deal with political, social and entertaining issues that call for live online as well as offline participations through different channels, also known as TV talk shows or phone-in radio programs. <i>Media Cultures, 2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Animals Australia: Shifting the Tide of Animal Activist Communications within Australia Jane Mummery, Federation University Australia, Ballarat, Australia Debbie Rodan, Federation University Australia, Ballarat, Australia In a state such as Australia with strong protections for primary producers and an alignment with a broadly neoliberal agenda, arguments by animal activists can receive short shrift in the public sphere. This is illustrated with the increase within Australia of calls for ag-gag laws and by the public labelling of animal activists as acting to the detriment of the Australian national interest. In this paper we detail the highly effective media communications strategies of "Animals Australia," a peak national body concerned with strengthening animal welfare policies and practices across Australia. "Animals Australia," as we show through discursive analysis of their campaigns and mainstream responses, has been able to access and engage both mainstream and alternative media in their communications strategies so as to develop a broad support base of everyday Australians and engage them in a range of large-scale protest activities. They have not just shifted the tenor of Australian attitudes towards livestock animals, but achieved policy change. <i>Media Cultures, 2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Domestic Spatiality : Changes and Permanences in the Information Age Juan Lozano De Poo, Full Time Research Professor, Autonomous University of San Luis Potosí, San Luis Potosí, Mexico Guadalupe Salazar González, Mexico Spatiality is the central theme of this research, demarcated by the domestication of the Internet within the middle-class household. This phenomenon is addressed from three constitutive realities of spatiality: habituality, interaction, and presence. Together they state how coexistence with digital space has produced profound changes in the way people inhabit at the household scale. Spatiality, under this approach, studies the production of social space based on the use given to physical space through the shift of meaning that lived space has had, before and after the assimilation of the Internet as the dominant communication system. How can domestic spatialities produced by the superposition of digital space as a new layer of social space be explained? The methodology designed, based on semi-structured interviews and surveys, allowed the interpretation of quantitative and qualitative data collected directly from selected homes and two control groups of college students from New York (SUNY) and Mexico (UASLP). The findings of the study reveal that everyday life practices are nowadays performed simultaneously in two types of spaces; one defined by the ever-present, being online and connected to the Internet; the other, configured by the physical-symbolical places of human existence. This new condition has modified the configuration process of spatiality, as observed through family tensions and members' behavior, re-signification, compression, and indistinct use of domestic space and time. The implications of the results provide a rich source for socio-spatial studies through a complex understanding of interrelations between individuals, digital space, and lived space at home. <i>Media Theory</i> Satirizing Net Neutrality: Last Week Tonight Angela Hart, Georgetown University, Washington, District of Columbia, United States "Last Week Tonight" with John Oliver aired a long-form piece on the FCC and net neutrality spanning roughly thirteen minutes and eighteen seconds on June 1, 2014. Oliver painted the current state of the Internet as not just practical, but functional, "The Internet in its current form is not broken and the FCC is currently taking steps to fix that." Oliver included the FCC website link prominently so that viewers would note and use the url. Immediately following the episode, the FCC received so much web-related traffic and interest that their website crashed (Felder 2016). Oliver's FCC piece demonstrated the show's influence not only educating viewers in regards to the online debate, but invigorating their audience to become active in a cause. I conducted a close-read of two segments which "Last Week Tonight" aired on net neutrality, noting dialogue, news box images, incorporated news footage, and the positions addressed. I utilized a framing perspective on the information relayed in the programs in regards to net neutrality. <i>Media Technologies</i>

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Friday, 19 October	
13:00-13:45	PARALLEL SESSIONS
Room 5 continued	"Necesitando Al Otro" (Needing the Other): Exploring Audience Presence in the Context of Installation David Schwitek, City University of New York, New York, New York, United States Alyshia Galvez, City University of New York, New York, New York, United States "Necesitando al Otro" is a multi-channel, interactive video installation exploring the Mexican migration. It detects the relative audience presence and, detecting a complete absence, enters the inactive state. In this state the video channels enter a phase of data corruption, analogous to the increasing denial of migrant struggles in our society. When the installation detects a partial presence (e.g. one or two people relatively nearby), it enters the partial state. In this state, the corruption of the video channels becomes increasingly more subtle, and the viewing less challenging. As the audience increases in number, the installation enters the active state, wherein video corruption becomes unnoticeable. This interplay of obscurity and visibility is designed to interrogate the Western Hemisphere's indifference to the struggles of the Mexican migrant, and that an active interest in – and attention to – these struggles can provide a clearer understanding of our shared humanity. <i>Media Cultures</i>
13:00-13:45	PARALLEL SESSIONS
Room 6	Workshop The New No Man's Land: Conflict Escalation in Social Media Comments Sections Angela Lee, Undergraduate Student, Communication, Stanford University, Stanford, United States Comments sections on social media have become sites of mass conflict between strangers of differing opinions. The Washington Post and National Political Report are two of many sites that have recently shut down comments sections due to high levels of offensive, hateful, and rude language. The present study explored the ways that conflict unfolds and escalates in social media comment threads. The primary source was a set of 300 reply chains (4,500 comments) from the Facebook pages of CNN, Fox News, and the New York Times. Twenty recent articles were randomly selected from each news page and the top five most-liked comments on each article were analyzed. Each comment was coded for the presence and frequency of ad hominem attacks, outgroup attacks, threats, accusations of bias, use of personal experience as evidence, and expression of disagreement vs. support. Quantitative and qualitative analyses found that the structural components of social media comments sections enable the instigation and escalation of conflict by increasing the frequency with which online users encounter factors that incite and amplify conflict. Attempts to reconcile or resolve conflict were significantly low – almost all conflicts ended with the abrupt exit of a minority opinion and the categorical dismissal of alternative viewpoints. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i>
13:45-14:00	Break

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Friday, 19 October	
14:00-15:15	PARALLEL SESSIONS
Plenary Room	Connected Lives The Underrepresentation of Elder Women in Prime Time Television Advertising on Puerto Rico: Traits of Elderly on TV Commercials in Puerto Rico Miriam Ramirez, Associate Professor, Communication, University of Puerto Rico at Humacao, Humacao, Puerto Rico Primarily my academic interest revolves around how to interpret media messages; particularly studying the images, inferences, stereotypes, and prejudices involved in the media with special attention to television advertising. My particular research focus is on the representation of the elderly in Prime Time television advertising on the island of Puerto Rico. This study includes all commercials issued over two weeks, 280 hours, on four TV channels. We found that only sixty-six advertisements consisted of images of people over 55+ as a talent within 524 commercials (and of these sixty-six ads only six were exclusive of elders). We use quantitative and qualitative methodology. The Nielsen Company and some television producers provided data. The analysis of 524 publicity advertisements was made with two templates constructed to collect the data. The first is based on an authorized adaptation of the Global Media Monitoring Project, and the second template consisted of a table containing forty-four variables identified under the theme: stereotypes. Through these data, we were able to scrutinize the references of the context in which the elderly were represented and the stereotypes in those television advertising in Puerto Rico. The subrepresentation of elder women in TV commercials was patent. The elder presence on television promotions is not related to the percentage of the population of people over 55. Positive traits, negative traits, themes privileged by advertisers, the presence of elderly alone or accompanied, images, frequency, advertisers, and contradictions are considered. <i>Media Cultures</i> Jewish and Arab Femicide in Israeli Hebrew Newspapers: A Case of Symbolic Boundary Work Ina Filkobski This paper explores how newspapers cover the murder of women by family members and intimate partners. We compared the coverage of Jewish and Arab victims and culprits in three major Israeli newspapers, examining media's contribution to the construction of symbolic boundaries between minority and dominant social groups. We conducted a systematic qualitative content analysis, examining a sample of 459 articles published between 2013 and 2015. We found that the murder of Jews by family members or intimate partners was framed as a shocking and unusual event, a result of the individual personality or pathology of the culprit. Conversely, when Arabs killed family members, coverage focused on the culture of the ethnic group, described as traditional, violent, and patriarchal. A systematic comparison we conducted showing the varying degree of detail, empathy, and contextualization in the description of culprits, depending on their ethno-national identities. Articles on Jewish culprits included much more detail and depth. In these cases, every aspect of the perpetrator's personal history was commonly examined, as newspapers cited psychiatry experts, family members, childhood friends, employers, and neighbors. Such treatment was mostly absent in the case of Arab culprits. Our findings also show that towns, villages, and neighborhoods characterized predominantly by an Arab population are constructed as dangerous and violent sites while predominantly Jewish locales remain merely places where violence took place. This tendency to associate the entire locale with violence was evident in generalizing headlines and emphasis on previous crimes that occurred in the locale. In articles on murders by Arabs, neighbors and community leaders felt the need to forcefully condemn the violence and highlight the otherwise peaceful nature of their village or town. Such renunciations often carried an apologetic tone, suggesting that the community needs to repeatedly refute the idea that it supports violence. Conversely, in cases of Jewish murders, the majority of community reactions are simply an attempt to deal with a tragedy. We propose that the treatment of femicide by the newspapers contributes to the notion that Arab and Muslim cultures, religions, and nationalities are essentially misogynistic and adhere to norms of honor and shame that are radically different from those of modern societies, such as the Jewish-Israeli one. We suggest that the differential media and public treatment of femicide serves as one of the primary sites where the Jewish community draws and asserts the boundaries between "(Jewish) Israeli society" and its "others." The portrayal of femicide can be seen as a site through which the assumed "hierarchy of moral worth" (Lamont and Molnár 2002:168) of Jewish-Israeli and Arab cultures is being reaffirmed, allowing Jews in Israel to claim superiority in other fields of life. While our analysis focuses on Israel, studies on the United States, Canada, and various European countries with ethnically and racially heterogeneous populations, make it clear that the stigmatisation and exclusion of visible, religious, and language minorities are not unique to the Israeli case (Bail 2008; Korteweg and Yurdakul 2010; Shier and Shor 2016; Wimmer 2013). <i>Media Cultures</i>

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Friday, 19 October	
14:00-15:15	PARALLEL SESSIONS
Room 1	Imagine All the People Media and Female Politicians: “Intentional Ambiguity” as Strategy in the Image-making Mechanism Linda Florence Matheson, University of California, Davis, Davis, California, United States With the expansion of social media, clothed images adopt an increasingly significant role in disseminating complex, provocative, and ambiguous messages. Recently this ambiguity has been particularly evident with female politicians whose fashion choices produce a colorful, if not clear, atmosphere in which dress performs politically as "persuasive art." Indeed, it appears that ambiguity is intentionally embedded in the image-making process of these political leaders (Choy, 2015; Givhan, 2007; McNair, 2011). To consider our hypothesis, we examine images of Hillary Clinton, 2016 US Democratic Presidential Nominee, Angela Merkel, German Chancellor, and Theresa May, Great Britain's Prime Minister. Our objects of analysis are items of dress culled from media images along with published articles. Our method follows Aspers' (2001, 2006) phenomenological approach employing meaning structures with pertinent contrasts, reciprocal observations, and performance expectations. Although Beauvoir penned "The Ethics of Ambiguity in 1948," ambiguity has intrigued ancient philosophers like Aristotle ("Sophistical Refutations," 1984) as well as modern scholars like Simmel, Levine, and Butler. Little print, however, has been allotted to its intentional form. Thus, following Hebdige's (1979) premise "style as intentional communication," we aim to fill this gap while extending aesthetic and media studies theory. <i>Media Cultures</i> Visualized Pedestrian Speech Act Analysis: How Taiwan Facebook Users Employ Places for Self Performance Hsiaomei Wu, National Chengchi University, Taipei, Taipei, Taiwan This study examines Facebook users' check-in acts based on de Certeau's perspectives on pedestrian speech acts. In collaborating with the technical assistant from Computer Science, the researcher first developed a visualization tool called VPSA to delineate the discrete check-in patterns for individual users. Twenty-five Taiwan subjects, age from thirteen to forty, were then recruited allowing us to examine their check-in acts with VPSA for further in-depth interviews. The results show that users effectively employ "place" to fulfill their interests and desires. In addition to travel and food, Facebook places are typically used as a marketing strategy or simply as the emotional outlet (e.g. virtual check-ins). The timeline practices of VPSA also reveal how everyday life routines influence their check-in acts. Users tend to check in at the time possibly inviting more likes rather than to check in at present. Finally, all users reflexively realize that their check-in practices are self-performance, not real everyday lives, although they don't distinguish the performing self from the real self any more. <i>Media Technologies</i> Es Bueno o No Bueno? : A Critical Analysis on Mexican American Memes on Social Media Ariana Cano, California State University, United States It is just a meme? In the digital age, memes create personal and communal value. These memes, however, also reinforce generalizations of a community and could potentially internalize oppression. This research will use an Ideological Critical approach through a textual analysis to analyze trending memes characterizing the Mexican American community. It will focus on the shared platform emphasizing comedic aspects of the Mexican American life as well as the perpetuation of stereotypes of the Mexican American community. <i>Media Cultures</i>

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Friday, 19 October	
14:00-15:15	PARALLEL SESSIONS
Room 2	Strategic Approaches Sustainability Communication in Technology Industry: The Use of Social Media Networks and Corporations' Websites to Communicate Environmental Practices Majd Mariam, Ph.D. Student, School of Journalism and Communication, University of Oregon, Eugene, United States Social media has the capabilities to facilitate communication. Several companies have adopted and developed sustainable practices. Yet, the use of the social media to communicate those practices varies among countries, companies, and industries. This paper explores how four companies in the technology industry addressed their environmental practices through official websites and social media platforms. The study covers four companies located in the U.S., Japan, and China. These companies are HP, Apple, NEC, and Lenovo. The study shows the extent social media plays in communicating messages among different cultures. The research uses four case studies and a content analysis as a methodology. The results show that the four companies used their websites and social media in different ways, which is likely to affect how consumers will assess the importance of the effort. For example, Lenovo developed a strategy to reach more audience on social media. The corporation used the language's preferences to guide consumers toward specific networks, such as Baidu. In contrast, Apple has a minimal presence on social media. Yet, the company addressed its sustainable practices on its website supported by a high number of visuals. Among other things, the four companies varied in their efforts to communicate sustainability in other languages. <i>Media Technologies</i> Feeding the World: Australia, Live Export and the Interplay of Influences Fiona Wade, Doctorate of Professional Studies Candidate, School of Arts and Communication, University of Southern Queensland, Canberra, Australia When advocates consider how to encourage governments to affect a reactive change in policy, there exists an assumed rhetoric that the media is the mitigating factor required for success, with limited evidence to substantiate the claim. This is in part due to the difficulty previous research studies have found in coming to a definitive answer as to who and what affects policy change. This research paper provides evidence to show how public policy can be manipulated by advocates, using a case study to illustrate pressure points for policy decision makers. The focus of this research paper will be answering the fundamental question: who influences federal government policy relevant to the Australian agricultural sector, in particular, the live export market, and what are the global implications. Using the case study of the live export industry and events that occurred in 2011 post the Four Corners program, 'A Bloody Business', this paper deconstructs newsprint, parliamentary debate and the interviews of 18 respondents, to reach seven findings that will serve and provide practical guidance and inform best practice for those aiming to affect policy change within government. While drawing on theoretical concepts including Lippmann's agenda-setting and acknowledging past academic scholarship placing the media at the forefront of the communities' understanding and participation in the political process, this research paper concludes that a multiple and multilayered approach must be considered for policy change to occur; one that combines politics, media and community advocacy. <i>Media Business</i> Mass Media and Broadcast Media: Spreading Messages of Components of Adult and Non-Formal Education among Populace in Nigeria Dr. Moshood Ayinde Hassan, -, Adekunle Ajasin University, Akungba Akoko, Ondo, Nigeria Access to basic education is considered as a fundamental human right and foundation of national development. Nigeria population is over 180 million. The school-age children and the students seeking admission to tertiary institutions in the country are also large relative to the population of Nigeria. More than one million prospective tertiary institution students are unable to get admission to tertiary institutions every year, despite the presence of over two hundred educational institutions meant for that purpose. Thus, adult and non-formal education is the alternative structure that is absorbing large number of students who are unable to get admitted to formal education system. Therefore, the study entitled: Mass Media and Broadcast Media: Spreading Messages of Components of Adult and Non-Formal Education among the populace in Nigeria is embarked upon. The aim of this study is to find out the extent to which mass and broadcast media is used to spread the components of adult and non-formal education among tertiary institution students and the impact on their academic achievements. The study will employ research design of the survey type. Sample will be obtained from the selected Universities, National Open University of Nigeria and Industrial development Centres. Data will be analysed using descriptive statistics to answer research questions; and inferential statistics to test hypotheses. All the results will be decided at point 05 level of confidence. Recommendations will be made based on the findings of the study. <i>Media Technologies</i>

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Friday, 19 October	
14:00-15:15	PARALLEL SESSIONS
Room 3	Political Ponderings The Effect of Military News on Soldiers War Risk Perception and Behavioral Intention Wan Ting Lee, Master's Student, Journalism, Taiwan(ROC) National Defense University, Taipei, Taiwan The primary purpose of this study is examining Taiwanese soldiers' risk perception and behavior intentions on a global focal issue - cross-strait relationships between Taiwan and China. On July 21, 2017, the Ministry of National Defense of ROC first announced photos of the IDF fighter of the 443rd Tainan Air Force Base shadowed Chinese People's Liberation Army (PLA) military aircraft on July 20th. Although PLA declared that this offshore training is routine, its flight route is a "fly around Taiwan", which poses a severe threat to national security. PLA has not yet given up its use of force to resolve the political issue between Taiwan and China. Facing the constant threats, Taiwanese soldiers must maintain the risk perception of the possible war. Therefore, this study surveyed Taiwan (ROC), military troops of fifteen companies (n=690) to examine risk communication model in the PLA aircraft flew bombers around Taiwan issue. A regression analysis revealed that (1)Taiwan soldiers' level of war risk perception differed from their media use (with three versions of media exposure, media attention, and interpersonal communication), especially for internet news attention in the cross-strait war risk. (2) Political trust mediated between media use and war risk perception. (3) Soldiers' level of war risk perception positively predicted risk acceptance, policy support, and behavioral intention. The research also discussed Taiwanese media and politics' roles in the risk society. The contributions of this study provide practical suggestions on military communication strategies on internal organizations and political partners. 2018 Special Focus: <i>Alt-Media - The Shifting Tide of Political Communication</i> Demonetization and Opinions of Indian Newspapers Indroneil Bir Biswas, Graduate Employee, School of Journalism & Communication, University of Oregon, Eugene, Oregon, United States Media is often abused by the dominant classes viz. government, and corporate houses to manufacture an agenda, which is in sync with their interests. A dominant class's hegemonic longevity depends on its control over the apparatuses through which it indoctrinates its ideology in a society. In many instances, they control the narrative of a news story using their influence, money, and power. Media owners, editors, and journalists often become focal points of their respective competing class through their proximity to the elites. The present investigation is a case study on the demonetization of high-value currency notes in India during 2016 to examine the relationship between the print media, and political parties through a qualitative analysis of the editorials and op-eds published in two leading English language broadsheet dailies of India. The newspapers have been selected are 'The Pioneer', owned and edited by a former Parliamentarian of the ruling Bharatiya Janata Party (BJP) government, and 'Hindustan Times', which has a "reputation" of being pro-Indian National Congress(INC) – the principal opposition party. While 'The Pioneer' was supportive of the government's point of view and confronted the opposition, majority of the commentaries published in 'Hindustan Times' were dismissive of demonetization, echoing the INC's point of view. The investigation revealed that the newspapers' respective opinions about the issue were in sync with the inferred political alignment of their publishers confirming that there has been a close, historic, and symbiotic relationship between the press, and the dominant classes. <i>Media Theory</i> The Political Economy of Film Distribution in the Philippines: A Glimpse of the Metro Manila Film Festival Mark Lester Chico, University of the Philippines, Quezon City, Philippines This paper provides readers a glimpse of how film entries to the Philippines' arguably most important and biggest film festival, The Metro Manila Film Festival, are distributed. With key informants as primary respondents, this paper reveals how the business of film distribution is controlled by film oligarchs who plot the destiny of films distributed and exhibited in the country. Film distribution in the Philippines is highly politically controlled and profit driven. Film distributors play a crucial role in making sure that their films are preferred not only by exhibitors but more importantly the audience. Film, being the distributors' commodity, is produced and distributed with profit as the end in mind. The film distribution (as well as production and exhibition) industry is definitely capitalist-driven. These capitalists, in the face of producer-distributors and exhibitors, have an undeniably strong control of the market from when films would be played to whom they would compete with, and much more. They have structured themselves so well through various organizations, such as the National Cinema Association of the Philippines, in order to keep the power within themselves as industry players. They have mastered, or perhaps shaped, a market that craves movies whose content is mainly for entertainment. How can small or starting producers and distributors penetrate the existing market with their "alternative films?" How will they play the game, the rules of which were crafted by those who have stayed in the industry longer? What are the hopes of changing this film landscape? <i>Media Business</i>

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.



Friday, 19 October	
14:00-15:15	PARALLEL SESSIONS
Room 4	Newsworthy From Adultery to Adulting: A Content Analysis of Non-monogamy in the Media Michelle Mueller, Academic Year Adjunct Lecturer, Department of Religious Studies, Santa Clara University, Santa Clara, CA, United States This paper is an exploration of representations of non-monogamy in media and popular culture from the 1950s until today. My interpretation focuses on the changing tides from representing non-monogamy as activity that is inherently adulterous, unkind, and immature to a mature, self-aware way of designing family that responds to modern realities. Paper focuses on the influences of LGBTQ media professionals (monogamous and non-monogamous) in changing the media narrative and public opinion about non-monogamy. The effect on public opinion is evaluated through a content analysis of references to polyamory and non-monogamy in diverse periodicals; television shows; and films. The paper contributes to our understanding of the constant interplay between media, cultural determinations of sexual morality, and alternative and hegemonic voices. 2018 <i>Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> News Coverage of the Cannabis Industry in Southern Colorado Joanne Gula, Assistant Professor, Mass Communications, Colorado State University-Pueblo, United States Elizabeth Viall, Mass Communications, Colorado State University-Pueblo, United States Colorado was the first state to legalize recreational marijuana on November 6, 2012. This study examines editorial content published by the "Pueblo Chieftan," which is located in the largest city in southern Colorado from 2016 when it was elected to approve recreational dispensaries in the city. Prior to this they were only legal in the county. Both the city and county of Pueblo have growing industries as well as legal dispensaries. This content analysis looked at news stories, editorials, and photographs relating to cannabis. Editorial content has been coded for length, topic, placement on page, and pro or con support for this new issue. <i>Media Business</i>

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.



Friday, 19 October	
14:00-15:15	PARALLEL SESSIONS
Room 5	Troubled Waters Raising Robotic Natives?: Ethical Aspects of Learning with Robots in Kindergarten Nils Tolksdorf, PhD student, Department of German Studies and Comparative Literary Studies, Paderborn University, Paderborn, Germany Scarlet Siebert, Koln University of Applied Sciences, Koln, Germany Today's childhood is shaped by media even before entering school. However, the media socialization of children varies with respect to the socio-economic status of their parents (MPFS, 2015; DIVSI, 2015). In current research, the relation between media socialization and the socio-economic status is captured by the "digital divide" or "digital inequality". While digital divide refers to the differences concerning the access to technologies, digital inequality refers to the varying media usage (Kutscher, 2014). Among children, inequality also exists in terms of educational opportunities, which is fundamentally shaped by children's language skills (Cabell et al., 2011). The development of children's early language skills is crucial for nearly all subsequent learning and social participation. Therefore, the presented project aims at exploring the possibilities of language and media education through the use of social robots from two disciplines: We will apply social robots to scaffold children's language learning by systematically consolidating language routines in an experimental setting (psycholinguistic perspective). While this method allows us to investigate the values of social robots for learning, it raises many open questions with respect to what are the legal, ethical and social implications regarding the use of social robots in long-term settings within a kindergarten (media pedagogical perspective). In our presentation, we will address the ethical aspects and social implications going hand in hand with new requirements towards teachers. <i>Media Literacies</i> Documenting Participatory Media Installations Ralph Kenke, University of Newcastle, Newcastle, Australia The non-permanent nature of participatory media installations provides challenges to the artist, researchers, curators and galleries to present an installation concept at an early stage and preserve such work after its uninstallation. The paper will briefly explain how an idea for a participatory media installation that aims to narrow the gap between the engagement in online and physical environments while catering for a documentation process at the same time. I will then continue to elaborate on the different types of participation observed during four exhibitions at Watt Space Gallery, Newcastle; Testing Grounds, Melbourne; Campbelltown Arts Centre, Sydney and National Portrait Gallery, Canberra in Australia and how they correlate to the various layers of documentation which, I call the scattered documentation process. My practice-based research methodology on the notion of telematic performance on shaping digital portraits is revealing the importance of participation to accumulate relevant content to document non-permanent installations. Through my speculative design method, I have designed creative process to spark and maintain a narrative that is the key result of my participatory media installation. I will discuss the challenges and opportunities the media installation 'Selfie Factory' (2017) by R. Kenke and E.Trefz created and, present the learning from its exhibitions and documentation approach. My research will reveal insight through observation, surveys, and interviews into how narratives surrounding the artifact have an impact on our Media Culture today. <i>Media Cultures</i>

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Friday, 19 October	
14:00-15:15	PARALLEL SESSIONS
Room 6	Diverse Views Public Diplomacy through Social Media: Analysis of Facebook Pages of Internet Users in Pakistan and America Amna Waheeda, Kinnaird College, Lahore, Pakistan This study analyzes Facebook pages of Internet users in Pakistan and America and their role in decreasing tensions between countries. Content analysis and in-depth interview techniques have been used simultaneously. Two Facebook pages related to Pak-America relations within the time frame of 1st January 2010 to 31st December 2011 were chosen for the study. These pages were operated by Internet users of both countries. The categories were analysed included terrorism, culture, education, and women's rights. Those categories were extensively defined and these guidelines were strictly adhered to while conducting the analysis. Each item on the page including picture, walls, shares, and posts were examined for the study. Besides content analysis, the researcher had in-depth interviews with twenty experts of international relations, media, women's rights, and teachers of mass communication. <i>Media Technologies</i> New Light on Dark Money : The Power of Younger Generations' Symbiotic Bonding for the Resolution of Crucial Human Challenges Carol L. Simpson, President, non-profit, NEWPEACE, Malibu, CA, United States Given the increasing prevalence of dark money interference in democratic processes, digital media, despite drawbacks, notably aiding mobilization of extremist movements, is still a viable alternative for socio-political change. Social media provides grassroots activists a place to see and hear current events real-time, and a platform on which to speak against social injustice. While acknowledging youth's vulnerability to digital age filter bubble effects, the dissemination of false or misleading information, and potential unconscious drawing toward exclusionist behavior and human rights violations, this paper draws on case studies where youth demonstrate an aptitude for sharing knowledge of human rights injustices with friends, a powerful force for challenging prejudice and discrimination. Beneath the waves of e-petitions, hashtags, likes and dislikes on Instagram, Twitter, Facebook and YouTube, these ubiquitous go-to's are still spaces where people come together, exchange ideas, learn from one another, organize, and take action. The relationship between this and real political-ideological change is speculative, but this paper's focus points to evidence that in a post-truth, alternative-fact world driven by social media and divisive politics, amidst constant battles between the corrosive effects of dark money anonymous political donor interests and journalistic watchdogs faced with death by myriad cutbacks, the solidarity of younger generations' symbiotic bonding based on an urgent sense of common mission for the resolution of crucial human challenges, is becoming the driving force for shifting the global current of division and conflict, creating a new reality of a global society in which all may live in peace and dignity. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i>
15:15-15:30	Coffee Break / Pausa para el café
15:30-17:10	PARALLEL SESSIONS

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.



Notes on News**Anyone Can Publish, But Whom Will We Trust?: Factional Strategies for News Production in a Polyfactual Society**

Lars Holmgaard Christensen, Affiliate Associate Professor, Department of Communication and Psychology, Aalborg University Copenhagen, Copenhagen, Copenhagen SV, Denmark

In this paper I claim that we live in a poly-factual society. A poly-factual society is characterized by the production and sharing of factual information in many novel ways other than through traditional news work and editorial gatekeeping. In a poly-factual society, information production and distribution is center-less and not hierarchically organized. News can come from other actors than news companies and how we produce and receive news in society is being re-institutionalized. Corporations, tech-companies, public institutions, organisations, and the public at large all struggle to be trustworthy gatekeepers in a digital media environment. In this struggle to be an authority that can present the truest factual knowledge, we see tribal bickering both between politicians and between news media. We also see a tendency of polarization where people support like-minded people in a fight to define "the facts." Despite this situation, we are neither left with pure lies nor are we out of facts in society, but out of too much factual diverging information have sprung distrust and skepticism in mediated information. Evidently this has led to a disbelief in political communication but in particular a disbelief in news media as an authoritative voice of truth. Ultimately the power of the news media to oversee political debate and act as society's watchdog is fading. Hence, the paper clarifies why it is important to abstain from a banal use of "post-truth," "post-factual," and "fake news" and instead embrace notions of poly-factuality and news as factional strategies that can be produced from various actors in society.

2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication

On Bended Knees: The Dying Art of Investigative Journalism in Nigeria

Kevin Onyenakeya, Research Fellow, Communication, North-West University, Mafikeng, South Africa

Kehinde Oyesomi, Senior Lecturer/Researcher, Covenant University, Nigeria

In the past decades, Nigerian newspapers competed intensely for scoops. Reporters jostled to be the first to file that ground-breaking story. But lately, exclusives have become rare occurrence in many Nigeria newspapers. Scores of newspapers now major in recycling handouts and press releases from politicians and corporate entities. Media critics, argue that investigative journalism in Nigeria is in dire straits. For a country with one of the most robust and freest media in Africa, investigative journalism should have unencumbered flourish, but the reverse appears the case. Why is investigative journalism in its tailspin? Is there a transformation in the media culture of riveting journalism? This study examines why investigative journalism has become endangered in Nigeria. It examines the role of sectional politics, political partisanship, bribery and corruption, threat to life, poor incentives as well as ownership structure in the gradual disappearance of investigative journalism from Nigerian newspapers. To achieve these objectives, twelve structured interviews involving editors and reporters in four newspaper organisations in Lagos and Abuja were conducted. The two cities are where media are mostly produced and consumed, where tensions and struggles for control of information, communication, political thoughts and social discourses take place. It is also in these cities that important political, social and economic decisions are taken and where you have high incidence of criminal and mindboggling atrocities occurring daily.

Media Cultures

Indigenous Language and Radio Advertisement: A Study of Olorunda Community in South Africa

Kehinde Oyesomi, DR/Senior Lecturer, Mass Communication, Covenant University, Ota, Nigeria

Kevin Onyenakeya, Research Fellow, Communication, North-West University, Mafikeng, South Africa

The use of indigenous language by organisations in providing customer relations to their publics has become a thing of necessity. It is therefore important to understand the effectiveness of the use of indigenous language in relating with people who reside in rural communities through radio advertisements. This study therefore attempts to investigate the effectiveness of indigenous language of MTN Radio advertisement in Olorunda community in Ibadan, Oyo state. The study makes use of MTN because it is a non-indigenous company and also the leading telecommunication network provider in Nigeria. The study wants to discover how a non-indigenous organisation interacts with local communities. The study is anchored on the medium theory. Also, four research questions are raised and answered. The survey design was used as the research method, questionnaire and interview guide were used as instruments for data collection. The population of the study were MTN subscribers that reside in Olorunda community which had a sample size of 300. An in-depth interview was conducted with the trade marketing consultant of MTN, Ibadan. Findings revealed that the use of indigenous language for radio advertisements is effective as 84.7% of the respondents remembered MTN radio indigenous advertisement. 80.7% of the respondents also stated that the advertisement aid their understanding of the messages communicated. This study therefore recommends that a timely research should be implemented in organisation's operations to ensure that they are meeting their customers' needs with the right messages and through the right medium.

Media Cultures

Resisting Stereotypes: "Migration Crisis" and the Representation of Migrants of African Descent

Lydia Ouma Radoli, International Researcher, Business, Law and Social Sciences, Brandenburg University of Technology, Cottbus-Senftenberg

This paper uses discourse analysis to examine news excerpts from diasporic media and interviews with media experts "on the representation of migrants of African Descent in Europe." As the influx of migrants from war-torn countries of Syria, Yemen, Afghanistan, Iraq, Kosovo, and Ukraine culminates to "a migration crisis," migrants outside the category of violence and conflict are labelled in stereotypes that reify "otherness." Although pockets of Kenyans remain in Europe (Germany and Britain) illegally, many migrate as professionals, expatriates, students, sports talents, etc. They exist within migrant contexts in Europe and are lumped together as "economic migrants." In Europe, migrants are viewed as threats to the economic well-being and detractors to the political climate. Stereotypical representations of migrants inhibit their integration in host societies. Yet, public discourse ignores their economic contribution at home and abroad. The migration influx of refugees from conflict zones has amplified stereotypes of migrants as "illegals, foreigners, and infringers of social welfare." However, diasporic media like "Mkenya Ujerumani" (Germany) and "Ukentv" (UK) in this study, (re)produce an alternative narrative of how Kenyans resist and survive the stereotypes. In this paper, I highlight how aspects of representations of migration and development in diasporic media negate a Eurocentric thought.

Media Cultures

Friday, 19 October	
15:30-17:10	PARALLEL SESSIONS
Room 1	Democratic Debacles Deliberation in Dysfunctional Democracies: The Need for Critically Renewing Habermas's Public Sphere Concept Michael Hofmann, Florida Atlantic University, Fort Lauderdale, Florida, United States Donald Trump skillfully exploits the growing inability of all commercial media to provide American citizens with the investigative reporting and news analyses necessary to conduct the public discourse of an informed electorate in times of military, economic, and political crises. Against the background of the insufficient information used to justify America's entrance into World War I, Walter Lippmann's modern classic "Public Opinion" (1922) offered the first systematic analysis of the structural weaknesses inherent in the role that democratic theory ascribed to the news media regarding the daily gathering, evaluating, and contextualizing of increasingly complex domestic and foreign intelligence. John Dewey's famous rejoinder "The Public and Its Problems" (1927) started a debate in public philosophy whose relevance has grown exponentially due to the tragic consequences of the Vietnam and Iraq Wars. Significantly, the Lippmann/Dewey debate is not included in Juergen Habermas's global academic best seller "The Structural Transformation of the Public Sphere" (1962/1989). Only recently did the eminent Habermas scholars Richard J. Bernstein and Craig Calhoun address this omission. This paper presentation will continue where Calhoun's Tanner Lecture "The Problematic Public: Revisiting Dewey, Arendt, and Habermas" (2013) left off. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> The Role of the Technical Communicator in Combating Digital Disinformation Joshua Taylor, Graduate Teaching Assistant, English, Iowa State University, Ames, IA, United States Disinformation was rampantly spread over social media during the United States 2016 presidential election. This paper examines how these lies were spread to target specific audiences via use of data analytics in an effort to influence their vote. This intentionally misleading content was sent to specific audiences who were determined to be most susceptible to persuasion based on their social media data. By focusing on the case of "Pizzagate," this work applies technical communication theory to the spread of disinformation in order to argue that technical communicators in digital spaces have a responsibility to respond to this ongoing and pervasive problem. <i>2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication</i> Political Advertisements, News, and Political Communication in Local Places Danilo Yanich, Professor, School of Public Policy & Administration, University of Delaware, Newark, DE, United States The election of 2016 was unlike any we have seen. Political advertisement spending remained around the level of the 2012 campaign—\$9.8B in total with \$4.4B going to local television stations. Most of the local buy was for down ballot races. In the Presidential race, the losing candidate bought 75% of the ads, while the winning candidate reaped the benefit of \$5 billion in free media. While much attention is directed toward the Presidential race, the more significant political ad spending occurs in Congressional election spending. Local candidates require political ads to convey their message. Citizens are inundated with political ads on local TV that often proclaim mutually exclusive visions of problems and solutions. The 2016 campaign laid bare the lack of trust that the public has in the media, especially in the breakdown of the “newsroom-community connection.” And, in this era of fake news, citizens are increasingly left to their own devices to sort out fact from fiction. In this mixed methods research project, we coded the content of 1552 local newscasts from September 5 to November 7 in ten TV markets across the U.S.—including battleground states—to examine the relationship between political ads and political stories. The data revealed almost 30,000 stories (4,000 political stories). That was measured against the 263,000 political ads that were aired within the markets. Our questions include, what was the relationship between local television news broadcasts and the political ads? What political stories are covered? What might it mean for political communication in communities? <i>Media Business</i> News Framing as Propaganda in Political Communication: Radio Nigeria News on Cultural Diversity Sulaiman Osho, Scholar and Researcher, Communication, Marketing and Media, Robert Gordon University, Aberdeen, Scotland, Aberdeen, Scotland, United Kingdom The concept of framing of news conveys the ideological nature of news and the use of media as propaganda machinery in political communication. Thus, radio news is being used to frame government agendas in the cultural diversity of Nigeria to meet certain agendas. This paper examines the critical discourse analysis of Radio Nigeria's national news on cultural diversity in Nigeria, to identify the missing links in the unending ethnic, religious, and cultural conflicts in the Africa's most populous country. It uses the “manufacturing consent” theory of Herman and Chomsky (1988) to observe the political economy nature of news framing. The study applies the five propaganda devices of the theory on Radio Nigeria news to measure how the news framing affects the nature of the ethnic conflicts. The paper concludes that the framing of the radio news has impact on the suspicions among the ethnic and religious groups in Nigeria. <i>Media Cultures</i>

Por favor, mire el tablón de anuncios que se ubica al lado de la mesa de inscripción para consultar los cambios en el programa.



Room 2 New Literacies

An Empirical Study on Media Literacy of Network Radio Drama Production Group in China

Yiqun Geng, Professor, Institute of Communication Studies, Communication University of China, Beijing, China

With the development of digital technology and social media, young people are organizing increasing numbers of small groups with distinctive characteristics according to their preferences. Groups such as Fansub group, ACG group, electronic game group, homemade On-line drama group, and other network groups have gradually become an inseparable part of the culture in the Network environment, constituting a unique UGC network culture phenomenon. As a network minority group, the Chinese network radio drama production group warrants investigation. Considering the theory and practice of online (virtual/network) community, this paper takes the online radio drama production group as the research target by adopting the research methods of field observation, survey, and in-depth interviews to sketch the organizational structure of the group and present the network radio drama production process. Based on Henry Jenkins' participatory cultural theory, the authors examined the media literacy level and competence traits of the group members from six aspects: collective collaboration capacity, performance simulation capacity, media production capacity, evaluation capacity, disseminating and sharing capacity, and self-cognition capacity. The study reveals that the network radio drama production group is thriving and indicating a unique subcultural phenomenon, though the group may encounter potential network risks and the problem of self-legitimacy in the process of development. Some strategies are proposed from levels of the group members, families and schools, and the larger society.

Media Literacies

Teaching Around Trump : Pedagogical and Rhetorical Acrobatics in the Writing and Research Classroom

Michael Meinhardt, Senior Lecturer, English/Writing Program, Loyola University Chicago, Chicago, United States

The intersection of the contemporary states of fact, rhetoric, research, and civil discourse has undergone such a dramatic and overwhelming shift away from long-standing methods and methodologies that the writing and research classroom is at risk of sacrificing the mission of pedagogy in the student mindset and the political and economic spectrum of administration. The dangers of this precipice, fomented mostly through Donald Trump's political ascendancy and the actions used to do so as well as further his particular array of governance goals, is the tacit acceptance of his authority and authoritative style by students in a writing arena that requires them to transform, however challenging this may be so as to establish a strong foundation for academic and professional development. This study examines a framework by which the writing classroom community may be established from the start so as to circumvent dogmatism, considers rhetorical strategies to confront zealotry through discursive collaboration, and grounds the writing and research classroom in both holistic and concrete goals for the skills to be acquired and the value those skills hold in the greater world.

Media Literacies

Prison Radios as Tools of Communication with the Inner and Outer World

Gergely Gosztonyi, Assistant Professor, Faculty of Law, Eötvös Loránd University, ELTE, Budapest, Hungary

There are two basic goals for the law enforcement: all those who are judged by the independent judiciary to be separated from society and on the other hand to do everything to ensure that the prisoners have the chance to reintegrate into the community. The meaningful activity can help the convicts not go onto the so-called 'prison socialization' path or reduce the inaction associated with the closed space and the strict agenda. In the UK the Prison Radio Association was set up in 2006, and after one year of its work, the world's first prison radio started its broadcasting in the HM Brixton Prison in 2007. Since 2013 the PRA broadcasted in more than one hundred UK and Wales. Since that time, similar initiatives have started in Scotland, Sweden, Israel, Australia, Trinidad and Tobago. And in 2014, the first prison radio in Central-Eastern-Europe started its broadcasting in Hungary at the Vác Prison. All those experiences show that even those underrepresented groups like prisoners could benefit a lot from some aspects of freedom of expression. The target audience is where the creators of the programs are: behind the grid. PRA is an example of everything that is commonly referred to as the third leg of the three-stage media system, the alternative or community media. It is built on the content created by prisoners and broadcast to the prisoners. By the community, to the community. With this new tool, prisoners have begun to engage in entertainment, learning and development.

Media Literacies

Space in Contemporary Cinema: Three Billboards Outside of Ebbing Missouri, Manchester by the Sea, and The Shape of Water

Abu Haque, Tutorial Leader, Sociology, York University, Toronto, Canada

The paper explores the cinematic spaces in contemporary American film in relation to the triad of spatial practices, representations of space, and representational spaces produced through a variety of exclusions. These exclusions reproduce the dominant discourse. Visual analysis of three contemporary films explored how spaces conceived in cinema (spaces produced through the process of filmmaking) deviate from the social practices of divergent groups within these spaces. The production of these cinematic spaces does not correspond with the lived experience of the margin, as they reinforce racial and gender biases to reproduce the dominant ideologies. The production of the 'New South' within these cinematic spaces is reminiscent of the idyllic antebellum South. The representational spaces of these films also conceal the hegemonic power relations between the dominant form of representation and the margin. These spaces recreate the dominant discourse, which are seldom challenged by alternative representations. The production of these representations brings in the spaces of heterotopias such as bars, washrooms, city streets and alleys, graveyards and the fantasmatic, all of which reify the dominant discourse through cinematic narratives.

Media Cultures

Media Literacy Education: Taking a Fresh Look in the Twenty-first Century Democratic Society

Sam Nkana, Adjunct Professor, Journalism & Communication, Southern Adventist University, Collegedale, Tennessee, United States

The definition of media literacy has evolved over the years, but continues to purvey the notion of the ability to access, analyze, evaluate, and create media in a variety of forms. Becoming media literate individuals no longer focuses heavily on primary and secondary school students, but has now expanded to include college students, parents, teachers, and professionals in all fields of human endeavors. The National Association For Media Literacy Education (NAMLE) created core principles to further emphasize the importance of media literacy education, emphasizing the following: 1. Media Literacy Education requires active inquiry and critical thinking about the messages we receive and create. 2. Media Literacy Education expands the concept of literacy to include all forms of media (i.e., reading and writing). 3. Media Literacy Education develops informed, reflective and engaged participants essential for a democratic society. Len Masterman, pioneering media educator in England and author of the seminal text, *Teaching the Media*, affirms NAMLE by stating, “media education is essentially active and participatory.” With this understanding, I explore how United States schools could place more emphasis on media education, more so now that social media has become a mainstay in our society, and fake news is carving a foothold in the news media. Fake news as we’ve come to understand it, is any information that is deliberately meant to be wholly or largely false. These problems, which I believe will get worse, should forge the need for educators to rethink media literacy with greater urgency.

Media Literacies

Re-defining the Journalistic Professionalism in China Mainland: A Study on China News Award Recommendation Letters from 2003 to 2017

Songlei Li, Chongqing University, Chongqing, Chongqing, China

Theoretically, news award symbolizes the establishment of journalistic professional standards by acknowledging and promoting exemplary practices, which also serve as an important indicator of the level of professionalization. In mainland China, the most renowned journalism prize is China News Award, which was approved by the Central Propaganda Department in 1991 and sponsored by China Journalists Association annually. The finalist for China News Award, however, is nominated and recommended only by the news academia and news industries. These recommendations in application forms including (1) introduction of news work, (2) process of news gathering and presenting, (3) social value and (4) why we like it, signify the status of China’s journalistic professionalization in the context of Chinese political and economic system. Previous correlational studies often focused on Newspaper Commentary on Chinese journalists’ Day, obituaries and departure reports of traditional media reporters, analyzing the nostalgia for the golden age, especially the lost news ideal. This study, examines how mainland China’s news academia and industries use recommendations to strive for and exemplify journalistic standards and ideals to negotiate a new definition of journalism between professionalism and mouthpiece press theory. Specifically, based on the publicity and accessibility of research data, this study analyzes recommendation letters for China News Award from 2003 to 2017 with a focus on four aspects of journalistic professionalization: (1) image of the ideal journalist, especially the characteristics of the ideal journalist; (2) journalists’ definitions of occupational virtues an ideals; (3) public responsibility and (4) boundary drawing between “good” and “bad” journalism.

Media Cultures

Media Self-regulation in Chile: Media Ethics Council Case

Francisca Greene, Professor, Communication Faculty, Universidad de los Andes, Santiago, Chile

In recent years Chile has emerged in a number of partnerships promoting journalistic self-regulation. Print and visual media have been organized to create ethics boards that help to do their job well. At the same time, various media have created their program guidelines or style manuals that have been made public. This research aims to explore the reasons that led to the creation of the principal and first self-regulatory body in Chile: the Consejo de Ética de los Medios, when and why it was inspired and the idea that the promoters had when they created it.

Media Theory

Hits and Misses: Applying Media Production Frameworks to Social Media Forms

Kristine Mirrer, Kean University, Union, NJ, United States

Dissection of mass media formats has been used as a means to interpret and understand individual media works. Application of these observations has provided frameworks for the creation of new works, as well. This paper explores this application of accepted media standards to social media works. Consideration is given to multi-platform production and its relationship to social media delivery and questions whether existing media production standards are applicable to multiple media streams and diverse media audiences.

Media Technologies



Preoccupation with Fake News : The Dangers and the Challenges of Developing a Proper Mindset

Veronica Isla, Program Director, University of Asia & the Pacific, Ortigas, Philippines

This paper argues that it is useless and dangerous 1) to exclusively associate fake news with one category of media, a particular ideology or political party in a way that reduces complex realities to rigid binaries or antagonistic rivalries, and 2) to overplay the problem of fake news in a way that conceals bigger, broader, and deeper problems that have precisely facilitated the proliferation of fake news. It is even more futile to set corporate and alternative media against each other because although they differ in many ways, they also overlap, and can even complement each other as long as both adhere to some essential conditions. Specifically, the trend is towards alternative media co-existing and even collaborating with, rather entirely opposing the state, the market, and mainstream media. Finally, since citizens and consumers of information are ultimately responsible for discerning what is true, reasonable, and worthy of belief, this paper argues that Hannah Arendt's concept of intersubjectivity is the best possible mindset that should be instilled, developed, and adopted.

Media Theory

What "Independent" News Media Tells Us About The French News Media Field

Sedel Julie, Assitant professor, Information and Communication, Strasbourg University, Strasbourg, France

While emblematic newspapers are falling into industrial, bankers and businessmen' hands, aside from State ownership, "independency" is being held as a unifying principle by a plurality of medias partly created against the field of mainstream media. With few employees and low budgets, some of these institutions defend a high conception of journalism by placing independency toward economic and political powers as central values. Through their capitalistic organization, this article proposes to open the "black box" of independency and to analyze its social uses in the French field of news. What role does these news media play in the journalistic field? How do they build their singularity and legitimacy? What do they reveal about French New media logic of sustainability?

2018 Special Focus: Alt-Media - The Shifting Tide of Political Communication

Patterns of Communist Regime Propaganda in Present-time Polish Public Television

Magdalena Mateja, Assistant Professor, Faculty of Political Science and International Studies, Nicolaus Copernicus University, Poland

Did Poles get to understand the liberal democracy and ways of communicating within one? The Polish standards of freedom of speech and the government's attempts to change the media system into authoritarian as well as the political system have been lately discussed on the forum of EU and USA. At the same time, the future of Polish democracy and political communication have been under discussion in the country. This paper explores the features and mechanisms of communist propaganda in present-time Polish public television. The following are carried out for the paper: 1. An analysis of the media system in Poland regarding findings in its structure in terms of aspects of the post-communist organisation of mass media. 2. An examination the structure of "Wiadomości" as a production format and also an information genre. 3. Content analysis with the intention of finding elements of propaganda.

Media Cultures

Orientalist Stylometry: A Statistical Approach to the Analysis of Orientalist Cinema

Philippe Mather, University of Regina, Regina, Saskatchewan, Canada

This study begins by countering the standard critique that Edward Said's *Orientalism* (1978) suffers from the same essentialist binarism that he identified in Orientalist discourse. I argue instead that Said's work is more nuanced than is often implied, while remaining a fairly clear paradigm that allows for a multi-dimensional study of filmic texts, including: 1) Locating patterns within representations of the East; 2) Evaluating degrees of conformance to Orientalist stereotypes; 3) Charting the evolution of orientalist discourse in film, noting both enduring themes as well as new variations such as techno-orientalism. As a case study, I will focus on Euro-American representations of the island-city-state of Singapore, including textual analyses of a sample of narrative fiction films produced between World War II and the present. I intend to use statistical analyses of film style, inspired by the work of Barry Salt and Jeremy Butler. By identifying stylistic and image content parameters such as shot length, shot size, point-of-view editing, the presence/absence of Asian versus Caucasian characters and languages spoken, and correlating this data to Said's dogmas of orientalism, I hope to uncover information that had previously gone unnoticed, and may lead to new insights regarding orientalist discourse in the cinema.

*Media Technologies***Mediating "Good Death" in End-of-life Documentaries**

Outi Hakola, Researcher, Department of Cultures, University of Helsinki, Helsinki, Finland

There has been something of a proliferation of end-of-life documentaries in recent years, including films, television documentaries, special episodes, and documentary series. The growing interest in mediated images of death and dying can be related to the aging population, death awareness movements, and increased demand for hospice care in the Western world. Directors have also recognized wanting to contribute to public discussions on death by giving visibility to dying people. This paper explores documentaries that deal with end-of-life issues, including questions of right to die (assisted suicide), palliative care, and hospice practices with the view that medical care is not enough on its own but that end-of-life care should also look after the psychological, spiritual, and emotional needs of the dying and their families. These documentaries emphasize the debate around "good death," a common phrase that defies any clear definition. Most often it is used to refer to meaningful and dignified death, where personal choice and autonomy take precedence over medical (or even legal) practices. Most importantly, "good death" is about culturally defined expectations and processes which come into play in the documentaries as well. Each end-of-life documentary redefines the limits and practices of good death, thus highlighting the cultural and social values related to death. In this way, by mediating certain discourses and representations these documentaries participate in public discussions over death and dying. In this paper, by using the practical example of end-of-life documentaries and concept of "good death," I will take further the discussion about relationship between mediation theories and everyday life. With the help of content analysis, I analyze how these films have selected their approaches to dying, how their narrative elements are organized, what focus the films have, and most importantly, how these choices construct, normalize, and challenge cultural understandings of "good death" through mediated discourses and politics of representation.

*Media Theory***Downton Abbey: Powerful Women, Powerless Lives**

Shweta Kushal, Assistant Professor, Communications, Indian Institute of Management Indore, Indore, Madhya Pradesh, India

In current times, there has been a surge of English series that are classified as period/historical dramas. Set in a particular time-frame, they showcase the mannerisms and cultural practices of the time that they portray. One such media offering to capture the imagination of the English-speaking/consuming audiences is *Downton Abbey*. Set in the early 20th Century, primed at the time of the fall of old aristocratic lifestyles and values, this series follows the family of the Earl of Downton to demonstrate the changes in aristocracy. Replete with scandals and glamour, it stands out with its remarkable portrayal of strong-willed female characters that, more often than not, save the day and are the guiding force of the narrative. From the Dowager Countess to the youngest entrant on the scene, Rose, they are all women who challenge the rules of the game that they are set to play, at least on the face of it. This paper argues, however, that this defiance is only perfunctory and that the narrative, in the end, promotes docility, honesty, patience, and steadfastness – demonstrated by the illustrious prize of finding a desired husband from the Peerage as the series finale. It argues that through its many ups and downs, in which the women of *Downton Abbey* defy the established tenets of society, the series creates a lasting image of rewarding feminine values propagating the construction of the ideal woman in its myriad audience, while paying lip service to the suffragette movement, the game-changer of the time.

*Media Cultures***Explicating Binge-Watching as an Active Behavior of Korean Audiences: Behavior Model Applying the Theory of Planned Behavior**

Kumhee Jung, Graduate Student, Interdisciplinary Program of EcoCreative, Ewha Womans University, Seoul, Seodaemun-gu, South Korea

Sun Young Choi, Professor, Ewha Womans University, South Korea

Yun Jung Choi, Professor, Ewha Womans University, South Korea

The growth of over the top (OTT) services, including Netflix, led to 'binge-watching' as a global phenomenon. Binge-watching, which is defined as a viewing behavior in which two or more identical programs are continuously consumed, is more free and active behavior that the audience can choose the viewing time, the amount of viewing, and playing manipulation. In this study, binge-watching is assumed to be based on the audience's activity. We explore it by applying the theory of planned behavior (TPB). We surveyed Korean users of OTT services and investigated whether TPB's variables 'attitude', 'perceived behavioral control' and 'subjective norms' could affect on frequency, premeditation, and intensity of binge-watching. As an analysis, 'attitude' and 'perceived behavioral control' had a statistically significant positive effect on the frequency of binge-watching and 'perceived behavioral control' and 'subjective norms' both had a positive effect on premeditation of binge-watching. On the other hand, the intensity of binge-watching showed a different pattern. The 'attitude' and 'perceived behavioral control' had a statistically significant positive effect on the intensity of binge-watching, but 'subjective norms' had a negative effect on it. In addition, this study also modeled and verified the static effects of binge-watching on user gratification and persistent intention to use.

Media Cultures

Friday, 19 October	
15:30-17:10	PARALLEL SESSIONS
Room 6	Contemporary Considerations Implementing a University Center for Innovation in Technology and Digital Media: Strategies to Consider, Pitfalls to Avoid Chad Clark, Indiana State University, Terra Haute, Indiana, United States This qualitative case study explores strategies for implementing a technology and digital media center on a traditional Midwestern university campus. The researcher was part of a team that attempted to create a permanent collaboration between colleges of arts and sciences and technology. The collaboration effort was designed to unite digital-based extracurricular opportunities and classroom learning in order to enhance the reputation of the university by adding to the institution mandate to educate through hands-on experiences. Addressing the issue that there was no link between digital media and communication curriculum and various technology groups on campus, the creators of the center desired to make technology-focused students better professional communicators and to make communication-focused students more adept at using digital technology. As a digital literacy effort the center focused on media technology use via the development of digital media and technology policy which would provide campus-wide guidelines for the use of digital media as well as the creation of digital media products. These products and policies were envisioned to be jointly created by faculty and staff, students, and citizens from the community. The center plan called for phased implementation commencing with the development of a digital workplace styled after makerspaces and moving next to the development of curriculum to support students who did not fall into traditional majors. Finally the center was to have affiliated faculty to ensure longevity. Via case study the researcher outlines the implementation process whereby the center was supported on almost every level yet remains unratified. <i>Media Business</i> Five Months in Nantes: An Interactive Documentary Experience for Language Teaching and Learning Isabel Rivero Vilá, Assistant Professor of Modern Languages, Modern Language Department, Carthage College, Kenosha, Wisconsin, United States Interactive documentaries (idocs) are projects that document the "real" and combine digital interactive technology (images, text, audio, animation, graphic design, etc.), web technologies, and documentary practice. An interactive documentary allows the audience members, in this case, our foreign language learners, to make the work unfold through their interactions, moving the story forward and giving it meaning by exploring the components that interest them most. I believe interactive documentary films offer endless possibilities in language teaching and are an ideal medium for integrating the target culture and for promoting engaging discussions. Thus, language learning is based on real cultural contexts so that the students become more engaged with the world. In order to integrate this world into my class, I became a documentary filmmaker myself. My goal was to offer an opportunity to discover everyday life in Nantes as I experienced it during my stay in France. The result was my idoc : « 5 months in Nantes », where the viewers choose the side of the city they would like to explore in their stay in Nantes (touristy, green, historic, university, political, etc.) in order to become familiar with different French-speaking contexts and make connections with their own experiences. Furthermore, I propose a series of activities, that I have done with my students, to prepare them for the filmmaking process and allow practice of the target language with the idoc. Finally, participants will have the necessary tools and resources to carry out this type of project with their students. <i>Media Cultures</i> Managing Workplace Relations at a Distance Derek Wallace, Senior Lecturer, Linguistics, Victoria University of Wellington, Wellington, Wellington, New Zealand This paper considers how it might be possible to enhance the relational quality of communication in online work contexts. My starting point is to agree that relational possibilities are more restrictive and frequently more contrived in computer mediated communication (CMC) compared with face-to-face situations, but to disagree that this means CMC is an impoverished mode of communication. What CMC lacks in relational immediacy can be compensated for, and this compensatory behaviour can become second nature once the need for it is recognised and measures are practiced. The paper draws on sociolinguistic research (particularly that of politeness theory and the "rapport management" framework of Helen Spencer-Oatey) to explore the comparative potentials of a range of online communication tools and develop a framework for their complementary deployment. The discussion is based in the experiences of an international network of researchers established with the purpose of exploring the affordances of a range of tools in the course of building their online association. <i>Media Cultures</i>
17:10-17:30	Conference Closing and Award Ceremony / Clausura del Congreso y Entrega de Premios

Please see the announcement board by the conference registration desk for any changes or additions to the above schedule.





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University of British Columbia - Robson Square
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VIII Congreso Internacional sobre Estudios Nutricionales y Alimentación

Universidad de Columbia Británica,
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estudiosnutricionales.com/congreso-2018



Spaces & Flows: Ninth International Conference on Urban and ExtraUrban Studies

Marsilius Kolleg, Heidelberg University
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Ninth International Conference on The Image

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UBC Robson Square
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onsustainability.com/2019-conference



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XIX Congreso Internacional de Conocimiento, Cultura y Cambio en Organizaciones

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la-organizacion.com/congreso-2019



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XIII Congreso Internacional sobre Principios y Prácticas del Diseño

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el-diseno.com/congreso-2019



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tecno-soc.com/congreso-2019



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religioninsociety.com/2019-conference



IX Congreso Internacional sobre Religión y Espiritualidad en la Sociedad

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Granada, España | **25–26 de abril de 2019**
la-religion.com/congreso-2019



Twelfth International Conference on e-Learning & Innovative Pedagogies

Hotel Grand Chancellor Hobart
Hobart, Australia | **2–3 May 2019**
ubi-learn.com/2019-conference



Fourth International Conference on Tourism & Leisure Studies

Florida International University
Miami, USA | **16–17 May 2019**
tourismandleisurestudies.com/2019-conference



Ninth International Conference on The Constructed Environment

Centro Cultural Vila Flor
Guimarães, Portugal | **23–24 May 2019**
constructedenvironment.com/2019-conference



Nineteenth International Conference on Diversity in Organizations, Communities & Nations

University of Patras
Patras, Greece | **5–7 June 2019**
ondiversity.com/2019-conference



Fourteenth International Conference on the Arts in Society

Polytechnic Institute of Lisbon
Lisbon, Portugal | **19–21 June 2019**
artsinsociety.com/2019-conference



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sportandsociety.com/2019-conference



Twelfth Global Studies Conference

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onglobalization.com/2019-conference



Seventeenth International Conference on New Directions in the Humanities

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Granada, Spain | **3–5 July 2019**
thehumanities.com/2019-conference



XVII Congreso Internacional sobre Nuevas Tendencias en Humanidades

Universidad de Granada
Granada, España | **3–5 de julio de 2019**
las-humanidades.com/congreso-2019



Seventeenth International Conference on Books, Publishing & Libraries

University of Granada
Granada, Spain | **5 July 2019**
booksandpublishing.com/2019-conference



Fourteenth International Conference on Interdisciplinary Social Sciences

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Mexico City, Mexico | **10–12 July 2019**
thesocialsciences.com/2019-conference



XIV Congreso Internacional de Ciencias Sociales Interdisciplinarias

Universidad Autónoma Metropolitana Unidad Xochimilco
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interdisciplinasocial.com/congreso-2019



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Queen's University Belfast
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thelearner.com/2019-conference



XXVI Congreso Internacional sobre Aprendizaje

Universidad de Queen
Belfast, Reino Unido | **24–26 de julio de 2019**
sobreaprendizaje.com/congreso-2019



Aging & Social Change: Ninth Interdisciplinary Conference

University of Vienna
Vienna, Austria | **16–17 September 2019**
agingandsociety.com/2019-conference



Ninth International Conference on Health, Wellness & Society

University of California at Berkeley
Berkeley, USA | **19–20 September 2019**
healthandsociety.com/2019-conference



IX Congreso Internacional de Salud, Bienestar y Sociedad

Universidad de California, Berkeley
Estados Unidos | **19–20 de septiembre de 2019**
saludsociedad.com/congreso-2019



Fourth International Conference on Communication & Media Studies

University of Bonn
Bonn, Germany | **26–28 September 2019**
oncommunicationmedia.com/2019-conference



IV Congreso Internacional de Estudios sobre Medios de Comunicación

Universidad de Bonn
Bonn, Alemania | **26–28 de septiembre de 2019**
medios-comunicacion.com/congreso-2019



Ninth International Conference on Food Studies

National Kaohsiung University of Hospitality and Tourism
Kaohsiung City, Taiwan | **24–25 October 2019**
food-studies.com/2019-conference



Sixteenth International Conference on Environmental, Cultural, Economic & Social Sustainability

Pontifical Catholic University of Chile
Santiago, Chile | **29–31 January 2020**
onsustainability.com/2019-conference



XVI Congreso Internacional sobre Sostenibilidad Medioambiental, Cultural, Económica y Social

Pontificia Universidad Católica de Chile
Santiago, Chile | **29–31 de enero de 2020**
lasostenibilidad.com/congreso-2020



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NUI Galway
Galway, Ireland | **24–26 June 2020**
artsinsociety.com/2020-conference



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