

IV Congreso Internacional de
**Estudios sobre Medios
de Comunicación**

*El futuro de la democracia en la
era digital*

26–28 de septiembre de 2019
Universidad de Bonn
Bonn, Alemania

Medios-comunicacion.com

Fourth International Conference on
**Communication &
Media Studies**

*The Future of Democracy in the
Digital Age*

26–28 September 2019
University of Bonn
Bonn, Germany

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Fourth International Conference on
Communication & Media Studies

“The Future of Democracy in the Digital Age”

26–28 September 2019 | University of Bonn | Bonn, Germany

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Fourth International Conference on Communication & Media Studies
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Designed by Ebony Jackson and Brittani Musgrove

IV Congreso Internacional de Estudios sobre Medios de Comunicación
www.medios-comunicacion.com

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Welcome Letter - University of Bonn.....	1
Welcome Letter - Common Ground Research Networks	3
About Common Ground	4
Communication & Media Studies Research Network	
About the Communication & Media Studies Research Network	9
Themes.....	10
Scope and Concerns	11
The International Advisory Board.....	12
Scholar.....	13
Communication & Media Studies Journal	
About the Journal	25
Article Submission & Publication Process	26
Common Ground Open	28
International Award for Excellence.....	29
Subscriptions and Access.....	30
Communication & Media Studies Book Imprint	
About the Book Imprint	39
Communication & Media Studies Conference	
About the Communication & Media Studies Conference.....	43
Ways of Speaking	47
Daily Schedule.....	50
Conference Highlights	53
Plenary Speakers	54
Emerging Scholars	55
Carta de bienvenida - Common Ground Español.....	4
Acerca de Common Ground	6
Acerca de la Red de Investigación de Estudios sobre Medios de Comunicación	17
Temas	18
Enfoque e Intereses	19
Comité Científico de la Red de Investigación.....	20
Scholar.....	21
Revista Internacional de Estudios sobre Medios de Comunicación	
Acerca de la revista	33
Proceso de publicación	34
Common Ground y Acceso Abierto.....	36
Congreso Internacional de Estudios sobre Medios de Comunicación	
Acerca del Congreso Internacional.....	44
Modos de exponer.....	46
Programa diario.....	50
Acontecimientos destacados	52
Ponentes plenarios.....	54
Investigadores Emergentes.....	58
Schedule of Sessions / Programación de las sesiones	59
List of Participants / Listado de participantes.....	113
Notes / Notas.....	117
Conference Calendar / Calendario de congresos	127



Dear Delegates and Partners,

On behalf of the Institute for Media Studies at the University of Bonn, I would like to warmly welcome you to the 'Fourth International Conference on Communication & Media Studies' in Bonn. With our special theme "The Future of Democracy in the Digital Age" we have chosen not only a topic, which is a central research project in our institute, but also an issue of world-wide concern. We are hence very delighted to have such an international group of delegates at our University.

The University of Bonn was founded in 1818 and is one of Germany's most important institutions of higher education. As a place of learning to over 38,000 students, it enjoys an outstanding reputation both at home and abroad and is one of the world's leading research-based universities. In July 2019, the University of Bonn was awarded the status of "University of Excellence" and is now officially one of the highest-ranking universities in Germany.

The institute for 'Media Studies' was founded in the year 2000 and has since grown into one of the most successful institutes at our university, with an ever-growing student demand and high-ranking research. Over the years, we have developed a focus on digital technologies and society and are currently hosting the research network and the graduate school 'Digital Society'. In this group, over 30 researchers look into the consequences of the most recent technological developments on individuals, economy, culture, and politics.

We feel proud and honored to see more than 150 delegates from around the world at this year's 'Media & Communication Studies' conference. We are convinced that this event will be another significant step in creating a community of scholars interested in digital media and society as well as another big step in enhancing our international networking.

It is also a pleasure to welcome all of you in the city of Bonn, the former capital of Germany. Founded in the 1st century as a Roman settlement, Bonn is one of Germany's oldest cities, and particularly well-known as the birthplace of composer Ludwig van Beethoven. Located in beautiful Rhineland, situated on the banks of the Rhine river, Bonn has something to offer to everyone.

I wish you all three days of exciting academic exchange, lively discussions and enriching personal encounters.

A warm welcome again,

Prof. Dr. Caja Thimm

Conference Chair

Institute of Media Studies, Department of Language, Music and Media, University of Bonn
Bonn, Germany

Dear Communication & Media Studies Conference Delegates,

Welcome to Bonn and to the Fourth International Conference on Communication & Media Studies. My colleagues and I from Common Ground Research Networks are honored to have you join us for this year's conference.

Over the course of three and a half decades, Common Ground has given voice to many thousands of scholars—speakers and authors with things to say about the world and who are saying them in order to change the world.

Common Ground has a strong commitment to providing opportunities for people like you to meet, share, and learn from each other. Across its range of research networks, Common Ground is deeply concerned with the critical issues of our time including, among other things, the nature of social change, the relationships of the human species to nature, the process of knowledge creation, the changing shape of organizations, and the dynamics of learning. These raise big-picture questions which in turn demand an interdisciplinary perspective, something that is often neglected in discipline-based conference, journal, and institutional structures.

Throughout its history, Common Ground has worked to develop new approaches to knowledge community building, including interactive conference formats, criterion-referenced peer review, and online social knowledge media. As a media innovator, we are creating the spaces and technical conditions in which, collectively, we can discuss the role of the media and communications in society.

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. We encourage all conference participants to explore CG Scholar—an internet venue for intellectual interaction and imagination.

I am grateful to all of you for sharing your work at this conference. I'd like to thank our Conference Chair, Professor Caja Thimm, who has poured a tremendous amount of work into this year's conference. Additionally, I thank my colleagues Rachael Arcario, Tamsyn Gilbert, Rae-Ann Montague, and Tatiana Portnova, Caja Thimm, and her assistant, Dagmar Ogon, 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 y delegadas de Estudios sobre Medios de Comunicación:

Les damos la bienvenida a Bonn y al IV Congreso Internacional de Estudios sobre Medios de Comunicación. Mis compañeros de Common Ground Networks y yo nos sentimos muy honrados de que se una a nosotros en el Congreso de este año.

Durante el transcurso de tres décadas y media, Common Ground ha dado voz a varios miles de académicos, autores y oradores, que tenían cosas que decir acerca del mundo y con el propósito de cambiarlo.

Common Ground asume el firme compromiso de ofrecer a personas como usted la oportunidad de reunirse, compartir y aprender de otras personas. A través de sus diversas redes de investigación, Common Ground manifiesta un profundo interés por las cuestiones fundamentales propias de nuestro tiempo; incluyendo —entre otras— la naturaleza del cambio social, la relación de la especie humana con la naturaleza, los procesos que generan el conocimiento, la mutabilidad de las organizaciones y las dinámicas que operan en el aprendizaje. Estas cuestiones, de carácter holístico, requieren abordarse desde un enfoque interdisciplinar, con frecuencia desatendido en aquellos congresos, revistas o estructuras institucionales fundamentadas sobre la base de una única disciplina.

A lo largo de su historia, Common Ground ha trabajado en el desarrollo de nuevos planteamientos concernientes a la construcción de conocimiento comunitario; entre los que se incluyen formatos de conferencia interactiva, revisión por pares basada en criterios y medios de divulgación sociales online. Como innovadores en medios de difusión, estamos creando los espacios y las condiciones técnicas mediante las cuales podemos hablar en grupo sobre el papel de los medios y la comunicación en la sociedad.

Debido a que la inspiración que infunde la experiencia del Congreso puede desvanecerse con el tiempo, Common Ground estimula su perdurabilidad mediante la plataforma CG Scholar; un entorno online diseñado para el trabajo, el conocimiento y el aprendizaje. Animamos a todos los participantes del Congreso a explorar CG Scholar: un punto de encuentro en internet donde se promueve la interacción intelectual y la creatividad.

Mi agradecimiento a todos ustedes por compartir sus trabajos en este Congreso. Asimismo, quiero expresar mi gratitud a mis compañeros y compañeras Rachael Arcario, Tamsyn Gilbert, Rae-Anne Montague, Tatiana Portnova y Tamara Gorozhankina, quienes han contribuido a la organización de este encuentro con gran dedicación y destreza.

Les deseamos la mejor de las experiencias durante la celebración de este Congreso, y esperamos que constituya una magnífica oportunidad para dialogar con colegas provenientes de todas las partes del mundo.

Con mis mejores deseos,



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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[cgscholar](http://cgscholar.com) 

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





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.

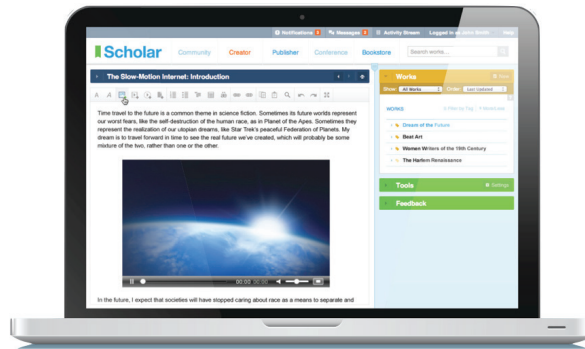
We are grateful for the continued service and support of these world-class scholars and practitioners.

- 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
- Eric Freedman, Columbia College Chicago, Chicago, USA
- 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
- Dave Karpf, Associate Professor, Director of Graduate Studies, School of Media & Public Affairs, George Washington University, Washington DC, 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, Auckland University of Technology, New Zealand
- 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
- Nathalie Wesseling-Weijers, Amsterdam University Of Applied Sciences, The Netherlands

A Social Knowledge Platform

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



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- Building a *peer review network* around your work or courses.

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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.

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- **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 CGScholar to Support Your Teaching

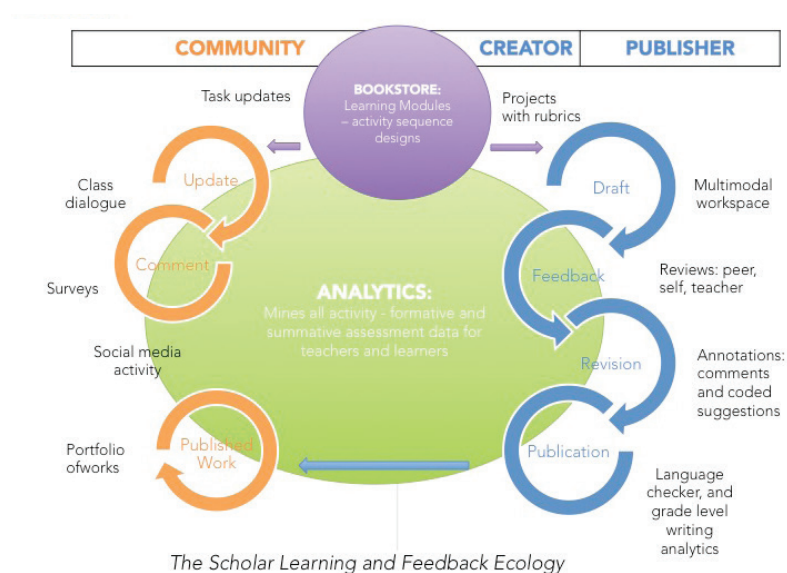
CGScholar is a social knowledge platform that *transforms the patterns of interaction in learning by putting students first*, positioning them as knowledge producers instead of passive knowledge consumers. CGScholar provides scaffolding to encourage making and sharing knowledge drawing from multiple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

CGScholar 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, CGScholar 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 CGScholar features are only available to Common Ground Research Network members as part of their membership. Please visit the CGScholar Knowledge Base for further information (https://cgscholar.com/cg_support/en).

- 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.



CGScholar 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:

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- 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.
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- Acceso gratuito a la red social Scholar, incluyendo:
 - ◊ Perfil personal y portafolio de publicaciones.
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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





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 revisarse 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*.

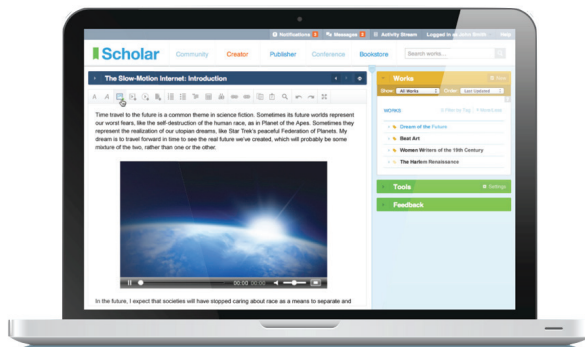
La Red de Investigación de Estudios sobre Medios de Comunicación agradece la colaboración y el apoyo continuo de los siguientes académicos y profesionales de categoría mundial:

- Fátima Martínez, Universidad del Rosario, Colombia
- Javier Gil Quintana, Universidad Católica de Ávila, España
- Salvador Carreño González, Universidad Nacional Autónoma de México, México
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- Alejandro Espí Hernández, Universidad de Murcia, España
- Laura Caballero Trenado, Universidad Internacional de La Rioja, España

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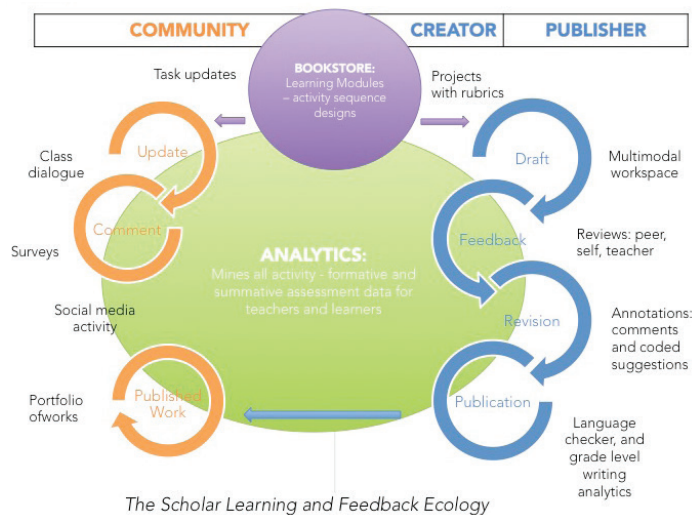
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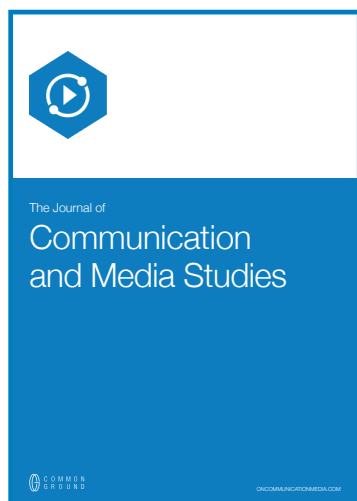


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Communication & Media Studies Journal

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



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

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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.

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Once we have received the final submission of your article, our publishing department will review your final article submission.





Step 9: 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.

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





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Award Winner, Volume 3

Theodore Koutsobinas, Cultural Heritage Management and New Technologies, University of Patras, Patras, Greece

For the Article

"Media Regulation, Competition Policy and Cross-ownership Schemes: The Case of Greece," *The Journal of Communication and Media Studies*, Volume 3, Issue 2

DOI: 10.18848/2470-9247/CGP/v03i02/1-16

Abstract

The regulation of media, which is an important sector within broad cultural economy, runs into substantive difficulties when it interfaces with competition regulation. In this paper, the Greek experience on media regulation is discussed as a research input for the development of a theoretical approach that involves competition analysis. This discussion takes place in relation to similar international developments with a special focus on the Australian experience. In the Greek case, serious attempts to regulate aggressive media groups based on their market share and their involvement in other forms of business have failed because of incompatibility with competition law and erroneous restrictive regulation for political reasons. Therefore, the relation between media, family businesses, and cross-ownership schemes must be examined further. An analytical approach is proposed through the development of a basic model of private benefits for media based on core cross-ownership theory. The model demonstrates that cross-ownership schemes in the media can produce inefficient economic outcomes with high agency costs. The paper focuses on the possible interface of the media policy with the competition policy and the need to separate those two processes, since competition policy fundamentally addresses economic outcomes while media regulation deals with non-economic ones. Still, to the extent that the media are dominated by family businesses and cross-ownership schemes that are involved in other businesses, they can produce ineffective economic outcomes and agency costs in exchange for large private benefits (in the case of Greece, mainly from public contracts). Thus, the development of regulation on media requires a greater level of sophistication on the part of policy-makers so that the difficulties stemming from cross-ownership can be successfully addressed.



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Revista de Estudios sobre Medios de Comunicación

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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.

Editor:

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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.



El proceso de publicación

1. **Fase 1: Compruebe los requerimientos:** Todos los artículos que se envíen deberán cumplir los criterios que aparecen listados en nuestra página de directrices de autor. Le rogamos que realice una revisión exhaustiva de su artículo antes de enviárnoslo, a fin de asegurar el cumplimiento de estos criterios. Puede consultarlos aquí: <https://cgspanol.org/support/directrices-para-los-autores>
2. **Fase 2: Envíe el artículo:** Cuando haya comprobado que su artículo cumple todos los requerimientos, visite la página de envío de artículos, y cumplimente el formulario que aparece allí. Le rogamos que solo nos envíe un formulario por cada artículo individual. Si ya nos envió el formulario, no lo reenvíe para el mismo artículo. Cuando recibamos el formulario y su artículo, se lo notificaremos por correo electrónico en un plazo de 3 a 4 días laborables.

<https://cgspanol.org/support/envio-de-articulos>

3. **Fase 3: Consulte el estado de su artículo:** Cuando envíe el artículo recibirá, periódicamente, información actualizada sobre su estado. A los autores que hayan realizado envíos recientemente, se les notificarán los cambios de estado en sus artículos mediante correo electrónico, desde la dirección estado@cgnetworks.org. En los mensajes aparecerá la ID de trabajo que identifica a su artículo: se trata de un número de referencia asignado exclusivamente a su trabajo. Podrá consultar el estado de su artículo introduciendo la ID de trabajo correspondiente en la búsqueda de la página Consultar el estado de mi artículo: <https://cgspanol.org/support/buscar-estado>. Puede solicitarnos más información enviando un correo electrónico a la dirección estado@cgnetworks.org.
4. **Fase 4: Envío inicial aceptado para Revisión por Pares:** Todos los envíos se examinan con el fin de comprobar si satisfacen los criterios establecidos para los artículos (y que pueden consultarse en Directrices para los autores). En caso de que el artículo cumpla estos criterios, se asignará (preservando el anonimato del autor o autores) a dos revisores cualificados. Puede consultar la normativa aplicada a la revisión por pares en nuestra página de Ética editorial, ubicada junto al reglamento de revisión por pares. También puede consultar la sección "Ética editorial y mala praxis".
5. **Fase 5: Resolución de la revisión por pares:** Cuando se disponga de ambos informes de la revisión, se le enviarán adjuntos en un correo electrónico —preservando el anonimato de los revisores— junto con la decisión que han tomado acerca de su artículo.

A los artículos que no han superado una primera instancia de revisión paritaria, se les concede la oportunidad de ser de nuevo revisados por dos revisores diferentes. En ese caso, deberá realizar modificaciones previas a su artículo, basadas en los comentarios e información que se le ha suministrado y haciendo uso del formulario de cambios. Puede descargar el formulario de cambios en la página: <https://cgspanol.org/support/formulario-de-cambios>.

Si el artículo no supera una segunda instancia de revisión por pares, se desestimaré y no será publicado.

6. **Fase 6: Confirmar membresía:** Si su artículo es aceptado, o bien se aceptará cuando aplique la revisión requerida, procederemos a verificar su membresía. Se requiere que el autor —al menos uno de los autores, si se trata de un trabajo conjunto— cuente con una membresía en la red de investigación correspondiente, o bien que se haya inscrito para asistir a un congreso.

Tenga presente que:

*Las inscripciones de pago para asistir a congresos incluyen membresía en la red de investigación. Si tiene previsto asistir a un congreso, recibirá la membresía cuando complete su inscripción. Alternativamente, si se registra como miembro de una red de investigación ahora y tiene pensado asistir a un congreso más tarde, el precio de la membresía en la red se descontará de la tarifa de inscripción al congreso (*en cuyo caso, deberá tratarse de un congreso afín a la revista de la red de investigación correspondiente y que se celebre durante el año en vigor).*





7. **Fase 7: Acuerdo de Publicación:** A continuación, le pediremos que acepte los términos de nuestro acuerdo editorial. Si se decanta por la modalidad de acceso abierto híbrido, este es el momento más oportuno para contratar las opciones de publicación con acceso abierto. También puede que esté interesado en consultar la información relativa a derechos y licencias del autor.
8. **Fase 8: Prepare su artículo para el envío final:** Tras aceptar los términos del acuerdo, dispondrá de 30 días para completar las revisiones que requiera la versión definitiva de su artículo y enviárnoslo. Antes de proceder con el envío, debe asegurarse de que la versión final cumpla con las directrices para el envío final que puede consultar en: <https://cgspanol.org/support/envio-final-directrices>. Incluye, entre otras cosas, el uso de notas bibliográficas según el Manual de Estilo Chicago, 17ª Edición, plantilla para los artículos, etc. Los artículos aceptados con revisiones deben incluir el formulario de cambios.

Los artículos que no cumplan los criterios listados en la página se devolverán a sus autores, de manera iterativa, hasta que se satisfagan.
9. **Fase 9: Comprobaciones finales:** Tras recibir el envío final de su artículo, nuestro departamento editorial realizará unas últimas comprobaciones, antes de la edición.
10. **Fase 10: Edición:** Si la versión final del artículo reúne los criterios establecidos, comenzará a editarse. Durante el proceso, nuestro equipo editorial le informará sobre los pequeños errores e irregularidades que detecte en el texto —si los hubiera—. Puede tratarse de problemas relativos a citas y referencias, errores ortográficos, gramaticales o inconsistencias en el formato. Corre por cuenta del autor —o autores— realizar las correcciones oportunas. Si se ajusta al formato de la plantilla para artículos, y observa escrupulosamente las normas de citación del manual de estilo Chicago, minimizará la incidencia de correcciones a posteriori. Cuando el autor haya aplicado las correcciones requeridas, elaboraremos una “prueba de imprenta” para mostrarle el resultado.
11. **Fase 11: Publicación del Artículo:** Los artículos se publican, en primer lugar, en nuestra librería virtual inserta en la plataforma CGScholar. Después de la publicación online, los números completos de las revistas se publican en marzo y septiembre (periodicidad semestral). Los artículos publicados online incluyen una citación completa y una dirección DOI permanente. No olvide mantener su perfil CG Scholar actualizado, o agregar su ORCID iD a fin de 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 Ronda de Envíos – 15 de Marzo
- Segunda Ronda de Envíos – 15 de Septiembre

Nota: Si el artículo se envía después de la fecha límite para el volumen de la revista, 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 primero online, un pronto envío permite que su artículo sea publicado con citación completa 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.

Las revistas de acceso abierto “tradicionales” son financiadas por instituciones académicas, fundaciones benéficas o agencias gubernamentales. Las de aparición más reciente imponen elevados costes de publicación a los autores. Nosotros proponemos un acceso abierto híbrido - este modelo se está extendiendo cada vez más entre las imprentas universitarias y editoriales comerciales de renombre-. Procuramos, no obstante, mantener los costes de esta opción en un nivel asequible, requiriendo de los autores tan solo una modesta suma.

En el modelo de acceso abierto híbrido, cualquier persona que realice una búsqueda en la web podrá acceder a ciertos artículos sin coste alguno (“acceso abierto”), mientras que otros solo estarán disponibles para nuestros suscriptores.

Si publica en nuestras revistas, su artículo será accesible por un gran número de académicos suscritos a título individual o como parte de alguna institución. Sin embargo, dotar de acceso abierto a su artículo le permitirá abarcar una audiencia más amplia, expandir la difusión de su investigación e incrementar el número de académicos que la citan.

Acceso Abierto Institucional

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

Mediante el pago de una cuota fija anual, la inscripción de acceso abierto institucional otorga, a estudiantes y profesores de una institución, el derecho a publicar cierto número de artículos de acceso abierto en nuestras revistas académicas de revisión por pares. Los autores y la propia institución se benefician de una mayor visibilidad de sus trabajos, y de la libertad para distribuirlos en formato impreso, si así lo desean.

Como ventaja adicional, la institución suscriptora retiene todos los derechos de la publicación. Tanto el autor como la institución a la que pertenece, pueden, si lo desean, compartir la versión editada y maquetada de su artículo por cualquier medio que consideren oportuno, incluyendo repositorios institucionales, páginas webs personales, o como material didáctico de acceso público o privado.

La tarifa anual de acceso abierto institucional cubre los gastos para una determinada cantidad de publicaciones por parte de profesores y alumnos de la institución, una vez que sus artículos hayan superado con éxito la revisión por pares. Los artículos podrán ser publicados en cualquiera de nuestras revistas académicas.

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.

Communication & Media Studies Book Imprint

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



Call for Books

The 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.



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.



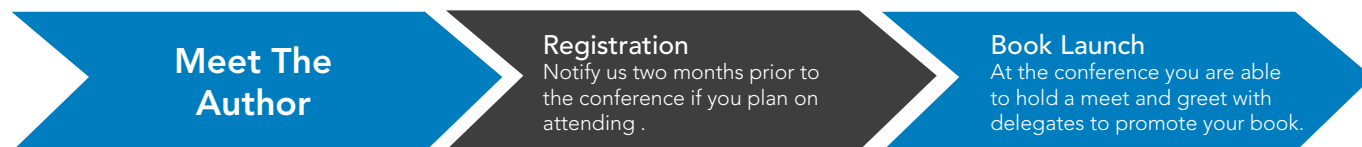
Better Feedback

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 Comunicación

*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
- 2018 - University of California, Berkeley, USA

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. Please visit the CGScholar Knowledge Base (https://cgscholar.com/cg_support/en) to learn how 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 45 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 45 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 vídeos 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 vídeos en el tradicional estilo de conferencia o vídeos que empleen apoyo visual como PowerPoint. El vídeo final debe enviarse con un mes de antelación a la fecha de inicio del congreso. Después del congreso, los vídeos 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.

**Thursday, 26 September / Jueves, 26 de septiembre**

8:00–9:00	Conference Registration Desk Open / Mesa de inscripción abierta
9:00–9:20	University of Bonn Welcome / Palabras de bienvenida de la Universidad de Bonn
9:20–9:50	Conference Opening / Inauguración del Congreso - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States
9:50–10:20	Plenary Session / Sesión plenaria (en inglés) - Arne Hintz, Senior Lecturer (Teaching and Research), School of Journalism, Media and Culture, Cardiff University, UK <i>"The Automated Citizen? Democratic Participation in a Datafied Society"</i>
10:20–10:50	Garden Conversation / Charlas de jardín
10:50–11:00	Transition Break / Pausa
11:00–11:45	Talking Circles / Mesas redondas Room 1: Media Cultures Room 2: Tema Destacado 2019: El futuro de la democracia en la era digital (en español) Room 3: Media Theory / Media Literacies Room 4: Media Technologies and Processes / Media Business Room 5: 2019 Special Focus: The Future of Democracy in the Digital Age
11:45–11:55	Transition Break / Pausa
11:55–13:10	Parallel Sessions / Sesiones paralelas
13:10–14:00	Lunch / Almuerzo
14:00–15:40	Parallel Sessions / Sesiones paralelas
15:40–15:55	Coffee Break / Pausa para el café
15:55–17:35	Parallel Sessions / Sesiones paralelas
18:00–20:00	Conference Welcome Reception / Cóctel de Bienvenida al Congreso - Roses Restaurant

Friday, 27 September / Viernes, 27 de septiembre

8:30–9:00	Conference Registration Desk Open / Mesa de inscripción abierta
9:00–9:20	Daily Update / Noticias del día - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States
9:20–9:50	Plenary Session / Sesión plenaria (en inglés) - Lena Frischlich, Institute of Communication Studies, University of Münster, Germany <i>"Propaganda, Disinformation, and Dark Participation: New Challenges for Democracy in the Digital Age?"</i>
9:50–10:20	Garden Conversation / Charlas de jardín
10:20–11:35	Parallel Sessions / Sesiones paralelas
11:35–11:50	Coffee Break / Pausa para el café
11:50–12:35	Parallel Sessions / Sesiones paralelas
12:35–13:40	Lunch / Almuerzo
14:15–16:45	Complimentary Tour: The Path to Democracy / Tour del Congreso: "El camino de la democracia"



Saturday, 28 September

8:30–9:00	Conference Registration Desk Open / Mesa de inscripción abierta
9:00–9:15	Daily Update / Noticias del día - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, United States
9:15–10:00	Talking Circles / Mesas redondas Room 1: Media Cultures Room 2: Tema Destacado 2019: El futuro de la democracia en la era digital (en español) Room 3: Media Theory / Media Literacies Room 4: Media Technologies and Processes / Media Business Room 5: 2019 Special Focus: The Future of Democracy in the Digital Age
10:00–10:10	Transition Break / Pausa
10:10–11:25	Parallel Sessions / Sesiones paralelas
11:25–11:40	Break / Pausa
11:40–12:55	Parallel Sessions / Sesiones paralelas
12:55–13:40	Lunch / Almuerzo
13:40–14:55	Parallel Sessions / Sesiones paralelas
14:55–15:25	Conference Closing & Award Ceremony / Clausura del Congreso y Entrega de reconocimientos





Eventos especiales

Cóctel de Bienvenida al Congreso

Hora: 18:00 (6:00 PM)

Lugar: Roses Restaurant | Precio: Es gratuito para todos los delegados y delegadas del Congreso.

Common Ground Research Networks, la Universidad de Bonn, y el IV Congreso Internacional de Estudios sobre Medios de Comunicación, celebrarán un cóctel de bienvenida al Congreso en Roses Restaurant, situado a tan solo 10 minutos a pie desde cualquiera de los hoteles del Congreso. El cóctel se celebrará durante la tarde del primer día del Congreso, jueves, 26 de septiembre, a las 18:00 (6:00PM). Únase al resto de delegados/as y ponentes plenarios para disfrutar de bebidas, entremeses y una oportunidad única para conversar.

¡Le esperamos!

Tour del Congreso: “El camino de la democracia”

Viernes, 27 de septiembre | Hora: 14:15–16:15 (2:00–4:15 PM) | Duración: 2 horas

Precio: Gratuito para todos los participantes del Congreso, inscríbase lo antes posible para que podamos adecuar el número de guías al número de participantes.

Punto de encuentro: Los delegados/a deberán reunirse en la mesa de inscripciones del Congreso a las 13:45 (1:45pm).

El tour comenzará tras la última sesión del segundo día del Congreso (27 de septiembre). Únase a los demás delegados/as en un recorrido a pie, gratuito y de dos horas de duración, cuya temática está centrada en “El camino de la democracia”. El tour se desarrollará en el distrito del gobierno federal de Bonn, donde se exhiben 20 grandes pancartas que recuerdan la historia democrática de Alemania, al tiempo que enfatizan el cambio estructural producido en los últimos años. Las diferentes paradas del tour le proporcionarán información sobre los lugares donde se tomaron las decisiones políticas más importantes durante el antiguo gobierno de la República Federal. Los lugares más destacados son: el Museo Koenig (donde se reunía el Consejo Parlamentario de la República Federal de Alemania); la antigua sala plenaria de la Academia Pedagógica de Bonn (donde se debatieron y aprobaron las leyes básicas); los escaños oficiales de los presidentes y cancilleres de la República Federal, y el lugar donde se reunía el Bundestag de Alemania.

Además de las pancartas (grandes carteles ilustrados), también encontrará pequeñas placas que aportan interesantes datos sobre el distrito del gobierno federal. Asimismo, los edificios de mayor importancia histórica y política del centro de la ciudad exhiben pequeñas placas informativas en sus muros.

Cena del Congreso: Tuscolo

Viernes, 27 de septiembre | Hora: 18:30 (6:30 PM) | Precio: US\$65.

Únase al resto de compañeros delegados y delegadas del Congreso, así como a los ponentes plenarios y a nuestro comité organizador local, para disfrutar de una cena en Tuscolo. Tuscolo se encuentra a tan solo 5-10 a pie de los dos hoteles del Congreso. La Cena del Congreso se celebrará en la primera tarde-noche del primer día del Congreso (viernes, 27 de septiembre).

Restaurante Tuscolo: “Nosotros, como negocio familiar local, ofrecemos comida Hecha en Italia desde hace 30 años. Déjese mimar por nuestra cocina, estaremos encantados de recibirle”.

El precio de la cena incluye tres platos, bebidas (café, té, refrescos, cerveza y vino) y la propina. El menú completo se anunciará 4 semanas antes de la celebración del Congreso, puesto que puede variar en función de la oferta local. Dispondremos de opciones tanto de carne como vegetariana, de modo que elija convenientemente qué opción se ajusta mejor a usted. El aforo es limitado, así que asegúrese de inscribirse lo más pronto posible.





Special Events

Conference Welcome Reception

Thursday, 26 September | Time: 18:00 (6:00 PM)

Location: Roses Restaurant | Cost: Complimentary to all conference participants

Common Ground Research Networks, the University of Bonn, and the Communication & Media Studies Conference will be hosting the conference welcome reception at Roses Restaurant, located just a 10 minute walk from the conference venue. The reception will be held on the first day of the conference, directly following sessions on Thursday, 26 September at 18:00 (6:00 PM). Join other conference delegates and plenary speakers for drinks, light hors d'oeuvres, and a chance to converse.

We look forward to hosting you!

Path of Democracy Tour

Friday, 27 September | Time: 14:15–16:15 (2:00–4:15 PM) | Duration: 2 hours

Cost: Complimentary to all conference participants but please register so we have an accurate number of guides for the number of participants

Location: Delegates are to meet at the conference registration desk at 13:45 (1:45pm)

Directly following sessions on the second day, join fellow conference delegates for this complimentary 2 hour walking tour, The Path of Democracy. The tour will take participants through the federal government district in Bonn. Twenty large illustrated panels recall Germany's democratic history whilst also highlighting the structural change of the past few years. The stops en route provide information about important places where policy decisions were taken in the former government district. You will discover, among other things, the Museum Koenig, where the Parliamentary Council met, the former lecture hall of the Pedagogic Academy, where the Basic Law was debated and adopted, the official seats of the Federal Presidents and the Federal Chancellors, and also see where the German Bundestag convened.

Apart from the large illustrated panels, you will also find smaller plaques with interesting facts about the government district. Further places of historical and political importance in the town center are also marked with small wall plaques.

Conference Dinner - Tuscolo

Friday, 27 September | 18:30 (6:30 PM) | Dinner Cost: US\$65

Join your fellow conference delegates, plenary speakers, and our local hosts at Bonn University for the conference dinner at Tuscolo. Located just 5–10 minutes from both conference hotel options, the conference dinner will be held on **Friday, 27 September**.

From the restaurant, "As a local family owned business, we have been offering 'Made in Italy' for over 30 years. Let yourself be pampered, we look forward to hosting you."

The conference dinner includes three courses, beverages (coffee, tea, soft drinks, beer, and wine), and gratuity. See the conference registration desk to sign up or confirm your booking.





Arne Hintz

"The Automated Citizen? Democratic Participation in a Datafied Society"



Arne Hintz is senior lecturer at the School of Journalism, Media, and Culture at Cardiff University and co-director of the Data Justice Lab. His research focuses on the practices and conditions of digital citizenship, combining work on citizen media and participation, digital policy, internet governance, surveillance, and datafication. He has led several collaborative research projects, including Digital Citizenship and Surveillance Society: State-Media-Citizen Relations After the Snowden Leaks and Towards Democratic Auditing: Civic Participation in the Scoring Society, and he chairs the Global Media Policy Working Group of the International Association for Media and Communication Research (IAMCR). His publications include, among others, *Beyond WikiLeaks* (Palgrave, 2013) and *Digital Citizenship in a Datafied Society* (Polity, 2018).

Lena Frischlich

"Propaganda, Disinformation, and Dark Participation: New Challenges for Democracy in the Digital Age?"



Lena Frischlich is the leader of an interdisciplinary junior research group titled "DemoRESILdigital: Democratic resilience in times of online-propaganda, fake news, fear and hate speech." Her research focuses on the staging and effects of online propaganda and communicative counter-strategies. She examines these topics by combining multiple-methods rooted in qualitative, quantitative, and computational communication research. She has been co-PI in several third-party projects including Propaganda 2.0, psychological effects of right-wing and Islamic extremist internet propaganda, Videos against extremism: Counter-Narratives on Trial and Validation of the automated detection of social bots. Her work has been published in edited books, book chapters, and the leading journals of the field.



Maha Tazi



Maha Tazi is a feminist artist-activist and a PhD candidate in the communication studies program at Concordia University. She is interested in women's creative disobedience forms in post-Arab Spring North Africa. Her research focuses particularly on women's graffiti, political cartoons, slam poetry, theatre, and installation art in Morocco, Egypt, and Tunisia. Maha is currently working on an art photography project to raise awareness about the backlash against women's rights in the aftermath of the Arab Spring, as well as on a slam poetry project where she reflects, through her own experiences, on Moroccan immigrant women's lack of sense of belonging to both their country of origin and the host country because of the double burden of sexism at home and racism abroad. At Concordia, Maha teaches a critical race feminisms course at the Simone de Beauvoir Institute at Concordia and a media criticism course in the communication department. Previously, she studied international and Middle Eastern studies in Morocco, Turkey, and the United Arab Emirates, and Women's Studies at the Institut d'Etudes Politiques (Sciences Po) Paris. She also worked and volunteered with several women's NGOs in the Middle East and North Africa region, such as Association Solidarite Feminine in the city of Casablanca, where she helped single mothers learn a new profession and re-integrate into a society that once shattered them. She was also a volunteer writer with Ananke Mag, an online interactive platform based in Dubai and engaging women across the MENA (and beyond) on issues pertaining to women's rights. More recently, she held the position of program manager with Empowering Women in the Atlas, a social initiative which aims to engage rural women in economic growth and sustainable development in the Atlas Mountains in Morocco, prior to moving to Canada.

Jyoti Keshwani (Joy)



A passionate educator with rich experience in the secondary school sector - responsible for pedagogical curriculum design (ESL & Applied Linguistics/TESOL), delivery, and audit including facilitating teacher development. Jyoti also served as head of school for a K-12 institution for 5 years in India. Currently she is pursuing doctoral research with focus on critical ethnography, intercultural studies, and critical pedagogy. Jyoti presently works as an academic tutor in the School of Education at Murdoch University.

Allison McClain Merrill



Allison McClain Merrill is a recent graduate of Yale Divinity School and the Institute of Sacred Music where she earned a master of arts in religion and the arts (in the concentration of religion and music). She also has a bachelor of music education and a bachelor of science in english from Jacksonville University. Allison loves to study television, literature, religion, and music. She sings and plays the piano and lives in Connecticut with her husband, who is also a musician. Allison dedicates her work to her Granddaddy, who was a true connoisseur of good television.

Drishti J. Verma



Drishti J. Verma combines interests in media, technology, and entrepreneurship into her interdisciplinary undergraduate research. She is currently a final year undergraduate student doing her majors in multi media and mass communication with minors in philosophy. Her interest in research, especially around the e-commerce industry and globalization of media has added various awards to her credit. She was awarded the Department All Round Best Student Award at Indraprastha College for Women, University of Delhi, India this year for excellence in academics and co-curricular activities. She has presented her research papers at the college level, state level, and national level. This is the first time she is presenting her paper at an international platform. In addition to her research, she is also working on a community-based app model which can successfully help college students with college applications and proceedings for their masters program.

Emily Edwards



Emily Edwards is a doctoral student in Bowling Green State University's American Culture Studies Program and serves as co-producer of the Fembot Collective podcast Books Aren't Dead. She received her masters of arts from New York University's Center for European and Mediterranean Studies where she served as the Max Weber Research Fellow. She is concerned with the negotiation of national identity, race, and power through cultural and media forms and has most recently explored these issues in Germany as a Deutscher Akademischer Austauschdienst (DAAD) visiting researcher at the University of Leipzig's Department of Sociology.





Nieke Monika Kulsum



Nieke Monika Kulsum, is a lecturer in the Department of Communication at Universitas Nasional in Jakarta, Indonesia where she has been a faculty member since 2006. She graduated with a master's degree in communication management from The University of Indonesia in 2002. Her research interests lie in the area of social marketing communication, behavioral change, media literacy, social media, and gender. She publishes her research in many journals and proceeding, also attending and serving many conferences as a speaker and on program committees. Nieke has authored books about social marketing communication and she enjoys reading and traveling.. Now she lives with her family in Jakarta and has three adorable son's.

Afshana Parveen Hoque



Afshana Parveen Hoque is a recent graduate of Illinois State University with an MS in communication. Coming from a business studies background, her primary research interests include inter-generational communication, workplace communication, and ageism in the workplace. Hoque also takes interest in food studies, intercultural/ inter-ethnic communication, and social media studies. She intends to obtain a PhD in communication in the near future. In her spare time, she enjoys cooking, traveling, and spending time with the residents of her local senior assisted living facility.

Daniel Edem Adzovie



Daniel Edem Adzovie is currently a PhD candidate in the Faculty of Multimedia Communications of Tomas Bata University in Zlin, Czech Republic. Edem has worked in advertising, public relations, new media, and graphic design. Before embarking on his current study, he was a full time staff of the Department of Communication Studies at the University of Cape Coast, Ghana where he was involved in teaching and research. His present research focuses on portrayal of sex scenes in African video films and its relationship with culture. Edem's research interests include: African/Ghanaian cinema, media, health communication, advertising, and visual culture. He hopes to become a great scholar in multimedia communications.

Nadia Haq



Nadia is a doctoral researcher based at the University of Bristol. Her research examines the underlying tensions faced by journalists between the traditional value sets associated with mainstream journalism such as a commitment to objectivity, truth and democracy, and the counter-evidence of discriminatory, and sensationalist news coverage on British Muslims. The underlying aim of her research is to seek normative indications of how a democratic media can enable public debate of politically contested topics without leading to the marginalisation of a particular group. Nadia's wider research interests include media discourse and rhetoric, multiculturalism, ethnicity and religion, discourse analysis, and political and social contestation. For ten years, Nadia worked as an international business journalist in the Middle East. Before this, she worked in research and development for a major political communications consultancy based in Westminster, London.

Neha Hooda



Neha Hooda is a media practitioner, teacher, and researcher. Currently, she is pursuing doctoral studies at the University of Debrecen, Hungary and has been a visiting research student at Jawaharlal Nehru University, Delhi. Her areas of work include films and television with a focus on content for children. She has worked with several prominent film studios globally. Her work can be accessed using this link: [imdb/neha hooda](https://www.imdb.com/name/nm1045844/). It was her time of working in the film business that led her to pursue research in the field of media. She combines her expertise and learnings from media industry work with academic work. With her research, she hopes to bridge the gap between content makers and content consumers.

Zsolt Szabolcsi



Zsolt Szabolcsi is a doctoral student of communication studies and sociology at Eötvös Loránd University, Budapest, Hungary. The focus of his research is the media consumer and their receptivity to political communication in relation to their socioeconomic and sociocultural embeddedness. Besides the research projects he participated on the content analysis of online news portals, he is also a research assistant at the Institute of Sociology of the Hungarian Academy of Sciences. Zsolt developed his interest in social psychology and communication during his master and bachelor degrees at Central European University and at Goldsmiths, University of London.





Francis Gbadago



Francis Gbadago is currently a PhD candidate at the University of Salford, Manchester, in the United Kingdom. The title of his research is: "Participatory Communication for Community Development: The Ghanaian Experience." He has a background in public relations, journalism, and development communication. He obtained his bachelor's degree in communication studies from the Ghana Institute of Journalism and his master's degree in development communication from the University for Development Studies, Tamale in Ghana. He also holds a diploma in industrial relations from the Association of Business Executives (ABE), UK. Before starting his PhD journey in the field of development communication, he served as the public relations officer/spokesperson for Ghana's Ministry of Education. He became the 2019 recipient of the Best Post-graduate Student Award for his paper presented at the Media, Communication, and Cultural Studies Association (MeCCSA) Conference held at the University of Sterling, Scotland, in January. He is also a teacher by profession and he hopes to develop his career in academia and the industry.

Nelly Dux



Having recently graduated from the International School of Management in Hamburg, Germany, with a master's degree in psychology and management, Nelly Dux was able to gain some learning experience in the field of consumer psychology with a focus on marketing communication through new media technologies. Combined with her bachelor's degree in psychology from the University of Glasgow, Scotland, she has developed a great interest in the workings of the human psyche and how the current technological advances have led to a shift in societal values. In line with her experience in the cinematographic field, her understanding of the technical properties for the different types of media such as virtual reality has inspired her to integrate those aspects into her master's research. Having grown up in different parts of the world, she is fond of traveling, learning new languages, and is passionate about art. She hopes to incorporate intercultural differences into her research and is looking to pursue a PhD in the field of psychology and media.



Raúl Anthony Olmedo Neri



Como Sociólogo Rural (UACH) y Comunicólogo (UNAM) desarrolla las siguientes líneas de investigación: movimientos sociales, comunicación alternativa, megaproyectos y economía política de la comunicación. En 2014, obtuvo el tercer lugar en el Premio Internacional Gabriel Betancourt Mejía (Bogotá) con un análisis regional en Latinoamérica. Actualmente estudia la Maestría en Comunicación en la UNAM. Con más de 13 artículos publicados en revistas nacionales e internacionales, el también integrante del Comité Científico de Iberoamérica Social se encuentra afiliado a la Asociación Mexicana de Investigadores de la Comunicación A.C. (AMIC) y la Asociación Mexicana de Estudios Rurales A.C. (AMER). Desde 2015, publica en el blog “Desde la Trinchera Sociológica”, un espacio otorgado en Iberoamérica Social para la producción y difusión del conocimiento.

Laura Expósito



Es Magíster en Comunicación e Identidad Corporativa (UNIR-España), Licenciada en Relaciones Públicas (Universidad de Palermo-Argentina), Profesora en Docencia Superior (Universidad Tecnológica Nacional-Argentina) y Organizadora Profesional de Eventos (Universidad de Palermo-Argentina). Desde el 2013, que está a cargo del Área de Comunicación Institucional de UTN Facultad Regional Chubut y de la Revista Digital de dicha institución. Además, realiza trabajos de consultoría para distintas empresas y organismos no gubernamentales. Es docente de la cátedra Comunicación Organizacional de la carrera de Recursos Humanos de la Fundación de Altos Estudios de Puerto Madryn. Actualmente se encuentra trabajando en un proyecto de investigación sobre comunicación y redes sociales en los ámbitos educativos de la Provincia de Chubut.

Mario Zaragoza Ramírez



Doctor en ciencias políticas y sociales con orientación en ciencia política por la UNAM. Profesor-investigador de tiempo completo del Centro de Estudios en Ciencias de la Comunicación de la UNAM. Líneas de investigación: espacio público, esferas públicas, acciones comunicativas, teorías de la comunicación y redes colaborativas. Miembro de comités editoriales y asociaciones nacionales e internacionales de investigadores en temas relacionados a la comunicación, la política y la ciencia.

Thursday, 26 September	
08:00-09:00	Conference Registration Desk Open / Mesa de inscripción abierta
09:00-09:20	University of Bonn Welcome / Palabras de bienvenida de la Universidad de Bonn
09:20-09:50	Conference Opening / Inauguración del Congreso - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States
09:50-10:20	Plenary Session / Sesión plenaria - Arne Hintz, Senior Lecturer (Teaching and Research), School of Journalism, Media and Culture, Cardiff University, UK
	"The Automated Citizen? Democratic Participation in a Datafied Society" Arne Hintz is senior lecturer at the School of Journalism, Media, and Culture at Cardiff University and co-director of the Data Justice Lab. His research focuses on the practices and conditions of digital citizenship, combining work on citizen media and participation, digital policy, internet governance, surveillance, and datafication. He has led several collaborative research projects, including "Digital Citizenship and Surveillance Society: State-Media-Citizen Relations after the Snowden Leaks" and "Towards Democratic Auditing: Civic Participation in the Scoring Society," and he chairs the Global Media Policy Working Group of the International Association for Media and Communication Research (IAMCR). His publications include, among others, "Beyond WikiLeaks" (Palgrave, 2013) and "Digital Citizenship in a Datafied Society" (Polity, 2018).
10:20-10:50	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.
10:50-11:00	Transition Break / Pausa
11:00-11:45	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 Room 2: Tema Destacado 2019: El futuro de la democracia en la era digital (en español) Room 3: Media Theory / Media Literacies Room 4: Media Technologies and Processes / Media Business Room 5: 2019 Special Focus: The Future of Democracy in the Digital Age
11:45-11:55	Transition Break / Pausa
11:55-13:10	PARALLEL SESSIONS



Thursday, 26 September	
11:55-13:10	PARALLEL SESSIONS
Room 1	Navigating News The Effect of News Consumption on Political Trust in Europe from 2002 until 2016: Evidence from a Multilevel Analysis of the European Social Survey Roy Jacobsen, Research Assistant, MUSEC, Department of Musicology, University of Oslo, Oslo, Norway The shift from a low-choice to high-choice media environment has implications for democracy. Through the development of niche channels and audience fragmentation, news consumption is constantly competing with other genres. Television has therefore become a multidimensional phenomenon, where both the amount of television consumed, and type of genres are significant. Those with a preference for news have a variety of options between channels. For an audience which prefers entertainment or sport, the niche channels have the potential of contributing to news avoidance, resulting in a lack of confidence toward the political system. When just a few channels existed, the audience was ensured to consume a minimum of news content. Regardless if they were waiting for the next reality show or through inadvertency. Whether the audience are looking at high-quality media or low-quality media will contribute to their political attitude and behaviour, including political trust. In the current literature on political communication, it is possible to identify three main, and rival, arguments. I will refer to these as (i) the video malaise thesis; (ii) the cognitive mobilization thesis; and (iii) a virtuous circle. Most often, research has focused on factors within a single country, or on one of the three arguments. Research that combine all arguments and investigate development over time have been limited, although the development of the theoretical framework implies a shift. Using all rounds of the European Social Survey, the aim of this study is to give a more comprehensive picture of how the media environment has developed. <i>Media Theory</i> Framing Migration in the Twenty-first Century: A Cross-National Framing Analysis of Two Mainstream Newspapers - Washington Post and El Universal Gabriel Huland, PhD Candidate, Media Studies, London, United Kingdom This essay engages with the media discourses around the migrant caravan that made its way from Honduras to the Mexican border city of Tijuana in 2018/2019. Drawing on the idea of news framing, it analyses and compares the coverage of the caravan in two newspapers, the Washington Post (United States) and El Universal (Mexico). The author compiled news and op-ed articles in order to identify news frames and situate them in the context of both countries. This contribution sheds some light on how the mainstream press frames migration in both Global South and Global North countries. The UNHCR estimates that, by the end of 2017, approximately 68.5 million people had been forcibly displaced from their home countries. This unparalleled quantity of migrants is one expression of a systemic crisis that shapes the contemporary world order. Forced migration takes place against the backdrop of civil wars, unemployment, and growing poverty across the world. In response to it, the political elites in many countries receiving migrants have proposed an agenda consisting of increased border securitisation and the criminalisation of migration. The migrant caravan received a large amount of media coverage. On the one hand, this relates to the increasingly international focus of most mainstream media platforms. On the other, it is explained by the singularities of the caravan movement. The paper addresses these and other issues, combining the empirical analysis of news articles with a theoretical discussion about migration and media power. <i>Media Cultures</i> Out of Place: Refugees Navigating Nation, Self, and Culture in Former East Germany Emily Edwards, School of Cultural and Critical Studies, Bowling Green State University, KY, United States This paper explores how refugees integrate into German society and to what extent their integration disrupts traditional theories of cultural assimilation utilizing qualitative data from interviews and online surveys with refugees residing in suburban areas of former East Germany. This paper provides a counterpoint to prevailing scholarship on socio-cultural integration that frequently centers itself in urban areas with large existing immigrant populations. Comparing interview and survey data, this work examines to what extent refugees signal the destabilization of a homogenous German national culture by pioneering their own cosmopolitanized sense of cultural selfhood through consumption of social and digital medias. In viewing the self as a reflexive project whereby an individual engages in a constant construction of identity, this paper will argue that integration is not a top-down process whereby the immigrant is influenced by the host society, but rather that integration is a multifaceted process between the individual, local community, and global media ecosystems. This paper views the construction of cultural identity, particularly in digital spaces, as embedded within broader political structures and reads the cosmopolitan cultural affiliations of refugees as indicative of a political challenge made to Germany's historic ethno-cultural model of national belonging. In exploring how refugees in diaspora articulate a multifaceted form of cultural identity this paper challenges both expectations of communalist belonging in Germany as well as within the diaspora and argues that due to the fragmenting and cosmopolitanizing forces of globalization nation and culture have become increasingly uncoupled. <i>Media Cultures</i>

Thursday, 26 September	
11:55-13:10	PARALLEL SESSIONS
Room 2	Comunidades mediáticas: medios y fines El papel activo de las audiencias en la comunicación pública de la ciencia: La democratización del conocimiento Ángel Figueroa, Director de Medios, Universidad Nacional Autónoma de México, México Andrés Fernández, Subdirector de Información, México En los últimos años, los medios digitales han cobrado mayor presencia; sin embargo, aún hay personas que se informan a través de los medios tradicionales. De ahí la importancia de pensar en las audiencias cuando desarrollamos contenidos de ciencia, pues podemos ser sujetos ansiosos de encontrar lo novedoso, lo emocionante, lo divertido, lo que nos haga salir, aunque sea por momentos, de nuestra rutina. Desde una perspectiva de comunicación, las audiencias son sujetos culturales capaces de realizar escuchas y lecturas inteligentes de los contenidos; aunque también, como señala Kaplún, capaces de “enchufarse al televisor para desenchufarse del mundo”. De acuerdo con Guillermo Orozco, como audiencia no se nace. Las audiencias se van constituyendo en lo que son, fundamentalmente a través de procesos de recepción-interacción con los diversos medios y como resultado de las mediaciones que ahí intervienen. La cultura, la política, la economía, la clase social, el género, la edad, la etnia, las instituciones a las que pertenece, los movimientos sociales en los que participa, son fuente de mediación de los procesos comunicativos. En la comunicación pública de la ciencia, se llegan a abordar temas en función del interés o intuición del emisor, y en la práctica los públicos pasan, en muchas ocasiones, a segundo término. Por ello, la relevancia de realizar investigaciones sobre las audiencias, que nos permitan conocerlas más a fondo y así poder generar contenidos que le sean útiles, interesantes, divertidos, y que le permitan ampliar su visión del mundo. <i>Culturas mediáticas</i> La comunicación empática hacia el adulto mayor como estrategia psicogerontológica en la búsqueda de una mejor calidad de vida Argel Grisolle, Presidente, Asociación Mexicana para la Psicoeducación Gerontológica A.C., Ensenada, México Se ofrece un enfoque psicogerontológico sobre las posibles implicaciones de la comunicación empática como estrategia en la búsqueda de una mejor calidad de vida del adulto mayor. De acuerdo con Pascale, “La comunicación empática es el camino que conduce a este objetivo a través de la comprensión y la escucha activa”. Se recurrió a la entrevista semiestructurada como estrategia de recolección de datos. Se entrevistó a un informante que, debido a su posición de cuidador geriátrico, se considera de vital importancia. El sujeto, a quien llamaremos Ángel, asegura que el adulto mayor que se encuentra en las casas de asistencia donde se aplican los principios de escucha activa y la capacidad de comprensión muestra una mayor armonía que se refleja en una mejor calidad de vida y, en ocasiones, incluso manifiestan “prefiero estar aquí que en mi casa, pues mi familia no me comprende o incluso me ofende.” Asegura el entrevistado que algunas expresiones de los familiares hacia el adulto mayor que podrían no tener la intención de ofender, le ofenden (por ejemplo: “bánate, hueles mal”). Se expuso que la falta de comunicación empática entre cuidador y adulto mayor genera una confusión que impide que se alcance una mejor calidad de vida, ya que aún con la mejor de las intenciones del familiar, la comunicación no empática podría resultar ofensiva y limitante en el desarrollo del sujeto de estudio. <i>Culturas mediáticas</i> Ejemplaridad y procesos de influencia personal en los escenarios de la convergencia mediática Mercedes Milagro Sarapura Sarapura, Universidad de San Martín de Porres, Lima, Perú Al cabo de casi veinte años de haber iniciado el siglo XXI, las redes sociales son vertientes cotidianas que han cruzado la dimensión de la comunicación interpersonal. Maturana y Varela descubrieron que el fenotipo ontogénico es decir, el modo de vivir que se ha conservado desde las primeras comunidades de homínidos es el conversar, producto del “lenguajear” y el emocionar; un emocionar que, a su vez, se produjo por el placer de una convivencia en un grupo primario o familiar, que resultó el ambiente ideal para que en él surgiera el lenguaje (que es lo que nos hace humanos). El regreso a esa comunidad estrecha, pero repotenciada con la tecnología, es la búsqueda permanente del ser humano. Los colectivos con diferentes banderas, y en función de distintos ideales, tienen ahora tal notoriedad y vigencia gracias a la tecnología que son un ejemplo de la búsqueda de integración y de referentes. Este aporte pretende asomarse a la realidad de cinco “influencers” y sus respectivos grupos pequeños (o no tan pequeños) de seguidores. Líderes que, a diferencia de las estrellas que las industrias culturales crearon a los inicios del siglo XX, resultan mucho más cercanos y accesibles gracias a la magia de la tecnología. En suma, una comunicación interpersonal que da pie a la influencia mutua y a la ejemplaridad (según los argumentos de Javier Gomá, que servirán de eje de este estudio). <i>Culturas mediáticas</i>

Thursday, 26 September	
11:55-13:10	PARALLEL SESSIONS
Room 3	Critical Intersections Historical Facts and Collective Memories of Atomic Bomb in Nagasaki Makoto Sakai, Bunkyo University, Tokyo, Japan This research aims to analyze and evaluate archives and exhibitions on the atomic bomb disasters in Nagasaki, Japan, in terms of historical research and media studies. For research methods to communicate historical facts and collective memories, I used concepts from content analysis methods of media studies, fieldwork in Nagasaki, and interviews of the director of the Nagasaki Atomic Bomb Museum. I then performed a comparative analysis of the archives and exhibitions related to nuclear disasters such as the Hiroshima Peace Memorial Museum and Park, Ukrainian National Chernobyl Museum and Chernobyl nuclear power plants, and exhibitions on nuclear power plants in Japan focusing on the Fukushima Daiichi nuclear disaster. In particular, this study focuses on the research archives, exhibitions, and collective memories related to the historical facts of atomic bomb disasters in the Nagasaki Atomic Bomb Museum, Peace Park, and other museums and libraries. Generally speaking, Nagasaki's atomic bomb disaster is less acknowledged than Hiroshima's disaster internationally. For example, the New York Times published an op-ed titled "Nagasaki, the Forgotten City" (Southard, 2015). Archives and exhibitions on the nuclear disasters in Nagasaki focus on human casualties, environmental damages, and Christian victims of the detonation of the atomic bomb. The largest Catholic church in Asia was located near Nagasaki's hypocenter; therefore, many of the victims of the Nagasaki atomic bomb attack were Christians. My research also aims to investigate methods and concepts for communicating these historical facts and collective memories for local communities in Nagasaki. <i>Media Literacies</i> Australian Muslims and the Public Sphere Easa Alqahtani, Lecturer, King Khalid University, Saudi Arabia Abdulaziz Alajlan, PhD Student, Cardiff University, United Kingdom In this study, we consider the following questions. First, do Australian Muslims think about the significant role that the media plays in the public sphere? Second, what efforts should Australian Muslims make to participate in the public sphere, and especially in the media sphere? Finally, what are the origins of bias in the Australian news media, and why do white men control the media sphere? This paper illustrates the roots of the Australian media's bias against Muslim communities, beginning with the era of the printing press and the European reformation, and through the colonial era. Tracing these historical roots demonstrates how the colonial past influenced the very early news media in Australia. Finally, this article examines how Muslim communities have tried to play a significant role in changing the biased images of Islam and Muslims in Australia and around the world. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i>

It is Simply Scripted - Gamers Practices as a Form of Resistance: An Example of Fifa Ultimate Team

Piotr Siuda, Kazimierz Wielki University, Bydgoszcz, Poland

In media and cultural studies heavy gamers are sometimes treated as subversive consumers, able to resist commercial practices enrolled by developers. Gamers are viewed as not belonging to the passively consuming mass. We can observe a constant tension between gamers and developer studios which try to sell games as if gamers would buy everything that is being served to them. The aim of the paper is to show the resistance of gamers when it comes to micropayment and selling game packs which are supposed to enrich gamers experiences and make the game easier. These packs are much more expensive than the basic game and very often result in a huge disappointments of gamers. The example used in the paper is Fifa Ultimate Team (FUT) – a game developed by EA which is a part of FIFA series. FUT is very often criticized when it comes to micropayment and game mechanics strengthening the need to buy packs. This research demonstrates this by analyzing several online FUT fans communities. By the means of in-depth Interviews, analyzing threads on communities and mechanics of the game, the paper proves that FUT gamers are in a way “opposing” developers. The research is an example of how gamers are appropriating media products for their own purposes – they create their own meanings, transform, and adapt games to their own needs. This has a democratizing effect on game consumers in general.

Media Cultures

Communication as Play: A Pilot Study on Taiwan’s Line Sticker Agonistics

Ke Chia Chen, National Chengchi University, Taiwan

Hsiaomei Wu, National Chengchi University, Taipei, Taiwan

The prosperity of Taiwan’s line sticker market has elicited an emerging communicative practice termed sticker agonistics, in which line group users enjoy communicating reciprocally with stickers rather than with word texts. How do these sticker lovers reach their chemistry? Using Lyotard’s language games and Huizinga’s perspectives on Homo Ludens as theoretical framework, this study explored the timing, the typology, and the implications of sticker agonistics. Five groups and a total number of thirteen users were interviewed and asked to provide sticker conversation samples for analysis. The findings showed that LINE users played agonistic games at spare time. Each group has developed their own tacit knowledge and formulated special ritual practices. Even if the sticker agonistics was at first for conversation, it turned out game plays, in which users enjoyed the pleasure of instantaneity and surfing. Sticker agonistic users are all Homo Ludens.

Media Cultures

Proximity in Stories: An Analysis of the Construction and Consumption of Ephemeral Narratives on Instagram and Snapchat

Laura Santos De Barros, Collaborating Researcher, Faculty of Communication and Library Science, Federal University of Rio Grande do Sul, Brazil

The feeling of proximity was one of the main topics that emerged in a previous study about the construction and consumption of ephemeral narratives in stories. Therefore, this paper discusses how this perception of proximity between users occurs and how it is linked to interactions in the Snapchat and Instagram stories. For this investigation, the procedure consisted in identifying and selecting ten subjects who make intense use of stories using the snowball technique. The subjects then participate in a semi-structured interview. In general terms, the process of narrative construction and consumption in both Snapchat and Instagram stories occurs in an intertwined relationship with the quotidian sphere and five characteristics appear as potentiators of the sensation of proximity between users: the daily character, the ephemerality, the imagery aspect, the dialogical character, and the entertainment.

Media Cultures

Thursday, 26 September	
11:55-13:10	PARALLEL SESSIONS
Room 5	Contemporary Considerations Celebrity as Currency in Digital Democracies: The New York Times - #MeToo Social Media Campaign as a Comparative Case Study Michael Hofmann, Florida Atlantic University, Fort Lauderdale, FL, United States This study analyzes how since October 5, 2017 the New York Times has expanded its ability to influence the public agenda, first demonstrated by McCombs and Shaw in 1972, to "Agenda Setting in a 2.0 World" (Johnson 2013). It did so by exposing the Hollywood mogul Harvey Weinstein as a sexual predator and then co-opting the #MeToo social media campaign once victimized celebrities had turned it into an attention magnet. In comparison, the Times's investigative report by Pulitzer Prize winner Farah Stockman from October 15, 2017 about Shannon Mulcahy, a skilled blue collar worker who had survived rape by her step-father as well as domestic violence, and whose identity-providing job was outsourced to Mexico, failed to develop sufficient currency in the algorithmic structure of the multimedia marketplace. This research paper also asks whether the June 2017 termination of the Times's "Public Editor" and her substitution with a "Reader Center" editor facilitated the third-week delay of Stockman's report on the December 7 "town hall" meeting about the future of blue collar workers like Mulcahy. Such a privileging of consumer choice over citizenship would violate the tenets of deliberative democracy from James Madison's original concept to Juerger Habermas's interpretation in the context of his public sphere paradigm. It will be argued that attempts to match Trump's TV celebrity in the 2020 Presidential election with celebrity campaigns of one's own, will only further erode the remnants of a Habermasian rational-critical discourse among the electorate. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i> Political Cash Cows: US Television Stations Remain Relevant and Lucrative Because of Political Campaigns Dean Cummings, Assistant Professor, Communication Arts, Georgia Southern University, Statesboro, GA, United States Television stations in the United States are required to air political ads of candidates at the lowest rates available. Issues ads from Political Action Committees (PAC) can be charged at any rate. The costs of the available issue spots rise as the inventory of available commercial spots empties. Political swing states draw PAC money to ensure they outspend opponents. The competition creates a wave of money that starts 45 days before a primary and 60 days before a general election. Local television stations in Ohio and Florida sell out their inventory with little effort. This study looks at how local TV stations wield political power by selling their ad time. An ethnographic study at WPTV-TV in West Palm Beach, Florida reveals the methods and means of sales representatives to comply with government regulations. <i>Media Business</i>

Thursday, 26 September	
11:55-13:10	PARALLEL SESSIONS
Room 6	Democratic Challenges Women World Leaders: Obstacles and Opportunities Nichola Gutgold, Professor, Communication, Penn State, Allentown, PA, United States President, Prime Minister, Chancellor. These words evoke images of power, leadership and tradition. They also bring to mind the male dominance that has been a part of those offices since their inception. Yet, in parts of the world, women leaders are gaining ground. Indeed, women's leadership is not new. As Robert Watson points out, history has witnessed the leadership of Cleopatra, Saint Joan of Arc, Marie Antoinette, Catherine the Great, and Queens Isabella, Elizabeth and Victoria. The world over, women have led. In the Philippines, Gloria Macapagal-Arroyo succeeded Corazon Aquino and in Nicaragua, Violeta Chamorro was president. Angela Merkel leads Germany and Mireya Moscoso leads Panama. Recently, South Korea elected its first female president, Park Geun-hye. In Croatia, Kolinda Grabar-Keterovic is president. Have these women faced the same gender constraints as women running in the United States? In more than thirty other countries women serve as president or prime minister. But in the United States, Secretary of State is the glass ceiling for women and leadership. What has kept the United States from having a woman president? Is it the harsh press treatment? The history of male dominance? Is it the power of money in electoral politics? Do other governmental structures make it easier to elect women? Perhaps there is something the United States could learn from countries that have elected women leaders? This study considers how women around the world have successfully communicated leadership, with special focus on the role of the digital age. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i> How Do Online Social Networks Mediate in Developing Migrants' Transnational Identities?: Comparative Studies Sunyoung Park, MSc, Political Science, Bamberg Graduate School of Social Science, Bamberg, Germany Online Social Network (OSN) provides borderless connections with the origin society to migrants, but also enables them to create new social networks with the people who can echo their thoughts and feelings gained in migration process (Wellman 2000; Castells 2011). While migrants are embedding in the new society, they learn how 'the others' define them and where they are belong. Migrants' transnational identity can be, therefore, diversified by social positioning within and across home and destination society (Lametal 2012). My research strives to understand how migrants develop their complex transnational identity in different online social networks, by comparing three OSN platforms mostly used by the migrants communities. The technological evolution of internet, defined by Web 1.0, Web 2.0 and Web 3.0 are considered to classify the different types of OSN (O'Reilly 2005; Graham, 2005). Recently the first case study has been carried out, regarding the social movement led by Korean migrants group in Germany against an ethnic/gender-stereotyping advert of a German company. During the incident, their major OSN has been dominated by the relevant postings—to share the feelings, thoughts, and the experiences found on the same line with the message from the ad. The research adapted Content Analysis (Elo & Kyngaes, 2007) based on Straussian Grounded Theory (Morse et al., 2009). Most similar system different outcomes find changes on the timeline. The results indicate that each platform has a predominant opinion on the case, in light of a particular identity (e.g. Traditional Korean, East Asian, and Global Citizen, respectively). <i>Media Cultures</i> Multicultural Content in a Seamless World: A Perspective on Children's Media in India Neha Hooda, PhD Student, Department of British Studies, University of Debrecen, Debrecen, Hungary The Indian media market has undergone a drastic transformation on the side of production, distribution, and consumption in a rapidly transforming global media market that is digital, seamless and timeless. The study aims at understanding the paradigm shift that has happened in the children's media market from 2000 to present. India has become a melting pot of content from across the world. Programs like Shin Chan, Doraemon, Oggy & the Cockroaches and Chota Bheem are reflective of how the narratives have evolved and how they address the needs of Generation Z. The television programs with their images, portrayals, and creative story-telling are not merely passive entertainment but a means of propelling further thought and action. The study relies on primary information collected through a research survey conducted with 495 children in India. It maps and explores the media preferences of the children. A total of 118 TV shows being played on the Indian television were sampled, reviewed and analyzed. The programs analyzed were found to have content drawn up in India and foreign content that is localized for India. My work focuses on how children's media has evolved historically in the light of social, economic and technological changes from an interdisciplinary point of view.



	Thursday, 26 September
13:10-14:00	Lunch / Almuerzo
	Common Ground Research Networks and the Communication & Media Studies Conference is pleased to offer complimentary lunch to all registered conference delegates each day. Please join your colleagues for this break between sessions. Common Ground Research Networks y el IV Congreso Internacional de Estudios sobre Medios de Comunicación se complace en ofrecer gratuitamente el almuerzo, cada día del Congreso, para todos los delegados inscritos. Únase al resto de participantes para disfrutar de este descanso entre sesiones.
14:00-15:40	PARALLEL SESSIONS

Fake News Is All Over the Net - Who Can Act as the Gatekeepers of New Media?

Harshini Arvind, Student, Department of Media Studies, Christ(Deemed to be)University, Bengaluru, India

There have been significant ongoing movements in the media ecosystem raising new concerns about the susceptibility of democratic societies to fake news and the society's restricted capacity to contain it. Fake news as a type of deception benefits the quick pace that data goes in the present media community. The ascent of fake news features the disintegration of long-standing institutional defences against deception in the internet age and the concern over this particular issue is worldwide. This paper underscores the role of digital media concerning the essence fake news through web based life and how it's being spread. This paper features examples which prompted disharmony in the world because of scattering of misinformation through social media. The researcher used a qualitative approach by conducting a focus group discussion on students from both media and non-media backgrounds. In addition to this, an expert interview was conducted in order to understand how the plenitude of data sources online leads people to depend vigorously on heuristics and meaningful gestures. Web-based networking media offers both, test for continuous identification algorithms and focus on socio-technical interventions. This work will enable individuals to decide the credibility of data and to shape their convictions, which are thus very hard to address or change.

Media Cultures

Don't Trust Your Eyes: Manipulation of Visual Media in the Age of Deepfakes

Johannes Langguth, Simula Research Laboratory, Lysaker, Norway

Petra Filkukova, Postdoctoral Fellow, Simula Research Laboratory, Lysaker, Norway

In 2017, a large number of internet users were shocked to discover that using deep learning technology, realistically looking videos depicting an arbitrary person performing arbitrary actions can be created easily using nothing but a modern personal computer. In 2018, it quickly became clear that such videos could fool all but the most alert observers. Since most people tend to trust video recordings over most other media, DeepFakes represent a dangerous new tool for manipulating public opinion and thus undermining democracy. In this study, we give an accessible introduction to the technological details that make DeepFakes possible. In the second part, we discuss technological countermeasures as well as the wider implications of this technology and its significance for public opinion in democratic countries.

2019 Special Focus: The Future of Democracy in the Digital Age

Return of the War on Terror: A Comparative Discourse Analysis of TRT World and BBC World Regarding The Syrian Civil War

Fatih Goksu, Postdoctoral Researcher, School of Social and Behavioral Science, Erasmus University of Rotterdam, Rotterdam, Netherlands

The discourse on terrorism, which has been built around global media networks is repeatedly structured and restructured through an ongoing process of text-frame-audience-media interaction within a broader socio-political context. Many years after 9/11 the assertive discourse of terrorism again dominates the news media and representation of specific terrorist events serves to legitimize ideologies and justify extreme acts against constructed other. Using Entman's work on mediated public diplomacy, the researcher conducts an extensive comparative analysis of discursive practices of BBC World and TRT World news network on the so-called terror organizations (YPG and ISIS) regarding the Syrian civil war. Researcher examines terror discourses of BBC World News and TRT World from the beginning of Syrian civil war to argue that the news discourses was used as a foreign diplomacy tool in favor of the countries that owned the news networks and news and editorial reports went beyond informing people but to achieve better results in foreign policy. BBC World News here is selected to represent the dominant group of global media traffic due to its global reach and TRT World is selected to represent the contraflow category in the global news media.

Media Theory

Facebook Governs: Political Violence towards Kurds in Turkey in The Age of Content Moderation

Ece Gurleyik, Graduate Student, Media Studies, Pratt Institute, NY, United States

Through tracking the content moderation tactics of Facebook, I investigate how the complex conflict of the "Kurdish Question" in Turkey is negotiated through this platform and how it can polarize the public debate. Facebook's leaked content moderation guidelines in 2011, shows most international entries target content on or authored by the Kurds and their insurgency. Turkish national identity has been cemented in opposition to the Kurdish insurgency, and the Turkish state continues to link violent acts by the PKK militia, with the general Kurdish culture. In 2011, the ongoing conflict escalated to a violent and divisive level, Facebook failed to distinguish between violent PKK attacks and the Kurds until 2015. I compare the foundational connections between Turkey's public and anti-terrorism policy, its media and rhetoric in daily life to Facebook's policies, mapping similarities in language and categorization among these, and differences in the censorship they enforce. I argue that when foreign policy debates manifest themselves on Facebook, their moderation policy has the power to frame and limit the conversation around public opinion and "terrorism", a category of violence that is defined and created within these mediated debates. I denaturalize the misinformed symbiotic linkage between "terrorism" and the Kurdish insurgency by demonstrating the arbitrariness underlying Facebook's moderation. As Tarleton Gillespie says, "content moderation is a lived experience" especially for specific oppressed groups. Thinking of Facebook as a user generated platform the speech maker and the state - trying to fix these inconsistencies is a way to fight the political violence and invisibilities.

Media Cultures

Thursday, 26 September	
14:00-15:40	PARALLEL SESSIONS
Room 2	Género e igualdad Empoderamiento de la mujer comunicadora: Un nuevo horizonte de oportunidades Ana Cecilia Prado Salazar, Docente asociado, Universidad Nacional del Centro del Perú, Huancayo, Perú El empoderamiento de la mujer comunicadora en centros laborales es un proceso que presenta dificultades en un espacio donde el machismo y otros prejuicios son parte de la cultura. A pesar de ello, la mujer ha obtenido mayor protagonismo ocupando cargos de responsabilidad o formando parte del equipo de imagen institucional y relaciones públicas. Interesa determinar la relevancia de su competencia en las organizaciones y saber si esa intervención podrá incidir para mejorar la confianza hacia la mujer comunicadora para otras oportunidades. Para la realización de esta investigación hemos tomado como muestra de estudio a las mujeres que laboran en puestos de comunicación, imagen institucional o relaciones públicas de la provincia de Huancayo, capital de la región Junín. <i>Negocio mediático</i> Diferencias de género, en las prácticas e interacciones de las lectoras y los lectores, en el diario online "emol.com" Karen Gheza, Chief, Universidad de Santiago de Chile, Santiago, Chile La investigación realizada como tesis para optar al grado de Magister en Comunicación Social en la Universidad de Chile, abordó las diferencias de género en las prácticas e interacciones en los espacios de participación del lector en la prensa digital, específicamente, en los comentarios a las noticias del diario digital "emol.com". Los comentarios a las noticias son parte de un conjunto de nuevas herramientas comunicacionales donde el lector/ra puede expresarse discursivamente de forma voluntaria, asincrónica y pública que han sido incorporadas por la prensa digital en la mayoría de las noticias que publica; permitiendo la participación e interacción de los lectores/as con los contenidos del medio y entre sí. Dado el alcance de los objetivos propuestos, y la naturaleza del corpus de este estudio, se recurrió al "análisis de contenido" como técnica para describir y develar las diferencias de género en los comentarios a las noticias; pudiéndose constatar que, pese a la existencia de nuevas herramientas de participación en la prensa digital que buscan enriquecer el debate público sobre asuntos sociales y políticos y, asimismo, fomentar la incorporación de los ciudadanos/as en la esfera pública y construir una sociedad más democrática, estas herramientas, más que aportar a la plena incorporación de las mujeres en el espacio público, refuerzan las desigualdades y los estereotipos de género. <i>Tema destacado 2019: El futuro de la democracia en la era digital</i>



Getting the Green Light: Community Engagement for Renewable Energy and Low-carbon Emission Technologies in Australia

Andrea Cassin, Lecturer in Communication / PhD Candidate, School of Creative Industries, University of Newcastle, Newcastle, Australia
Around the world, the climate change debate and environmental disasters have increased government and industry emphasis on renewable energies and low carbon emission technologies. Community engagement for the development and implementation of such projects is gaining importance after community backlashes have caused delays and cancellations. How to engage and who to engage with, however, remains unclear as both the term 'community' and 'community engagement' continue to be rather unspecific and fluid concepts in academic literature. Especially public relations literature gives community engagement little attention although practitioners are often called onto manage engagement projects for organizations. Through the use of qualitative in-depth interviews with experienced Australian community engagement practitioners, this study explored how community engagement has been practiced and which communication processes were reported to be more or less effective. Research findings suggest that face-to-face communication is the most important communication form and that building positive relationships with the local community plays an integral role. Although some organizations allow communities to influence the decision-making process, the results indicate that most organizations engage with 'strategic intent' and attempt to control engagement processes rather than genuinely listen to community concerns. These findings challenge current academic concepts and offer new directions for future public relations research and engagement practices.

Media Business

Gatekeeping within a Networked Public Sphere: Theoretical Implications considering the case of 2015's refugees crisis in Germany: The Case of Refugees and NGOs in Germany

Mafalda Sandrini, Research Assistant, Graduate School, Macromedia University of Applied Sciences, Berlin, Germany
Since the advent of the digital revolution, the impact of the Internet on the public sphere and democracy has been largely debated by scholars coming from different disciplines; some have emphasised the democratic potentials of new media to foster minority groups' participation and representation within the public debate, and others have articulated the possibilities of increased polarization due to the structure of the Internet itself. Control over information has always been a source of power and the role of media was traditionally one of institutions' checkers and disseminators of facts and knowledge in order to inform citizens and concur in public opinion formation. How did this process changed within a hybrid media system? Which new gatekeepers emerge due to digital media? How is democracy affected? This contribution inquires the theoretical implications of gatekeeping within a networked public sphere by adopting 2015's refugees crisis in Germany as case of analysis. Within a context of communicative capitalism, phenomena like filter bubbles and echo chambers emerged, impacting the way citizens consume information; gatekeeping takes now the form of information exposure, creating a fragmented networked public sphere, whose social and political consequences should not be left out. Literature review will be presented and conceptual conclusions will be drawn on the basis of the case under examination, considering the implications for democratic practices online.

2019 Special Focus: The Future of Democracy in the Digital Age

Marketing Social Change: Best Practices for Nonprofit Website Strategy

Ted Gournelos, Associate Professor, Communication, Rollins College, Winter Park, United States
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While websites are often considered to be information repositories, they are instead primary storytelling outlets that serve as a hub for many other communication tactics. Moreover, despite the fact that website quality in its various forms can establish trust, interest, empathy, and engagement for a variety of stakeholders, many nonprofits do not know how to distinguish between a "good" and a "bad" website, often relying on external firms or amateur producers rather than treating the channel as a strategic outlet. This paper establishes and discusses best practices for nonprofit communication through websites, drawing from a qualitative content analysis of twenty-nine nonprofit organizations that focus on the fight against hunger. We suggest specific and actionable practices for nonprofits to analyze their existing website and create a strong web presence, drawing from examples in the field.

Media Business

Integration or Separation?: An Exploratory Study of the Measures to Regulate the Smartphone Presence in Companies

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Today's change in the workplace is strongly influenced by digital information and communication technologies. In addition to the advantages of flexibility, current studies show that occupational smartphone use is often at the expense of mental well-being and recovery. For some years, companies have therefore been practicing various preventive approaches to protect their employees from any negative effects. However, so far, no measure has been sufficiently tested, and little is known about the underlying mechanisms, causes and strategies in dealing with the smartphone. Based on 12 interviews, this qualitative study describes the advantages and disadvantages of occupational smartphone use from the employee's point of view. These are on the one hand the opportunities of flexible work design and an increased social bond with colleagues, but on the other hand, the negative effects on the work-life balance, increased stress levels and the risk of smartphone addiction. Employees differ in their preference for technical integration or separation and their strategies for using the smartphone. Smartphone use and availability are described by the employees as psychologically demanding, especially when their own principles and the personal need for autonomy and freedom of discretion are not taken into account because internal or external circumstances prevent this. For the first time, empirical findings on possible strategies for action and implementation are provided to improve the professional use of smartphones from an employee perspective. Further studies might consider a differentiated view of the risks and implications of availability expectations, blurring boundaries between work and private life and interruptions.

Media Cultures

Representation of the Haitian Community in a Digital Newspaper in Chile

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

This research analyzes the journalistic coverage of the phenomenon of Haitian immigration in the Chilean digital medium Emol.com from January 2014 to October 2018. In a first stage, quantitative data is collected to answer the question about what is driving the modernization of the immigration law: the political agenda or the media agenda. Through the counting and analysis of sources, and internal organization of publication, quantitative data are collected with the purpose of performing an analysis of descriptive content. In a second stage, the qualitative strategy is used, based on the technique of critical discourse analysis research, with the purpose of knowing which social representation is disseminated by Emol.com about Haitian immigrants in Chile. It is concluded that the increase of Haitians in Chile modified the political and media agenda from the year 2016 to the present, making it a priority and influencing public opinion. Emol.com, through its publications, shows that Chilean elites have spread their discourse around the issue of migration, framed in national security, especially towards the Haitian population. Citizen sources are not visible in this political and social debate. This journalistic discourse tends to privilege only one look at the phenomenon. The media point of view that this online medium provides, during the period studied, is framed in prejudices and negative stereotypes towards the Haitian community.

*Media Cultures***Media Manufactures Identities - Analysis of Veiled Muslim Women Studying in Western Australia**

Jyoti Keshwani, Murdoch University, Australia

Media has a pervasive and relentless impact on people in creating fear for Muslims and of Muslims. This research investigates the experiences of a group of fourteen veiled Muslim women from six countries studying in four Western Australian universities. It considers racism around being visible Muslims and how they respond to media (mis)representation of their culture and their identities against the backdrop of Islamophobia. The research employs the methodology of critical ethnography drawing on key theoretical ideas of 'nomadic subjectivity' (Braidotti, 2011), identity and agency from the tradition of post-structuralism and post-colonial theory. The research employed focus group discussions where the arts-based method, i.e. drawing was used in phase one of the data collection and phase two semi-structured interviews and participant observations were used. This paper highlights the risks of media which creates an image of dangerously divisive stereotypes. These stereotypes and generalisations magnify differences and disregard the fear felt by the Muslims. The stories conveyed through drawings and semi-structured interviews reveal increasing stigmatisation of Muslim women and their depiction as backward, helpless victims of their culture. The analysis shows that mass media is playing an essential role in reinforcing the social reproduction of a stereotyped image and thus misinforming communities and creating and perpetuating an Islamophobic perception.

*Media Cultures***Anxiety Release as a Gratification by the Consumption of Moral Panic Narratives**

Zsolt Szabolcsi, Budapest, Hungary

Although, neither the theory nor the phenomenon of moral panic originated in Hungary, its innovative contemporary usage can certainly turn it into a Hungaricum. Originally, moral panics meant to be structural phenomena, in which each actor follows their own interest and, as a result, a moral panic phenomenon unfolds. In the most recent Hungarian implementation, however, moral panic is centrally organized through the appropriated media machinery that communicates elements of moral panic in a structured and organized manner. The subsequent effect is the mobilization of fear and anxiety by the communication of moral panic frames on migration. Thus, political unification and mobilization can be achieved in order to uphold electoral support. This centralized communication strategy can be identified in the use of words in the articles of online news portals in Hungary. This study examines the framing strategies of ten online news portals in Hungary by analysing the use of words and their co-occurrence within articles, in relation to migration. The examined period of the analysis is from January, 2015, when the migration campaign started, until April, 2018, when the national election was carried out. The data is built up from the most commonly used words within articles of the examined online news portals. The analysis shows that the use of words and their co-occurrence reflect the framing strategy of online news portals and their orientation to a centralized media machinery communicating moral panic narratives. Moral panic, instead of a structural phenomenon, function as a centralized political tool in Hungary.

*Media Cultures***Assessment of Nigerian Newspapers' Reportage of Violence Against Children: Case Study of Daily Sun and Punch National Newspapers**

Adeline Nkwam Uwaoma, Lecturer, Mass Communication, Imo State University, Owerri, Imo State, Nigeria

Despite the adoption and implementation of the child rights act in Nigeria, violence against children seems to be on a steady increase. Violence against children is considered as those acts by other persons especially adults that undermine and threaten the healthy life and existence of children or those that violate their rights as humans. This study analyses the frequency, length, prominence level, direction, and sources of information reported on violence against children in select national daily newspapers. It then provides information on the role of the newspapers in Nigeria in the fight against child violence and public awareness of the impact of violence against children on the development of the nation and the attempts to curtail such violence. The composite week sampling technique was used. As such 168 editions of Daily Sun and Punch newspapers published from January to December of 2016 were selected. Data were collected using code sheet and analyzed via content analysis. The result showed that the frequency of the newspapers' reportage of violence against children in Nigeria was low. Again, it was found that the length or space given to reports on violence against children was inadequate, the direction of the few reports on violence against children was in favour of the course or fight against child violence and these newspapers gave no prominence to reports on violence against children. Finally, it was found that a major source of news about violence against children was through journalists; government and individual sources provided only minimal information.

Media Cultures

Thursday, 26 September	
14:00-15:40	PARALLEL SESSIONS
Room 5	Literacy Lessons The Importance of Media Literacy in Indonesia Nieke Kulsum, Universitas Nasional, Jakarta Selatan, Indonesia The Indonesian government is currently taking action against hoax spreaders who are increasingly rampant at the level of destabilizing the country. A hoax is normally filled with hate speech or human rights violence in terms of ethnicity, religion, race, and inter-group relations which may divide the sovereignty of Indonesian state. Social media such as WhatsApp, Twitter, and Facebook are the common media used to spread the hoax. For this reason, media literacy is required to educate Indonesian people so that they know which news is real and not. The fact that the government has arrested and imprisoned several people who spread hoax news should open people's eyes that they have to be smart in deploying news. Under the theory of media literacy and social media ethics, this research is descriptive qualitative in nature. The researcher conducted interviews, literature studies, and non-participant observation in collecting data. <i>Media Literacies</i> When Sharing Is Not Caring: Individual Differences in the Evaluation of News Quality Petra Filukova, Postdoctoral Fellow, Simula Research Laboratory, Lysaker, Norway Peter Ayton, Professor, City, University of London, United Kingdom Steven Sloman, Professor, Brown University, United States Johannes Langguth, Simula Research Laboratory, Lysaker, Norway In this study we investigated factors affecting one's ability to distinguish fake from real news. Questionnaires containing a mix of true and fake news on crimes were distributed to two different samples: students at the University of Oslo and senior citizens aged 65-75 living in Norway. The perpetrator in the fake news stories was either an in-group member (Scandinavian) or an immigrant (between-Ss design). The majority of participants in both samples evaluated their ability to distinguish facts from misinformation as better compared to others. Their confidence was not entirely justified as both samples rated the presented fake news as more trustworthy than the real news. Senior citizens trusted both real and fake news more than the students did and the news also elicited more emotions in them (fear, anger, sadness, worry). Simultaneously, they were also more willing to share the content of the news items with others (both via face-to-face communication and online). Whereas younger participants typically reported judging the news accuracy based on formal attributes of the news items (e.g., news source), older participants more frequently focused on the content of the news (how likely such incident could happen). Women in the younger sample trusted all the news items more than men did, whereas there was not such gender difference among senior citizens. Trust in the news items where an immigrant was a perpetrator was affected by participants' political orientation in both of the samples: right-wingers had a tendency to trust these news items whereas left-wingers distrusted them. <i>Media Literacies</i> From Pray to Protest: The Invisible Power of Buddha Alternative Media in Indonesia Fitaha Aini, PhD Candidate, Department of Media and Communication, University of Leicester, Malaysia The diffusion of religion in alternative media is rooted to soar in Indonesia as the third biggest democratic state and ranked third in the world on the importance of religion in citizenry life. This study aims to determine how religious identity diffuses in media process. Sidney Tarrow's notion about the strength of collective identity (nationality, ethnicity, and religion) to mobilise mass of people is highlighted to identify its influences in media process. Buddhist alternative media, Hikmahbuddhi, was selected as a case study due to its representation of a minority religious group. Diary-interview was selected as the key tools to access micro information on the internalisation of Buddha values in alternative media practitioners. Non-participant observation with interaction was chosen to supplement the data with nano-ethnography of "follow journalist steps" from the meeting point, house of worship, to selected events. This research found that Hikmahbuddhi, existing media for almost fifty years, has shown its critical effervescence by publishing media content to eradicate corruption and organising peaceful movements with 300 protesters for the operation of "Buddha-Bar" in Jakarta. Praying was not only routine rituals during this protest, but it also conducted weekly by shifted activists in Buddha Bar for more than eighteen months while waiting for a court decision. Alternative media practitioners who also played their roles as protesters disseminated information using various media. The result shows that the diffusion of religious identity in alternative media process fosters spirit of solidarity, sincerity, and survivability. <i>Media Cultures</i>



Thursday, 26 September	
14:00-15:40	PARALLEL SESSIONS
Room 6	National Reflections The Communication of Popular Culture on Royal Private Films of King Bhumibol Adulyadej in Thailand: The Transformation of Objectivity to Subjectivity Culture Surachai Chupaka, Associate Professor, Mass Communication Faculty, Ramkhamkeang University, Pakkert District, Nonthaburi, Thailand This article is part of research entitled, "The Communication of Popular Culture on Royal Private Films of King Bhumibol Adulyadej," aimed at studying the content, format, and style of films in order to find attribution and value for Thai society. The film series is composed of three types of story: everyday life of the king family, royal ceremonies, and royal duties for both local and foreign visits including Japan, and Germany. The research embraced by the textual analysis of the royal private film, based on the film series conducted by King Bhumibol Adulyadej which was considered as the most popular film in Thailand during 1954-1967. A focus group of local audiences and academics were also employed for the inquiry. Results revealed that the series had been uniquely created by using dramatic presentation accompanied with favored signs and symbols among Thais. The scripts, scenes, sound, and music embraced with the way of popular culture, instead of royal high culture. The nationalism, modernism, localism, and humanism were embedded as a common theme of the films. In contrast with other studies, this research found the royal films were not any state apparatus for ideological hegemony. They became the great public sphere for Thai people to share their sense of belonging and identity along with the reign of their king since 1960. The films demonstrate the best practice for media academics to pave the way for connecting all social classes to promote local identity and solidarity amid cultural diversity in Thailand. <i>Media Cultures</i> Reality TV in Turkey: An Exploratory Analysis on the Construction of "Reality" in Turkish Reality TV Ayse Deniz Unan Goktan, Assistant Professor, Sociology, Istanbul Gedik University, Istanbul Gedik University, Turkey Reality has been a substantial genre for contemporary TV. It is easily consumed, and is highly preferred by producers due to lower costs. What differs reality from other genres is defined as the so-called naturalness of its characters and spontaneity of events. On the other hand, producers and participants state that a complex production process takes place that blurs the boundaries between genuineness and fiction, and a hybrid form of reality is executed through reality shows. Reality TV is largely based on the global flow of formats and shaped by globalization and standardization processes. Yet different media cultures affect the nature of these programs and differences both in form and content can be observed in different contexts. This study explores the reality TV culture in Turkey, and reveals the preeminent sociocultural variables that contribute to reality construction and representation. It focuses on the structural characteristics of media sector such as financial concerns, privatization, politically imposed restrictions to media discourse, audience preferences; and demonstrates how they affect the nature of reality TV in Turkey. Accordingly, to set a conceptual frame of reality programming, overall reality shows that aired since the emergence of the first private channel are categorized and thematically analyzed. To explore how this particular genre is executed and to explore the social construction process of the "real", semi-structured in-depth interviews are conducted with media professionals and with program participants. <i>Media Cultures</i> Religious Assertion and Media Polarization in Indian News Media Subhagit Paul, Research Scholar, Department of Mass Communication, Tezpur University, Tezpur, Assam, India Uttam Kr. Pegu, Associate Professor, Tezpur University, India This discourse emphasizes the political economy of the news media in India. The election of the National Democratic Alliance spearheaded by the Bharatiya Janata Party to the center in the 2014 general elections led to an indisputable shift in the middle ground of public opinion in favor of the majoritarian pro-Hindutva sentiment in India. The idea of the Nation that the Rashtriya Samaj Sevak, a right-wing organization, of which the Bharatiya Janata Party is a political arm, is based on the pretext of the othering of certain communities whom they consider unfit to be part of the cultural identity of India. Drawing on inferences from the literature it will not be wrong to comment that the news media in India owing to the influences of the present Ideological State Apparatus has been contributing to the divisive politics of the respective parties in and out of power. This study investigates the dominant discourses in the prime time debates of two English News Channels with highest Television Rating Points (TRPs) across eight weeks before the elections. The content of the debates is analyzed through the frame of Van Dijk's Ideological Square in order to understand the process of the 'othering' of specific communities. The timeliness of this study is particularly significant as the 2019 general elections are scheduled in the first quarter of the year and as such vote-bank politics, innate nature of Indian politics is going to play out with political parties using the media extensively for political gains. <i>Media Cultures</i> The Future of Tanzania Broadcasting Corporation in the Age of Competitive Online Television Egbert Mkojo, PhD Student, Journalism and Media Studies, Nelson Mandela University, Port Elizabeth, South Africa Janina Wozniak, Senior Lecturer, Nelson Mandela University, Port Elizabeth, South Africa The traditional television broadcasting industry is in a crisis in numerous countries, arising from the introduction of online television. Such online media platforms have increased to the extent that they raise an economic threat to the existing traditional broadcasters. A number of traditional media platforms have established an online presence so as to capture more audiences in every spectrum of a media outlet. Thus, market forces create pressure on conventional television broadcasters to adjust their conventional content and formats. Additionally, the digital spectrum available to Tanzania's TV audiences, due to the normed decoders used countrywide, facilitates access to a variety of East African stations. This paper investigates the roles of Tanzania Broadcasting Corporation (TBC) as a public service broadcaster, which should offer a variety of news on several available media platforms. It explores the format, structure, and intended functions of TBC news compared to other online media, as described by a sample of Tanzanian viewers. The focus of the analysis is the evening news report at TBC, compared to the formats of a selection of online and digital TV available to Tanzanian audiences. By relating these observations to TBC's slowly emerging use of online media platforms to communicate to its audiences in digital era, the paper concludes that TBC needs to revisit the format of its news broadcasting beyond the use of traditional television format and, instead, should interactively engage its audiences on online platforms which have proved to be quicker and more effective in disseminating news. <i>Media Technologies</i>
15:40-15:55	Coffee Break / Pausa para el café
15:55-17:35	PARALLEL SESSIONS

The Narrative Framework of Sex Abuse Scandals: Analysing the Influence of ‘Old’ and ‘New’ Media in the Formation of Dominant Discourses

Anneke Meyer, Principal Lecturer in Sociology, Sociology, Manchester Metropolitan University, Manchester, United Kingdom

This paper offers a comparative analysis of two major sex abuse scandals of recent times – the British Coronation Street scandal in 2014 and the international Harvey Weinstein scandal in 2017 – to investigate the relative powers of mass vs. social media in the formation of dominant discourses and narrative frameworks. The two scandals share a number of significant features which make them comparable – e.g. enormous publicity, rape allegations, multiple victims making allegations, allegations spanning several years, the media industry setting, celebrity involvement – but the outcomes were very different; as the Coronation Street scandal ended in public victim-blaming, the Weinstein scandal sparked off the #MeToo campaign and set in motion a cultural shift towards victim-believing. This paper traces the mass and social media histories of these two scandals; analysing newspaper coverage, celebrity Twitter accounts and hashtag campaigns, this paper reveals a complex, enmeshed media landscape in which narrative changes (Gamson 2001), winning discourses, and the very activation of scandals (Greer and McLaughlin 2013) are far from inevitable and contingent upon a range of interacting factors.

Media Cultures

From Scandal to Flak: A Case Study of Solyndra in The Washington Post and National Review, 2011-2012

Brian Michael Goss, Professor, Communication, Saint Louis University-Madrid, Spain Campus, Madrid, Spain

Via a case study of the solar energy firm Solyndra, this paper’s critical approach to journalism diagnoses what is wrong with news media in the west in general (and USA in particular) with at least implicit suggestions of remedies. Solyndra obtained the first loan from the Obama administration’s American Recovery and Reinvestment Act of 2009. Due to the declining price of crystalline silicon, Solyndra hurtled quickly after into bankruptcy. While this is a common occurrence in an emerging industry, Republicans rallied to Solyndra’s bankruptcy and articulated it as a synecdoche for ostensibly problematic Keynesian economic management and for Obama’s stimulus program in particular. Congressional Republicans convened hearings by the end of 2011 to channel scandal memes and to conjure news discourse around the party’s preferred, politically impregnated articulations of the meaning of Solyndra’s bankruptcy. These articulations and the power-driven ideology that backs them were, in turn, readily insinuated into prestige, mainstream news media as demonstrated by an analysis of the (personalizing, scandal-driven) reportage in The Washington Post. A well-established right-wing journal of opinion, National Review, went further in exaggerating scandal through the tactic of political warfare known as flak in an effort to disable the Obama administration and its economic recovery program—although, over the course of years, the loan program actually paid for itself by seeding promising firms in green industries across the decade. The importance of this study is in empirically demonstrating the systemic flaws in conventional, objective news as well as ideologically-driven opinion through a case study.

2019 *Special Focus: The Future of Democracy in the Digital Age*

A Comparative Analysis of Pakistani English-language Newspaper Editorials: The Case of Pakistan’s ‘Kim Kardashian’- Qandeel Baloch

Shiza Nisar, Teaching Fellow, Media Studies, Art & Design, Lahore School of Economics, Lahore, Pakistan

This research analyses the representation of Pakistan’s social media starlet, Qandeel Baloch and the incident of her assassination in the editorials of four English language Pakistani newspapers, The News, Dawn, The Nation, and Express Tribune from June 20, 2016, to August 20, 2016. Baloch hailed from a remote rural area in Pakistan and belonged to a conservative family. She gained nation-wide popularity due to her blunt, risqué social media posts, and candid selfies with a famous religious cleric, Mufti Qavi. Weeks before her murder, media outlets disclosed her original name, exposed her personal details and put her life in danger. Constantly under media surveillance and scrutiny, Baloch’s honour killing sparked a debate on the role of media in creating a security risk for the social media starlet. This research also explores how newspapers framed the religious cleric, Mufti Qavi, after the murder of Baloch and use news frames to construct a comparative analysis of the editorials of four leading Pakistani newspapers.

Media Cultures

Política mediatizada

Cine y política en el México neoliberal (1968-2018)

Virginia Medina Avila, Investigadora, Universidad Nacional Autónoma de México, México

Esta propuesta aborda el uso del cine de ficción y documental como instrumentos de difusión de ideas en México durante los últimos cincuenta años (1968 a 2018). Particularmente sobre su papel dentro de las transiciones a la democracia para poder presentar a la ciudadanía una reinterpretación histórica a contracorriente de la historia oficial de los regímenes autoritarios. Para ello, se analiza concretamente el carácter político de las obras de diversos cineastas en México, en plena época de transformación político-institucional. Factores como la presencia en la pantalla de actores políticos tradicionalmente ignorados y la crítica a ciertos valores propios del autoritarismo sirven de ejemplo de la capacidad del séptimo arte como espacio de acción política. Por otra parte, el uso del video y del cine documental con temáticas sociopolíticas como instrumento de análisis de la realidad y herramienta de cuestionamiento del poder también queda inserto dentro de una dinámica histórica definida a partir de la represión al movimiento estudiantil de 1968, que se profundizó con las cuestionadas elecciones presidenciales de 1988 y con las subsecuentes transformaciones políticas y sociales que ha experimentado la sociedad mexicana durante los últimos años del siglo XXI, las cuales han empujado a la sociedad mexicana por la ruta del debate crítico.

Culturas mediáticas

La virtualización del marketing político en Colombia: Un análisis desde Facebook a la campaña digitalizada del "No" en el marco del plebiscito por la paz

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Las nuevas plataformas desarrolladas a través de las NTIC (Nuevas Tecnologías de la Información y la Comunicación) consignadas en la web dan pie a la configuración de nuevos lazos relacionales. Así pues, a través de la complejidad que suscita la ampliación del espectro comunicativo, representa un hecho central para la conformación de nuevos y diversos fenómenos sociales, políticos, culturales y económicos enunciados desde la virtualidad, empero, con capacidad de ejercer agencia sobre la materialidad que supone la vida social. De este modo, puntualmente resalto la necesidad de analizar fenómenos políticos asociados a la utilización de nuevas plataformas digitales, tales como las diferentes redes sociales. Esta ponencia representa una apuesta por profundizar en el concepto de política 2.0, la política en la era digital o en lo digital, siendo su objeto de investigación la incidencia de los medios de autocomunicación enmarcados en la acción de los prosumidores sobre lo político. En este orden de ideas, el análisis se centra en las plataformas digitales, de manera particular en Facebook, para de esta manera dar cuenta de la campaña por el "No" en el plebiscito para reafirmar los acuerdos de La Habana alcanzados entre el gobierno colombiano y las FARC-EP celebrado en el mes de octubre del año 2016 en Colombia y develar la incidencia de su apuesta comunicativa en Facebook.

Tema destacado 2019: El futuro de la democracia en la era digital

Las redes sociales como herramientas de consolidación hegemónica

Leticia Gambetta, Universidad de la República, Montevideo, Uruguay

Las redes sociales se han constituido en un espacio de expresión al alcance de quienes tienen acceso a internet. Diversas organizaciones han encontrado en estos canales un lugar de expresión para sus demandas y convocatorias, así como para interactuar con seguidores. Destacamos, para nuestros objetivos de investigación, el papel de estos medios en la articulación y desarrollo de grupos autodenominados como "movimientos sociales". Este trabajo tiene por objetivo analizar, críticamente, el discurso del movimiento "Vem Pra Rua" en su página oficial y en sus redes sociales, en el período previo a la votación de "impeachment" de la ex presidenta Dilma, en Brasil. La investigación se sostiene teóricamente en el Análisis Crítico del Discurso (ACD) (Fairclough, 2001, 2003), la Gramática de la Multimodalidad (Cope; Kalantzis, 2009) y la Lingüística Sistémica Funcional (LSF) (Halliday, 2004). Durante el desarrollo del trabajo constatamos que, así como las redes sociales pueden constituirse como vías de expresión válidas para grupos minoritarios, pueden también actuar como herramientas de consolidación de grupos hegemónicos con claros intereses ideológicos.

Tema destacado 2019: El futuro de la democracia en la era digital

El blog como medio de interconexión digital en una comunidad de práctica docente

Diana Katherine González Ocampo, Profesora, Unidad Central del Valle del Cauca, Valle del Cauca, Colombia

Astrid Ramírez Valencia, Profesora, Colombia

La creación de un espacio virtual interinstitucional promovida por la interconexión generada de un blog busca propiciar procesos de comunicación digital dentro del cual unos sujetos pertenecientes a una comunidad de práctica puedan reflexionar sobre el sentido de la práctica, así como sobre los desafíos y estrategias de mejora de su desempeño. Una comunidad de práctica es un espacio de interacción y de mediación sostenida por la participación de los miembros de la comunidad digital donde se desarrollan investigaciones con intereses afines, que tienen como propósito la reflexión sobre su práctica profesional, para apoyar y construir conjuntamente productos que les ayudan a desarrollarse y mejorar, su formación y, en definitiva, a profesionalizarse. A través de este, diversos temas que giran en torno a la práctica docente podrán ser discutidos y analizadas a partir de las narrativas de diferentes situaciones surgidas a partir de la experiencia producto de su contacto con la escuela, con el fin de mirar el efecto de la comunicación digital en una comunidad virtual.

Tema destacado 2019: El futuro de la democracia en la era digital

Driving Data

Acting With and Against Big Data in School and Society: Big Questions of Big Data

Michael Paulsen, Associate Professor, Department for the Study of Culture, University of Southern Denmark, Odense, Denmark
Jesper Tække, Associate Professor, Aarhus University, Denmark

As other forms of technology Big Data can be used for both good and bad purposes. In this paper we discuss on a general and mainly theoretical-conceptual level how schools could deal with and respond to Big Data. We do this by firstly characterizing the ontology of the new objects (especially Big Data and machine learning algorithms), so far as they present themselves today. Theoretically we base this on medium theory (Postman and others) object-oriented-ontology (Bryant and others) and systems theory (Luhmann and others). Secondly, we discuss how one should relate to Big Data, seen from a democratic point of view, following Arendt and her concept of politics (and education). Thirdly we analyze how schools could be able to deal with Big Data in democratic ways. We focus on two aspects: on the one hand, how it has become possible in recent years to use digital media to make access from outside to the classrooms, implying that states and corporations have begun to use this opportunity to surveil, manipulate, nudge, and control teachers and students. On the other hand: we also see how schools have begun to use digital media for different other purposes. Our question is whether this could and should be done in ways that support 'democratic education'; that is a kind of education, that connects to the idea of Bildung (Klafki and others). The upshot is not final answers but raising and casting light on the big questions of Big Data in relation to the school system.

2019 Special Focus: The Future of Democracy in the Digital Age

Participatory Communication for Development in Ghana's Education Sector: A Disguise of Paralysis in Democracy

Francis Gbadago, PhD Candidate, School of Arts and Media, University of Salford, Manchester, United Kingdom

How realistic and sustainable is development pioneered with little or no target population's involvement and participation through communication in a democratic society? This paper explores the nature of development communication in two projects in the education sector of Ghana - Community Day Senior High School (SHS) project and Free SHS policy, with focus on engagements during formulation, implementation and evaluation. In the wake of increasing concerns about the efficacy of development policies, programmes and projects in Ghana, some attention has focused on the kind of participatory communication that takes place around the formulation, implementation and evaluation of such projects. Methodologically, the research focuses on government authorities (funding actors), community members - youths (students), traditional and opinion leaders. These respondents were strategically chosen using purposive sampling, allowing interviews and focus groups in data gathering. Data collected and reviewed suggest low participation of some stakeholders with little or no knowledge of the needs and preferences of the intended beneficiaries. The results show a clear departure from a functional democratic practices of involvement, engagement, consultation, and collaborative decision-making processes between development authorities and beneficiaries of policies, programmes and projects, a situation that could best be described as 'shielded dictatorship' in a developing nation like Ghana that is considered the trailblazer of democracy in Africa. This situation can seriously jeopardize project and policy successes leading to retarded sustainable development hence the need to ensure a more shared decision-making techniques by adequately involving beneficiaries in management of policies and projects from start to finish.

Media Cultures

Predicting Virality: A Diffusion Model

Daphne Simmonds, Assistant Professor, CIS & Business Analytics, Metropolitan State University of Denver, Denver, CO, United States

Ken McDonald, General Business Manager, United States

The Internet and social media have resulted in an increasing shift from traditional marketing -- TV, radio, print -- to viral marketing (Juvetson and Draper 1997) - a phenomenon likened to the infection cycle witnessed in major epidemics (Kaplan and Haenlein 2011). One challenge facing marketers is how to use data from past scenarios to predict expectations of marketing campaigns and thus know how much money they will need to spend in order to attain the necessary effectiveness. A number of virality prediction models exist in the literature; however, many of them fail to use the standard industry measure of viral growth -- the viral coefficient, and to use detailed formulas that include factors relevant to the viral diffusion process. We develop a model based on Jarvis (2017) to address this gap. In addition, we outline steps for researchers and practitioners detailing model development challenges and solution steps.

Media Technologies

Wilful Blindness - on the Relationship of Identity, Agency, and Personal Data

Estella Hebert, Post Doc, Educational Sciences, Goethe-University Frankfurt, Frankfurt, Germany

This study deals with the phenomenon of online data collection by political and economic actors by analyzing the conditions in which humans share personal data. It is questioned how the self is transformed with regards to the relationship between the person herself and her personal data, assuming that personal data can also be seen as an articulation of self. The results show how data and the meaning ascribed to them can vary over time and thus create distortions and fragmentations in relation to how the self is presented. While data is often ascribed an acclaimed level of truth, a loss of agency for the subjects can be found as the freedom of expression is jeopardized or at least challenged between the risk of self-censorship and the risk of being rendered irrelevant. The paper opens an interdisciplinary perspective between media and communication studies and educational sciences on questions of agency and self. The research discusses these perspectives using empirical examples and relates them to the theoretical framing of modernizing theories.

Media Theory

Publisher, Author, Protagonist, and Change-maker: A Case Study of Photojournalist Ed Kashi's Imagery Through the Instagram Frame

Sini Kaipainen, Doctoral Candidate, Department of Media (Photography) / Aalto University School of Arts, Design and Architecture (Finland)
Social media like Instagram has allowed for a professional photojournalist to emphasize the value of personal testimony over institutional media. Furthermore, a shift to these platforms offers opportunities to connect directly with audiences without traditional editorial intervention. Yet, empowering of individuals can be seen overall positive for society but not necessarily for the profession of conflict-related reporting and witnessing. For these reasons, this case study of photojournalist Ed Kashi's Instagram profile imagery outlines the aspects of discursive constructions of his professional identity narrative. Accordingly, using Kashi's own words, Instagram allows him take a role of publisher, author, protagonist, and change-maker. The present paper uses the media observation of the participant's Instagram account and the close reading of his research interview as a method in order to consider 1) how, for instance, promotional, autobiographical, testimonial, and journalistic discourses are interlinked, and 2) how photojournalist's media identities emerge in these discourses in a media-specific way. The present case study indicates that these discourses are connected and repeatedly blended not only to condition such discourses but also to capitalize them in a performative manner on and because of Instagram. Therefore, the platform can reshape or expand the dimensions of photojournalism both as a profession and practice. This case study is a part of a larger ongoing PhD project that explores professional photojournalists, who document conflicts-related issues on Instagram.

Media Cultures

Computer Mediated Communication: Maintaining an Online Relationship

Sam Nkana, Adjunct Professor, Journalism & Communication, Southern Adventist University, Collegedale, TN, United States
This paper discusses the notion that individuals can build and maintain online relationships that are satisfying. Social information processing theory (SIP) was developed by Joseph Walther in 1992 to answer the question how the Internet and World Wide Web impacted the ways people communicated. The underlying question was whether people could really form a meaningful relationship when their only point of contact was through a computer. When Walther developed SIP in the early 1990s the prevailing response to the question was no. However, he argues that given the opportunity for sufficient exchange of social messages and subsequent relational growth, "as goes face-to-face communication, so goes online communication." (Griffin, Ledbetter, & Sparks, 2019). Walther goes so far to suggest that people can indeed form relationships online that are satisfying, and sometimes even more satisfying than their offline interactions. Furthermore, Walther believes SIP can be as effective for its users similar to theories such as presence theory, social penetration theory, and uncertainty reduction theory.

Media Theory

Digital Media vs Mainstream Media: Influence of Media Exposure and Information Preference on Perceptions of Media Credibility

Mistura Saladeen, PhD Student, Department of Journalism, Hong Kong Baptist University, Hong Kong
Ngozi Onyechi, Lecturer, University of Ibadan, Nigeria

The advent of the internet and the proliferation of social networking sites and weblogs in Nigeria have caused a paradigm shift in journalism practice. Citizens who were solely recipients of information transmitted exclusively by the mainstream media, have themselves, become active creators and disseminators of media contents. With the digital media and the mainstream media vying for attention by daily inundating the audience with limitless amount of information, there are growing concerns among Nigerians about the authenticity and reliability of these information, which begs the questions; how trustworthy is mainstream journalism and citizen journalism to Nigerians? What is the correlation, if any, among people's exposure to both forms of media, their information preference on both forms of media and their perceived credibility about both forms of media? Although, previous studies in other parts of the world have examined the relationship between media exposure and media credibility, this study takes a different approach by investigating the relationship among three variables – media exposure pattern, information preference, and perception about mainstream and citizen journalism credibility. Analysis of data gathered from 264 Nigerian university students through survey and focus group discussions reveals that respondents rate mainstream media as more credible although they are more exposed to and prefer to access information from digital media. The study concludes that the nature of the two media platforms as well as the manner of practicing journalism on these two media platforms greatly influences how the audience perceive their credibility.

Media Technologies

Glocalized Entertainment: Creativity and Deviance in Arab Music Videos

Mustafa Taha, Associate Professor, Mass Communication, American University of Sharjah, Sharjah, United Arab Emirates
This paper examines creativity and deviance in popular Arab music videos from an Islamic perspective. The researcher relies on a nonrandom sample (50 music videos) and uses qualitative content analysis to collect, analyze, and interpret the data. The unit of analysis is a music video, and the categories of the variables include clothing, facial expressions, exposure of body parts, dance, camera zooms, and the role of the singer in the video clip. The results show that the majority of the singers' clothes are revealing, and most of the singers' body parts are exposed. Moreover, the music videos contain provocative moves and dances that are considered indecent and inappropriate from a conservative Islamic perspective. The paper highlights the concept of Western cultural invasion and the implications of transnational satellite television and social media in challenging conservative Islamic teachings.

Media Cultures

Thursday, 26 September	
15:55-17:35	PARALLEL SESSIONS
Room 5	Framing and Reframing Authoritarian Regimes' Responses to New Media Environment: The Case of Middle Eastern Countries Yushi Chiba, Associate Professor, Faculty of Intercultural Communication, Komatsu University, Ishikawa, Japan Contrary to the view that technological development would weaken the socio-political bases of authoritarian regimes, many recent studies emphasize the resilience of such regimes and their capabilities to adopt to the new media environment. Some scholars even propose that the new developments in media benefit the authoritarian regimes, more than the citizens and, therefore, facilitate their survival. In regards the situation in Middle Eastern countries, scholars emphasized the democratic role of media at the start of the Arab Uprisings; however, it took just a few years to convert their optimistic views to much more cynical ones. As this study shows, the media situation in the Middle East is deteriorating rapidly and there are no signs of improvement. Further, this deterioration is believed to be a worldwide phenomenon, rather than being confined to the Middle East. This research has two aims. First, with reference to some reports published by non-governmental organizations on media freedom, the degree of deterioration in the media environment in the Middle East is clarified. To do this, I compare the Middle Eastern case with that of other regions. Second, analysis of the methods historically used to control media explains the way authoritarian regimes adapt to the new media environment. This study serves as an opportunity to consider the current relationship between media and authoritarianism. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i> Public Visibility of Alternative Media Nursen Aydın, Research Assistant, Anadolu University, Institute of Social Sciences, Eskisehir, Turkey In this study, strategies carried out by the alternative media in order to survive and to resist against dominant structures by way of critical content is considered. In addition to this, as with the ideal alternative media model asserted by Christian Fuchs and Marisol Sandoval, can alternative media be both critical and emancipatory at the content level and use commercial media techniques for public visibility? If alternative media have both a critical and emancipatory attitude against the hegemonic views and structures and use capitalist financing techniques to provide public visibility and be functional, does the political power of the alternative media weaken? What strategies and solutions are needed to make alternative media more powerful and dominant? In this study, these questions will be answered via T24, Bianet, Sendika.org and Diken samples that are online alternative news sites published in Turkey. In this direction, I conduct semi-structured in-depth interviews with the responsible people of these sites. So, by examining the relationship between sources of finance and editorial policies of these sites, economic political conditions of public visibility of alternative media are revealed. <i>Media Cultures</i> Rethinking Media Discourse on British Muslims: Public Contestation and the Democratic Media Nadia Haq, PhD Candidate, SPALS, University of Bristol, Bristol, United Kingdom Muslims are seen to be represented in a negative context in the British mainstream media, contributing to populist and essentialised perceptions of Muslims and Islam. This media discourse is seen to reflect the wider discursive and contested debate about nation, identity, and culture, and the playing out of differing interpretations and assertions of 'Britishness' across social and political groups in the UK. But if 'democratic' news coverage is 'attempting' to be pluralist and debate a variety of contested views, why does it remain overwhelmingly negative towards British Muslims? This paper presents preliminary qualitative findings that tie together the analysis of how print media professionals explain and understand their reporting on Muslims with the underlying ideologies and values of a democratic media. I consider how the media draws on the normative assumptions of the democratic values that underlie its journalistic ideology as an objective public service seeking to inform the people of the 'difficult' realities of public life when faced with criticism about discriminatory news reporting. By juxtaposing these normative assumptions against empirical literature on the representation of Muslims, I build up a hypothesis of why the media will generally fail to address the presence of discriminatory media coverage of British Muslims at moments when their very identity is being politically and socially contested. Building up a more radical normative understanding of the role of the 'democratic' media can provide a clearer picture of how we can publicly discuss politically contested topics without resorting to the marginalisation of a particular group. <i>Media Cultures</i> You Can't Go Home Again: Infected Gay Men Returning to the U.S. Heartland in American Movies about HIV/AIDS of the Late Twentieth Century Kyro Patrick Hart, Professor, Department of Film, Television and Digital Media, Texas Christian University, Fort Worth, TX, United States Feature-length narrative movies about HIV/AIDS created and released in the United States during the last two decades of the twentieth century provide a unique form of narratives of place. Representational distinctions between urban and rural places that become evident through a comparative analysis of the contents of such media offerings reflect a noteworthy form of otherness that contributed significantly to the ongoing social construction of the AIDS pandemic during that era. Accordingly, this study explores the social construction of binary spaces (e.g., urban/rural, deviancy/normalcy, danger/safety) in relation to American AIDS movies, created and released during the 1980s and 1990s, that represent the 'threat' posed by urban gay men with AIDS who choose to return home to the U.S. heartland where they were born and raised. In doing so, it demonstrates how urban areas in such movies are socially constructed as the places of AIDS dystopia, in dramatic contrast to rural areas, which have historically been socially constructed as the places of moral utopia in U.S. society. <i>Media Cultures</i>
18:00-20:00	Conference Welcome Reception / Cóctel de Bienvenida al Congreso Common Ground Research Networks, the University of Bonn, and the Communication & Media Studies Conference will be hosting a welcome reception at the conference venue. The reception will be held directly following the last parallel session of the first day, 26 September. Join other conference delegates and plenary speakers for drinks, light hors d'oeuvres, and a chance to converse. We look forward to hosting you!



Friday, 27 September	
08:30-09:00	Conference Registration Desk Open / Mesa de inscripción abierta
09:00-09:20	Daily Update / Noticias del día - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States
09:20-09:50	Plenary Session / Sesión plenaria - Lena Frischlich, Institute of Communication Studies, University of Münster, Germany
	"Propaganda, Disinformation, and Dark Participation: New Challenges for Democracy in the Digital Age?" Lena Frischlich is leader of an interdisciplinary junior research group titled "DemoRESILdigital: Democratic resilience in times of online-propaganda, fake news, fear and hate speech." Her research focuses on the staging and effects of online propaganda and communicative counter-strategies. She examines these topics by combining multiple-methods rooted in qualitative, quantitative, and computational communication research. She has been co-PI in several third-party projects including Propaganda 2.0, psychological effects of right-wing and Islamic extremist Internet propaganda, Videos against extremism: Counter-Narratives on Trial and Validation of the automated detection of social bots. Her work has been published in edited books, book chapters, and the leading journals of the field.
09:50-10:20	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.
10:20-11:35	PARALLEL SESSIONS



Anticlimax of an Activist

Ratih Nur Ratih Devi Affandi, Lecture, Communication, Universitas Pasundan, Bandung, Indonesia

In the beginning of October 2018, there was tragic news about a famous humanitarian activist in Indonesia. It was told that she was being punched in an airport. The photograph was spread in the social media. After several days the activist said that the fact is never exist. The aim of this study is to consider the seven points from the impression management theory: conformity, excuse, apologies, self-promotion, flattery, favors, and association - and also to find the process of the public opinion. Research method is qualitative method by using constructivist paradigm with interpretive technique. Validity of the result are achieved by triangulation and discussion. The results (1) Conformity took place by admitting the persecution towards her. (2) Excuse happened by the activist by saying that there wasn't any goal to spreading the hoax. (3) Apologies were done by asking for apology in press conference. (4) Self Promotion was done by the activist by admitting her fault. (5) Flattery was done by the activist by giving flattery statement to her supporter. (6) Favors occurred by the activist was giving the bad image of herself. (7) Association happened by the activist is keeping the good image of her supporter. The constructed public opinion is (1) a persecution issue about the famous humanitarian activist (2) double standard was constructed by societal point of view and in social media (3) the existing of an opinion leader that make the hoax is true, or (4) getting press attention.

Media Literacies

The Present Psychology of Media Practice in Bangladesh

Alovi Sarkar, Senior Researcher, Knowledge Management and Media Research, Institute of Communication Studies, Dhaka, Bangladesh

Dealing with simulation theory in association with inductive thematic analysis on the way to qualitative research methodology, this body of research work portrays the figure of present day mass media's bourgeois psychology and their practice of imperialist domination towards the practitioners as well as consumers of media stuffs. It also depicts the in-built politically biased tendency of media power in Bangladesh in a precise way. This research work justifies the hypothesis of the research that media in Bangladesh attributes a negative bourgeois impact on the distinction of audiences' choices as well as popular culture of the existing society to the way of capitalist practices. This work portrays, in every way of life, from economic, social, and cultural fragments to individual identities how media suppresses us with the weapon of capitalism, with its bourgeois representation.

Media Cultures

Assessing the Moderating Role of Secular Schooling in a Structural Model of Media Exposure and Knowledge, Attitude, and Practice on HIV/AIDS

Adamu Muhammad Hamid, Senior Lecturer, Department of Mass Communication, The Federal Polytechnic, Bauchi, Nigeria

Studies in media and health practices suggested that knowledge, attitude, and practice on HIV/AIDS and media exposure seem to be related, but sparse literature is there on the role of formal schooling in such interrelationships. The miniscule literature that is there is not decisive on such a role; so this study explores the subject further. A KAP on HIV/AIDS survey of 487 adolescent Islamiyya girls in Bauchi, Northern Nigeria as a predominantly Muslim society. Based on the Advertising Foundation's version of the Hierarchy of Effects theory, hypotheses were posed to test a structural model of such relationships and the moderating effects of formal schooling in the model. The study finds that while mass media exposure is not a significant predictor of HIV/AIDS safe practice and favorable attitude, it is a significant predictor of HIV/AIDS knowledge. And HIV/AIDS knowledge is a significant predictor of both HIV/AIDS favorable attitude and safe practice. Again, while HIV/AIDS does not directly predict HIV/AIDS practice, it does with the moderation of exposure to secular formal schooling. It was thus concluded that media exposure is a necessary but not a sufficient precursor of HIV/AIDS safe practice.

Media Literacies

Friday, 27 September	
10:20-11:35	PARALLEL SESSIONS
Room 2	Arte y literatura El pacto de lectura en tiempos de postverdad Claudia Tapia, Universidad Católica de la Santísima Concepción, Chile La lectura es una actividad tautológica que implica un pacto entre los intervinientes. En literatura, aún en la más fantástica, ese acuerdo se basa en una voluntaria suspensión de la incredulidad por parte del lector. En la comunicación social, las condiciones del contrato son las mismas, porque a pesar que los hechos que se cuentan son verificables, el público jamás tiene experiencia de ellos. Pero la digitalización del fenómeno informativo ha implicado un nuevo entorno para el pacto de lectura. El auge de las redes sociales, la postverdad, las fakenews y las potencias de la Inteligencia Artificial con sus notables cuotas de realismo en la manipulación digital de videos y audios, han implicado que la credulidad se aplique a lo que es una flagrante mentira. Con públicos sin habilidades para reconocer lo falso, que confían solo en aquello que los confirma y con un tipo de periodismo de baja calidad, las probabilidades de comprensión de las informaciones se reducen y aumentan las de manipulación. Y la lectura, que siempre implicaba una alteridad (el emisor), ahora se enfrenta al anonimato autoral de las fakenews y a la imposibilidad de determinar responsabilidades. En estas condiciones, nuestra permanente crisis en la búsqueda de la verdad se agrava, pues el contrato basado en la confianza ahora podría derivar en su opuesto: la instauración de un pacto de la sospecha. Y allí, frente a la pesadilla de “una sola verdad” o el relativismo extremo de “múltiples verdades”, legitimar el terror de “ninguna verdad”. <i>Tema destacado 2019: El futuro de la democracia en la era digital</i> Medios de comunicación, publicidad verde y persuasión: Un panorama de la literatura en la última década Fernando Marroquin Ciendua, Profesor investigador, Universidad Jorge Tadeo Lozano, Bogotá, Colombia En los últimos 10 años se ha profundizado en la investigación sobre el consumo ecológico abarcando acercamientos teóricos, metodológicos y conceptuales, sustentados desde diferentes perspectivas disciplinares que incluye lo relacionado con la “publicidad verde” y, junto con esta, lo relacionado con los diferentes medios de comunicación. Así, este estudio tuvo como propósito realizar una revisión teórica de las investigaciones realizadas en los últimos 10 años, en torno a la publicidad verde y los medios de comunicación. Dentro de los principales hallazgos, se tiene que muchas de las investigaciones encontradas se centran en el entendimiento de cómo son procesados cognitivamente y qué tan efectivos son los mensajes en la publicidad ecológica. Los datos muestran estudios sobre el tipo de información utilizada en los mensajes, la relación entre el costo de los productos con llamamientos medioambientales y la intención de compra; además del análisis sobre la ganancia o pérdida material en concordancia con el tiempo, el procesamiento de la información numérica y el grado de escepticismo hacia este tipo de publicidad, entre otros. Sin embargo, se denota una carencia de estudios que analicen las características y particularidades de los diferentes medios de comunicación y su relación con los procesos cognitivos del consumidor y efecto persuasivo; lo que implica la necesidad de profundizar en el estudio de las características mediáticas, su relación con la publicidad verde y su efecto en las diversas audiencias, para buscar cambios comportamentales a favor del entorno. <i>Teoría de medios</i> Las representaciones mediáticas del patrimonio cultural en Instagram: Un análisis sobre el Carnaval de Barranquilla, Colombia Manuel Salge Ferro, Docente investigador, Universidad Externado de Colombia, Bogotá, Colombia Los estudios sobre redes sociales, en particular los que utilizan a Instagram como objeto de reflexión, se concentran en el análisis de las representaciones urbanas y en la construcción de subjetividades individuales y colectivas. Pero ha faltado reflexión sobre cómo el intercambio de imágenes crea, difunde y mantiene un conjunto de relaciones, memorias y normas que están en la base de la conformación de la identidad social. Esta ponencia se ubica dentro de los estudios sobre el poder y las representaciones culturales en las redes sociales para reflexionar sobre el campo del patrimonio cultural, la construcción de identidades y las memorias compartidas. Para lo cual presenta los resultados de la catalogación, comparación y análisis de más de tres mil fotografías alojadas bajo el hashtag #carnaldebarranquilla en Instagram. Como resultado, se evidencia cómo se representa y qué es lo que se entiende por patrimonio cultural en esta red social. Y pone de manifiesto como el Carnaval, proclamado Obra Maestra del Patrimonio Oral e Inmaterial de la Humanidad en 2003 e incluido en la Lista Representativa del Patrimonio Cultural Inmaterial de la Humanidad en 2008, es visto, capturado, obturado y compartido desde esta plataforma. <i>Culturas mediáticas</i>

Room 3 Boom or Bust

When Globalization Met Entrepreneurship: Media and Its Impact in Boosting Entrepreneurial Ventures within Indian E-commerce

Drishti J. Verma, Undergraduate Student, Multi Media and Mass Communications, Indraprastha College for Women, University of Delhi, Delhi, India

Mass media today is seen as playing a key role in enhancing globalization by facilitating cultural exchange and multiple flows of information between various countries. Recently, India's media culture that adopted 'foreign' media and its dynamics, presented various e-commerce portals that not only stimulated the minds of India with better conceptual power but also gave them an opportunity to reach the global market. According to a report by Nasscom (August 28, 2018), e-commerce in India is expected to grow at a compounded rate of 30% annually to exceed \$60 billion in market size by 2022. The primary objective of this study is to elicit a greater understanding on the impact of the new age media in generating entrepreneurial opportunities, and also in altering the corporate landscape in India. The paper further qualifies the same by investigating how, Amazon has reinvented the entrepreneurial base by launching the 'Global Selling Program'. It sheds light on the key objective by studying the cross border professional opportunities offered through LinkedIn which has altered the traditional Human Resource paradigms. This will be studied in-depth using primary as well as secondary sources. Data was collected through interviews, questionnaires, along with references to various journals, website, and research papers hence proving the impact of media and its potential in glorifying e-commerce for the future. The inferences drawn from this paper inform our understanding as to how globalization of media has resulted in expanding entrepreneurial and professional opportunities in India.

Media Business

Using Social Media in Business: Instagram Use by Omanis

Tahani Al Shaibi, Coordinator, Communication, Hay Al Shrooq International School, Sur, Sharqiah-south, Oman

Social media networks such as Facebook, Twitter, and Instagram are playing a vital role in online shopping. People use these networks for different purposes. One noticeable usage is selling goods and providing services on Instagram among Omanis. This research paper studies the usage of Instagram in starting a business and thoroughly explains its effectiveness. This study considers to what extent Instagram can help entrepreneurs effectively start their businesses. Furthermore, it explains the reasons why some Omani entrepreneurs run their business through it. The study was methodologically conducted through online survey and interviews. It concludes that Omanis use Instagram for their business because it is a cheap way to run a business rather than renting a store, as well as they said that Instagram facilitates their communication with the customers and improves the promotion and marketing for their products.

Media Business

The Glocalisation of Coffee Culture in China: Using the Example of Individualism and Collectivism in Coffee Television Advertisements in China and the United Kingdom from 2009-2018

Xinnan Zhao, Postgraduate Student, Faculty of International Media, Communication University of China, Beijing, China

As a traditional drink in Western countries, coffee has entered the Chinese market from the West with the tide of globalisation. Since the 1990s, drinking coffee has gradually become popular in China, and coffee advertising is the main way for merchants to promote their products. In the coffee advertisement, for stimulating consumption in the various market, there is both the promotion of the item of coffee and specific cultural values. In the process of consumption, the coffee culture has gradually formed and merge with the local culture. Such a form of cultural communication under the globalisation has led to the integration of coffee culture in China with a global culture represented by Western culture and a local culture dominated by Chinese culture. Therefore, in order to improve the glocalisation of coffee culture in China, this paper analyses ninety coffee advertisements from China and the United Kingdom from 2009 to 2018 via content analysis and textual analysis. This study draws upon the framework of individualism-collectivism and modernity-traditional to explore the cultural value of coffee advertising in two countries, thus proving the glocalisation of coffee culture in China.

Media Cultures

Shifting Currents

Media Literacy Education in Bangladesh: A Public University Study

Amena Khatun, Assistant Professor, Mass Communication and Journalism, University of Rajshahi, Rajshahi, Bangladesh
Dil Afroza Khatun, Assistant Professor, University of Rajshahi, Rajshahi, Bangladesh

In Bangladesh there is a great prospect of media market and the media consumers are comparatively higher than that of other developing countries. Internet users have reached 94.445 million at the end of May 2019 (BTRC, 30 May 2019). Due to easy access of information and mass media, people can instantly share any information without considering any consequences. But unfortunately there are no institutions or proper guidelines to promote media literacy education in the country. Hence, in recent years many kinds of violence erupted due to sharing and spreading of fake news and rumors through social media. So how can we tackle this situation and create awareness among media users is the question now. Considering these circumstances, the researchers conducted a study on media literacy education in a public university in Bangladesh. In this study a Focus Group Discussion (FGD) and semi structured interview have been applied to collect data from the university students as well as the concerned authorities of media education of government and non-government bodies. The study reveals that a serious lack of media literacy among the said group. And there is no noticeable initiatives by the government on media literacy education process in the national education curriculum. The status of media participation of the respondents are very low. In that case, the researchers strongly recommended that the government of Bangladesh should take immediate steps to include media literacy education in the national education curriculum from primary to higher education.

Media Literacies

Framing International Incidents in Video News Reports: A Comparative Study between CNN and Aljazeera

Alaa Nawar, Mass Communications, Misr International University, Cairo, Egypt

This paper compares the CNN and Al Jazeera English news coverage of one crisis that happened in New Zealand on the 15th of March 2019. As described by Jacinda Ardern the prime minister of New Zealand that it was a terrorist attack. Fifty-one people were killed and others were injured. Both news channels have covered the incident in their own way. The methodology used in this study was a combination of the qualitative and the quantitative method. Eighty-two social video news reports of both news channels were content analyzed and In-depth interviews were conducted with two media professionals from local news agencies in Egypt. The theoretical framework of the study is the framing theory. This paper hypothesized that there is a difference between the social video news reports of both news channels in the angle of the news story, the terms used to describe the attacker, and the event. A chi-square test was applied to all the variables of each hypothesis and the results concluded that there is a significant difference between all variables hypothesized.

2019 Special Focus: The Future of Democracy in the Digital Age

As a Truth Narrator - President of the Workers Party of Turkey Mehmet Ali Aybar's (1962-1969) Political Communication Approach

Canver Celik, Research Assistant, Institute of Social Science, Anatolia University, Turkey

The Workers Party of Turkey, which emerged as a result of the working class movement which developed after the 1960 military coup, became an ideological and class identity with the general presidency of Mehmet Ali Aybar. In addition, until the 1960s the working class and the Turkish clerisy who had been away from social and political issues. With the establishment of the party, the Workers Party of Turkey had become the only political party that allowed the Turkish working class and the Turkish clerisy to unite on the same political platform. With this feature, the party has brought a new breath to Turkish political life with its ideology, program, strategy, propaganda and all other components. One of these innovations is the political communication approach of the Turkish Workers Party. Considering that the political line of the party and its chairman Mehmet Ali Aybar bear a parallel like the two sides of a medallion, Aybar's political communication approach is important to examine to understand the dynamics of the party's propaganda strategy and its implementation. In this study, the characteristics of the Aybar's political communication approach are examined and interpreted in the relevant literature. In this context, the political communication approach of Aybar and the Turkish Workers Party is important to examine. In particular, the dynamics of steps taken by a socialist political party on the basis of constitutional legitimacy for the first time in Turkey lead to understanding the place of communication in the change of the social structure of Turkey.

Media Theory

Friday, 27 September	
10:20-11:35	PARALLEL SESSIONS
Room 5	Cultural Considerations Locating the Davao Film Culture: An Exploration of the Relationship of Geography and the Cinema of a Regional City Center Sarah Isabelle Torres, Lecturer, Department of Journalism, Kalayaan College, Quezon City, Metro Manila, Philippines Using Lefebvre's (1991) Spatial Triad, this study explores the relationship of geography and cinema and asks the question: how does geography shape the film culture of a regional city center located at the periphery of a country's capital? This research aims to locate the contemporary film scene of the city in question, Davao City, Mindanao, Philippines through contextualizing the politics and culture of its tri-people. This study shows that primarily because of local filmmakers' affection and sense of place, progressive films focusing on the tri-people and their struggles mainly due to issues on land have been born. To further understand the city's film culture, this study maps the following areas: 1) filmmakers and cineastes, 2) films, 3) film festivals, 4) financial stakeholders, 5) institutions, and 6) screening places. From these, the researcher learned that although the local film community has established itself for decades, problems on audience, funding, and institutional support continue to persist. Aside from mapping, this study also explores Davao's political, economic, and cultural position within the regional and the national arenas. <i>Media Cultures</i> Where is the Japanese Wave?: Why Japanese Pop Music is Unable (or Unwilling) to Match K-pop's Global Popularity Dorothy Finan, PhD Student, School of East Asian Studies, University of Sheffield, Sheffield, South Yorkshire, United Kingdom Exemplified by superbrand and boyband BTS, Korean pop music (or K-pop) is continuing to ride the so-called "Korean Wave". American broadcast and digital media platforms are scrambling to fill their screens with the latest polished productions direct from South Korea. K-pop even proudly featured at the 2018 Winter Olympics in Pyeongchang. But with the Tokyo 2020 Olympics and Paralympics steadily approaching, where exactly is the "Japanese Wave" of globally popular Japanese music? Iwabuchi (2002) argued that Japanese cultural products such as animation succeeded partly due to their "culturally odorless" nature- they didn't seem "Japanese" to overseas consumers. However, this presentation examines two types of pop performers in Japan and Korea respectively, both known as "idols", to argue that, Japanese popular music's downfall is actually its very 'cultural odor', its overtly branded "Japanese-ness" that relies on the "Weird Japan" brand established by cultural products of decades previous. This presentation follows existing comparisons of J-pop and K-pop (Jung and Hirata, 2012; Lie, 2012) in arguing that the economic trajectories of Japan and Korea, as well as the contrasting structures of each country's music industries are vital to understanding the absence of a "Japanese Wave", but additionally incorporates the examination of media discourses about each country's "brand" to argue that such discourses are an indispensable part of any political economy perspective. <i>Media Business</i> Medial Turn and Digitalization as a Threat to Discursive and Artistic Expression in Black Metal and Extreme Music Alicja Sułkowska, Student, Bauhaus-Universität Weimar, Weimar, Germany Black metal accomplished its medial recognition through an individual conception of narrative and visual expression. Because of these strong associations with certain raw and analog media-environment, the popularization of the Internet imposes radical changes on narrative and rhetoric factors in music and whole subculture with its rules and visual concepts. The main emphasis of the study is the determination of manner, in which new policies of recording labels, music magazines, and Bandcamp-like networks alter the understanding of artistic freedom in genres attached to ideological and performative elements in the age of the Internet. Based on exemplary and theoretic research in the field of extreme metal, the study focuses on the stylistic and discursive progression of early fan-zines and music into the epoch of digitalization. Investigating the underground press from a narrative and visual perspective, the paper fulfills its aim of exposing the complex structures of genre's hierarchy, sender-receiver-models, and their digital abbreviations. On account of the theories from media and culture studies merged with sociology and psychology of media, the study enables the assessment of stylistic and ideological impact Internet reality had on forming of today's pop-culture. The article calls attention to the modern comprehending of mass media society and the manner in which its evolution may influence the level of tolerance towards the extreme behaviors or radical message in popular culture. <i>Media Cultures</i>
11:35-11:50	Coffee Break / Pausa para el café
11:50-12:35	PARALLEL SESSIONS



The Continuing Gender Revolution: Cyberfeminism and Democracy-Building in Post Arab-Spring North Africa

Maha Tazi, PhD Candidate and Course Instructor, Communication, Concordia University, Montreal, Canada

I am currently working on an art project in relation to my doctoral thesis which focuses on cyberfeminism and democracy-building in the aftermath of the Arab Spring. I am particularly interested in the blatant "gender paradox" following the series of uprisings, which was evident in women's limited political representation and access to decision-making in the post-revolutionary context in spite of their active participation in the Arab Spring revolutions. Such a paradox was also evident in the extreme violence directed against female protestors during and after the uprisings, and the backlash against many of women's already secured rights- that is from before the outbreak of the Arab Spring. As part of an art project I undertook last semester, I attempt to represent/convey the idea of the "gender paradox" through several images and photographs where I act as the main "protagonist" to symbolize the idea of the "aborted" gender revolution. I have also produced a video compilation featuring all these photographs, where many women, including both activists and non-activists, "speak back" to the work to share their insights and tell more stories of the revolutions. In this work, I not only draw my inspiration from these digital stories where women tell their painful stories of the revolution, but also from interviews I conducted with several feminist activists throughout the region during the past four years to convey this idea of the backlash against women's rights in the aftermath of the uprisings and the necessity for the gender revolution to continue.

2019 Special Focus: The Future of Democracy in the Digital Age

The Structure of the Web and Its More or Less Democratic Effects

Roger Bautier, Professor Emeritus, Information and Communication, Paris 13 University, France

The objective of this poster is to highlight the main trends of thought about the effects of the structural properties of the Web on the potential for democratic participation in political life. Proponents of Web Science (in particular Berners-Lee, inventor of the Web) have considered the Web to be democratic because it has no central coordination for creating hyperlinks. On the other hand, supporters of Network Science (in particular Barabási) have said that the Web is far from democratic, as shown by the statistical distribution of hyperlinks (the more a node is connected, the more likely it is to receive new links). In fact, Berners-Lee made the basic assumption that the Web is a compromise between stability and diversity, a result of self-similarity or fractality (at any scale, the same configuration). Hence an ideal situation: for all levels, neither too many links, nor too few, to allow a good diffusion of information. Self-similarity on the Web has appeared (for example, to Benkler, who analysed the wealth of networks) as one of the reasons for the emergence of a truly democratic public sphere. But the compromise between stability and diversity may be a thing of the past: there are new limits to the Web, as the dissemination of information can be severely limited by digital platforms. Given the real modalities of intervention in a public sphere transformed by digital social networks, are we experiencing the abolition of initial self-similarity and its democratic benefits?

2019 Special Focus: The Future of Democracy in the Digital Age

Deliberation in Follow-up Discussions on Social Media and News Sites

Olivia Schneider, Research Assistant, Military Sociology, Military Academy (MILAC) at ETH Zurich, Zurich, Switzerland

Eva Moehlecke De Baseggio, Project Manager Military Sociology, Military Academy (MILAC) at ETH Zurich, Zurich, Switzerland

The Swiss Armed Forces (SAF) as part of a democratic political system depend on societal legitimacy of the organization and its mandates.

Legitimacy is generated by complying with binding principles and by societal acceptance. It is about political transparency and participation. In public the SAF and their mandates become visible, they can be controlled and legitimated by the citizens, as part of a deliberative discussion. Political decisions are communicatively negotiated, arguments and information get compared, and verified by reasonableness. Social media provide a new way to communicate and interact directly with the citizens. The official SAF social media communication starts a dialogue with them. At its best the SAF will become more transparent and social media communication may increase confidence, legitimacy and societal support. Digital communication enables follow-up discussions face to face, but online as well. Organizations such as the SAF can communicate directly via social media. At the same time, a majority of the Swiss people consumes news and information about the SAF via traditional mass media. Therefore the Military Academy at the ETH Zurich is conducting a quantitative content analysis of both information streams and seeks to identify structural differences and communication effects in the follow-up online discussions to direct and indirect communication of and about the SAF. Thus it analyzes official SAF social media communication and the follow-up online discussions and compares the results with the analysis of selected news sites coverage and their follow-up online discussions.

Media Business

The Social Construction of Meaning in Cinematic Virtual Reality: Using Multimodal Discourse Analysis and Dramaturgical Theory to Analyse Asynchronous Social Situations in Non-fiction Cinematic Virtual Reality

Phillip Doyle, Lecturer, Creative Media and I.T., Institute of Technology Tralee, Ireland

Nonfiction cinematic VR productions (CVR) are considered here as social situations performed by filmed subject and spectator alike. Drawing on theories of performativity in nonfiction, the filmed subject is considered as enacting their identities on a stage determined in part by the constraints of filming: In CVR it is the 360° VR camera around which they perform. The VR camera positions and constructs the spectator in a manner similar to conventional film-viewing but with additional bodily agency that comes with omnidirectional perspective. The perceptual realism achieved by cinematic VR (as a photographic-immersive form) fosters a level of presence and identification between the spectator and the filmed subject that prompts a co-performance of sorts where meaning emerges in a manner specific to CVR as the subject and spectator negotiate its stage. As a study of an immersive filmic form, multimodal discourse analysis (MMDA) allows for the combining of existing methods of discourse analysis developed for the film image with diverse analytical tools apt in examining the body in space (architecture and proxemics for example). The sociological component is addressed through the dramaturgical theories of Erving Goffman whose ideas centre on meaning as emerging as engagements between participants in micro-social situations. By analysing CVR as a series of perceived micro-engagements between the spectator and the filmed subject on the CVR stage, a picture emerges of how meaning is constructed in the CVR text.

Media Theory

Puerto Rico, la era digital y la guerra entre la inmediatez y el valor de fiscalizar: ¿Las plataformas digitales robustecen la democracia o la laceran?

Jalibeth Rodríguez Rivera, Directora y editora del centro de noticias institucional / Católica TV, Pontificia Universidad Católica de Puerto Rico, Ponce, Puerto Rico

La revolución digital potencia una comunicación globalizada instantánea. Pero habría que preguntarse ¿Las plataformas digitales robustecen la democracia o la laceran? Se trata de una ventana de poder que proyecta la inmediatez. Una evolución que obliga a los medios de comunicación a exprimir, dramáticamente, la información. Se genera entonces una línea fina entre qué y cómo publicar noticias limitadas por tiempo y espacio frente al deber de informar con todos los datos que el pueblo necesita para fiscalizar efectivamente. Un buen ejemplo es Puerto Rico, territorio de Estados Unidos. En 2017, tras el azote del huracán María, el gobierno de Puerto Rico ofreció cifras oficiales de muertes contrarias a las ofrecidas por investigadores de prestigiosas universidades. Dato contra dato, sin un trasfondo de la calidad investigativa de ambas partes que permitiera un juicio valorativo de la situación. Esto lesionó, sin duda, el derecho democrático del ciudadano a informarse. A nivel micro, las instituciones académicas no están exentas de esta realidad. Los jóvenes puertorriqueños universitarios están inmersos en la ola digital y, según estudios científicos, prefieren informarse por las plataformas sociales, aun sacrificando la profundidad del contenido. Los estímulos visuales dominan y opacan la lectura. Las universidades, mediante los medios digitales, también enfrentan el reto de mantener vivo el espíritu democrático de informar, tarea ulterior de los medios. Estos son solo algunos ejemplos que evidencian un claro escenario de los desafíos que enfrentan los medios para fortalecer la democracia en un entorno digital que arroja la comunicación.

Culturas mediáticas

Room 3 Ponencias virtuales breves (en español)

La legislación relativa a los medios comunitarios en Latinoamérica: Análisis comparativo de los casos de Chile y Colombia

Alvaro López-Martín, Becario de investigación, Universidad de Málaga, Málaga, España

Carolina Morató-Beltrán, Investigadora, Departamento de Periodismo, Universidad de Málaga, Málaga, España

Históricamente, los medios de comunicación han estado en manos de gobiernos y empresas informativas, más aún en los últimos lustros, a raíz de la desregulación del sector. Sin embargo, como apunta García-García, la ciudadanía "ha buscado sus propios espacios de expresión" (2013: 111), a través de los cuales pudiesen expresar visiones o ideas opuestas a las transmitidas por los poderes hegemónicos. Nos referimos a los medios comunitarios, los cuales se erigen en muchos territorios como entidades fundamentales para el desarrollo social y garantes de la democratización, sirviendo de altavoz para diversas minorías y grupos. Apoyados en esto, resulta de gran interés explorar las políticas públicas referentes a los medios comunitarios, permitiendo esto dilucidar la protección legal de la que gozan estos medios. En la presente comunicación se pretende describir, a través de un análisis comparativo de la legislación referente a los medios comunitarios en Chile y Colombia dos de los primeros países latinoamericanos en reconocer estos medios, la protección legal que tienen los medios del tercer sector en estos países; determinando posibles similitudes y divergencias entre ambos marcos regulatorios. Los resultados permitieron constatar que Chile cuenta con una legislación más favorecedora para el desarrollo de estos medios, aunque su normativa solo contempla el ámbito de la radiodifusión. Frente a esto, Colombia los regula brevemente mediante reglamentos aprobados por instituciones gubernamentales. No obstante, en ambos casos se detectan carencias en cuanto a las definiciones y alcance territorial que asignan a los medios comunitarios, condicionando el avance de estos.

Culturas mediáticas

Mediación en un entorno virtual de aprendizaje en la Universidad Nacional (Sede Región Chorotega, Campus Liberia)

Jorge Luis Loaigca Gutiérrez, Académico, Universidad Nacional de Costa Rica, Heredia, Costa Rica

Manuel Mejicano Ortiz, Académico, Universidad Nacional de Costa Rica, Heredia, Costa Rica

Eddier López López, Universidad Nacional, Liberia, Guanacaste, Costa Rica

Los procesos de enseñanza, en pleno siglo XXI, han evolucionado vertiginosamente hacia lo digital, por medio de la integración de las tecnologías de la información y la comunicación (TIC). La formación virtual en la Educación Superior de Costa Rica está asumiendo un rol importante en los ambientes de aprendizaje en línea o bimodal; en especial para las universidades públicas, que siempre han trabajado bajo un modelo de enseñanza tradicional (es decir, presencial). La Universidad Nacional (UNA) Sede Región Chorotega, Campus Liberia, posee la necesidad de desarrollar estrategias de mediación en modalidades interactivas, de comunicación y de innovación, que invitan a modernizar la manera de aprender en la educación. Además de hacer referencia a que la educación virtual se presenta como un nuevo escenario de formación que requiere el desarrollo de competencias específicas en la mediación tecnológica, comunicacional y pedagógica, desde la perspectiva del rol aprendiente y pedagógico dentro de un proceso interactivo y socializador. El plan estratégico 2017-2021 de la UNA (Sede Región Chorotega) busca promover un ambiente de aprendizaje adaptado a los cambios tecnológicos que exigen estas nuevas generaciones (más dinámico, interactivo y agradable), y que facilite la orientación, apoyo, seguimiento y evaluación durante los avances académicos. Por lo tanto, el propósito de esta investigación es compartir el proceso de mediación en un entorno virtual de aprendizaje, a través de los espacios de interacción de los cursos de tres carreras distintas en la UNA: Administración, Ingeniería en Informática y Comercio y Negocios Internacionales.

Alfabetización mediática

Oportunidades y retos de las TIC para el empoderamiento de las jóvenes sin escolarización de la ciudad de Tunja, Colombia

Camila Andrea Bohórquez Aunty, Investigador, Universidad de Boyacá, Colombia

El presente trabajo de investigación tiene por objetivo analizar, a través de la metodología de Investigación Acción y Participación (IAP), las oportunidades y retos que ofrecen las Tecnologías de la Información y Comunicación (o TIC) para el empoderamiento educativo, social y económico de las jóvenes que no han terminado sus estudios secundarios en la ciudad de Tunja, Colombia. Esta investigación surge del hecho de que las TIC pueden ser una opción viable para la formación e inserción socio-económica de grupos poblacionales con poco acceso a la educación tradicional como son las mujeres jóvenes cabezas de hogar que afrontan problemáticas de bajo nivel de educación y, por lo tanto, de escasez de oportunidades en cuanto a su crecimiento socio-económico. La metodología empleada para conducir esta investigación es la de Investigación Acción y Participación, que implica la participación de las comunidades afectadas por la problemática estudiada e involucran al investigador con el investigado, en pro de una solución orientada al cambio social. Por esto, en esta investigación se trabaja con la población de los barrios marginados de la ciudad, como son: Altamira, San Lázaro, Ciudad Jardín, Patriotas, Dorado y Antonia Santos; con una muestra de 50 jóvenes pertenecientes al estrato 1 y 2 sin escolarización (madres cabezas de familia y sin oportunidades laborales), para lograr como producto final del proyecto una plataforma digital que facilite el conocimiento, acceso y uso de herramientas digitales para el desarrollo educativo, económico y social de las jóvenes sin escolarización de la ciudad.

Alfabetización mediática

Las cualidades necesarias de un buen periodista: Un análisis factorial a partir de las opiniones de los estudiantes

Manuel García Borrego, Universidad de Málaga, Málaga, España

Alba Córdoba Cabús, Universidad de Málaga, Málaga, España

Dentro de los estudios sobre profesión periodística, han sido habituales especialmente en el ámbito internacional los trabajos sobre las principales cualidades que debe tener un buen periodista. Para ello, se ha encuestado tanto a profesionales como a estudiantes de Periodismo (estudios de especial interés al reflejarse en ellos tanto la formación recibida como la influencia del primer contacto con la realidad laboral). Por lo general, estos estudios hallaron un declive en la importancia de atributos relacionados con el sentido de la justicia, en pos de competencias más orientadas a las necesidades de la realidad laboral (Hovden y Ottosen, 2016). Esta comunicación presenta los resultados de dos encuestas, en años consecutivos, a dos promociones de estudiantes de la Universidad de Málaga y la Complutense de Madrid (n=1,779), en las que se les pregunta sobre la importancia que conceden a 13 cualidades relacionadas con el ejercicio del periodismo. Posteriormente, se hizo un análisis factorial exploratorio (EFA) para que afloraran las principales dimensiones latentes. La matriz de componentes rotados (KMO=0,875; varianza explicada=52,7%) agrupó las variables en tres núcleos en función del prototipo de periodista al que responden. Los modelos son el del periodista "de redacción" —el menos popular: más orientado al mercado por su polivalencia, capacidad de realizar tareas diversas y respeto por la institución donde trabaja—, el "de raza" —el más popular: curioso, experto en su campo y con amplia cultura general— y el "de principios" —en el que priman atributos como el espíritu crítico o la fortaleza de los ideales—.

Culturas mediáticas

La presencia de la alfabetización mediática en el marco legislativo de la Educación Secundaria Obligatoria en España

Carolina Morató-Beltrán, Investigadora, Universidad de Málaga, Málaga, España

Álvaro López-Martín, Universidad de Málaga, Málaga, España

La influencia que los medios audiovisuales y las redes sociales ejercen en la construcción de la identidad adolescente plantea la urgencia de diseñar acciones educativas que integren los contenidos de los medios desde una perspectiva crítica. Sin embargo, y a pesar de su alto potencial educativo, la introducción de los medios de comunicación en las aulas españolas aún se encuentra en estado embrionario. Según la descripción de Ferrés y Piscitelli, la competencia mediática engloba seis dimensiones —lenguajes, tecnología, procesos de interacción, procesos de producción y difusión, ideología y valores y estética— cuyo desarrollo resulta indispensable para lograr una educación integral en medios de comunicación. En la investigación que sustenta esta comunicación se analizaron diferentes textos legislativos para dilucidar el grado de repercusión de la alfabetización mediática en la Educación Secundaria Obligatoria en España, así como las dimensiones sobre las que más incide. Entre los resultados obtenidos, se deduce que el marco normativo que rige esta etapa educativa otorga un considerable protagonismo a la competencia digital y a los medios de comunicación, si bien la alfabetización mediática no llega a incorporarse como disciplina. Asimismo, los textos legislativos conceden un elevado peso a la dimensión tecnológica —instando al fomento de la integración y el uso de las TIC en las aulas— en detrimento de otras dimensiones que resultan fundamentales para mejorar la comprensión del alumnado acerca del complejo ecosistema mediático en el que actualmente desarrollan la mayor parte de sus relaciones y consumos cotidianos.

Alfabetización mediática

Subjetividad y estereotipos de género en publicidades de canales infantiles: Estudio comparativo entre España y Argentina

Andrea Leticia Quintana Pujalte, Doctoranda, Universidad de Málaga, Málaga, España

Carmen Patricia Noemi Pujalte Ibarra, Profesora Titular, Universidad Nacional del Nordeste-Argentina, Corrientes, Argentina

El consumo televisivo de las audiencias infantiles es un tema de permanente estudio. La inserción de publicidades en el marco de la emisión de contenidos dirigidos a estas audiencias resulta interesante para poder generar una aproximación a la exposición que tiene el público infantil a un discurso social marcado por un manifiesto interés de persuasión. Desde las teorías de género y de los estudios culturales, este estudio categoriza los estereotipos de género de las publicidades transmitidas en el contexto de programas infantiles de España y Argentina. Para ello, se implementa una metodología de análisis de contenido mixta en la que se identifica en una plantilla: por un lado, frecuencia, tipo de publicidad y marca; y por otro, modos de construcción de estereotipos a partir de apelaciones de género y contextos de la narrativa publicitaria. La muestra se extrae del canal Disney Channel en la franja matutina de programación (de 7am a 14pm). El canal y la franja de análisis se justifican por ser los que ostentan más altos niveles de audiencia en ambos países (Kantar Ibope Media, 2017; EGM, 2017). Los resultados indican que a pesar de la implementación de políticas de género en ambos países, en el caso de las publicidades dirigidas a la audiencia infantil aún mantienen la vinculación entre el contexto doméstico vinculado a la niña y el no doméstico restringido al niño.

Culturas mediáticas

La representación nominal de la mujer en las ondas radiofónicas: Un análisis cualitativo de los patrones discursivos de género

José Manuel Frasier Marchal, Madrid, España

La sociedad de la comunicación no puede obviar el poder de influencia que ejerce la radio. Una forma de comunicar cercana y de fácil consumo que utiliza una herramienta tan emotiva y cautivadora como la voz para construir los discursos con los que nombra a la mujer. Consecuentemente, se plantea este ejercicio de investigación cuyo objetivo principal es estudiar los patrones lingüísticos utilizados para la representación nominal de la mujer en el medio radiofónico, observando el nivel de simetría y el grado de equidad con respecto al nombramiento del varón. Es un análisis del discurso de orden cualitativo, inductivo, naturalista e interpretativo centrado en la importancia de la significación y empleo del lenguaje según el itinerario del Análisis Crítico del Discurso (ACD) que entiende que los mensajes radiofónicos definen la práctica social e inducen y suprimen el comportamiento. Hemos actuado sobre una población compuesta por los espacios radiofónicos según: 1) Tipología de programación: formato convencional y target generalista transmitidos off-line y on-line. 2) Cobertura geográfica: territorio español. 3) Temporalidad: difusión en la temporada mediática 2014/2015. La muestra ha sido seleccionada según el muestreo por agrupamiento o conglomerados monoetápicos siguiendo procedimientos de muestreo probabilístico aleatorio simple con réplicas y estratificado. Esto constituye la representación de la temporada 2014/2015 de COPE, Onda Cero, RNE y SER. El protocolo de trabajo ha consistido en la escucha activa y transliteración ortográfica de los programas seleccionados. Con ellos se ha construido un corpus sonoro clasificándolo en citas, tópicos y categorías de orden emergente.

Culturas mediáticas

Evolución de las formas y formatos del periodismo de datos, en diarios españoles, a través del análisis de periodos electorales

Alba Córdoba Cabús, Universidad de Málaga, Málaga, España

Manuel García Borrego, Universidad de Málaga, Málaga, España

Los primeros ejemplos de "periodismo de datos" llegaron a España en 2011, de la mano de organizaciones ajenas a empresas periodísticas. Hoy en día, aún se encuentra en fase embrionaria en muchos medios nacionales; mientras que en otros es prácticamente inexistente. En este estudio se plantea una comparación del periodismo de datos que se practica en las principales cabeceras del país, tanto nativas digitales como híbridas versión web y en papel, durante las elecciones generales del 20 de diciembre de 2015 y las elecciones presidenciales estadounidenses de 2016. Los comicios se presentan como un terreno idóneo para el desarrollo de esta modalidad, favoreciendo la confrontación entre elecciones, partidos y circunscripciones, y permitiendo distanciarse del abuso de declaraciones. El objetivo principal de esta investigación consiste en identificar las diferencias y similitudes en cuanto a las formas y formatos del periodismo de datos, determinando así la evolución que ha experimentado esta práctica mediática en los medios españoles. Para ello, se realizó un análisis de contenido de las piezas publicadas en "El Mundo", "El País", "El Confidencial" y "Eldiario.es". Entre otras constataciones, se vislumbra que las cabeceras no aprovechan las posibilidades que ofrece esta modalidad para el tratamiento de cuestiones políticas, obedeciendo más a la inmediatez. Asimismo, se divisan alteraciones que aportan calidad (como la combinación de fuentes), y otras que lo deforman (como la escasez de publicación de datos en bruto y la falta de incorporación de detalles metodológicos).

Teoría de medios

Periodismo científico, fuentes de información y sesgo de género: Estudio de caso en España y México desde la perspectiva de género

Eulalia Pérez Sedeño, Profesora investigadora, Consejo Superior de Investigaciones Científicas, Madrid, España

Jade Rivera, Science dissemination coordinator, Undergraduate, Faculty of Mathematic, Pontificia Universidad Católica de Chile, Santiago, Chile

Se analiza la participación de las científicas como fuentes informativas primarias y secundarias y si dicha participación depende del sexo de los profesionales del periodismo científico. Para ello se analizaron diversos ítems extraídos de una revista de divulgación científica española y de otra mexicana, así como de un suplemento de periódico dedicado a la ciencia y la tecnología en España y otro en México. Se utilizó un instrumento estadístico que permitió indagar si la invisibilidad u omisión de las científicas en la prensa guardaba relación con el sesgo de género. De todas las disciplinas analizadas, el sesgo se produjo en el área de Historia. A nivel cualitativo se identificaron cuatro criterios utilizados por profesionales del periodismo y la divulgación para seleccionar las fuentes de información.

Teoría de medios

Virtual Lightning Talks**A Magazine "on" Your Smart Fridge: An Approach to a Value Chain for Publishing Houses in the "Internet of Things"**

Valerie Thiele, Digital Manager, Digital Office, Journal International Experience GmbH, Germany

In recent years, the "Internet of Things" (IOT) has gained enormously in importance in various industries – whether warehouses with transport robots, agricultural vehicles with extensive sensor technology and data processing or intelligent everyday objects. One sector that has not yet concentrated on the IOT are publishing houses. On the bright side, they already own the essential component of their potential IOT product: high-quality content. However, publishers need technical know-how to present their product in the IOT: Possible partners could be manufacturers of intelligent everyday objects such as refrigerators, stoves or "smart tables". The "X-model" by Tzouvaras, Schumann, and Hess shows that cross-media multiple use of media content represents the performance core within the value chain of publishers. With the IOT, this model is suitable for publishers to reuse their existing content with intelligent everyday objects as playout channels. The model serves as an analytical-ideal-scientific approach. The "X-model" aims at successfully introducing the distribution of rights and products. Partnerships with manufacturers of intelligent everyday objects offer great potential to profitably introduce the new technologies of the IOT into a publisher's value chain. The manufacturers are the technological experts, the publishers can concentrate on the content – a win-win situation! The "X model" can be used to identify opportunities for publishers in the IOT to tap new sales potential within the value chain. In addition, it becomes clear that the "X-Model" must be expanded in order to create a competitive value chain for publishers in the IOT.

Media Business

Class Identity in the Internet World: A Case Study of the Middle Class in Today's China

Abigail Qian Zhou, Associate Professor, Graduate School of International Media, Communication and Tourism Studies, Hokkaido University, Sapporo, Japan

With the popularity of the Internet and the rapid increase in the number of netizens, many scholars have conducted multi-method and multi-angle research on the link between Internet and identity. However, existing research mostly focuses on the impact of the Internet as a whole on interpersonal communication and social identity. Compared to the identity of ethnicity, nation, and youth, research on the Internet and identity of a particular class is rare. In today's China, whether on general public's social media or elite-oriented professional network platforms, the well-educated with relatively stable work and income, who are called the middle class, have become the main force of the Chinese network society. The middle class in today's China is an emerging class that was born after 2000. It can be said that this class developed along with the Internet. In the above academic background and social context, this study focused on the middle class in today's China. Through a statistical analysis of 497 samples, semi-structured interviews of 50 middle-class respondents, and the non-participation observation on two popular social media, this study examines how the Chinese middle class uses the Internet and how to construct the self-identity and group identity of a social class by using the Internet. The findings of this study provide a new direction for class research, to rethink the formation of class identity in the present era and provide a new supplement to media studies to explore the relationship between media utilization and identity construction.

Media Cultures

Media Narratives about Rio 2016 Paralympics: (Re)producing Cultural Values and Social Identities

Lyusyena Kirakosyan, Virginia Polytechnic Institute and State University, VA, United States

Because media plays a fundamental role in the (re)production of cultural values and social identities, researchers, athletes, and organizers alike consider it an essential tool for publicizing paralympic sport and games. This talk discusses broad themes and issues concerning the underlying assumptions, frames, and patterns in the interviews with journalists who covered the Rio Paralympic Games. The main questions that shape this talk are: What frames did journalists evidence when describing their work to cover Rio Paralympics? Did the interviews indicate any common frames in their journalistic practices? What are the implications of the journalistic framing of Rio Paralympics for power dynamics within the Paralympic sport in Brazil and abroad? The talk starts outlining the central debates in the existing critical literature regarding media representations of disability and disability sport that help situate the later discussion of the media frames as they relate to the Rio 2016 Paralympic Games. Following a brief overview of the study's methodology, the talk moves to discuss the journalist frames identified in the interviews and the patterns that make up the media narrative about Rio Paralympics. The talk concludes by outlining the potential effects of journalistic framing of Rio Paralympics for the empowerment and inclusion of disabled athletes and disabled people in Brazil.

Media Cultures

The Kashmir Dispute as a Test Case for International Media: Understanding the Politics and Construction of Conflict Coverage

Ravale Mohyidin, TRT World Research Centre, Istanbul, Turkey

This paper examines the international coverage of the Kashmir dispute between Pakistan and India. The study proceeds with a theoretical background to explore the political ramifications and foreign policy dynamics surrounding the Kashmir issue since the beginning. Then, the research relies upon discourse analysis as the key methodological tool to analyse four English language websites from American, Turkish, Pakistani, and Indian news outlets in relation to this conflict in 2018. These news media outlets are CNN, TRT World, GEO News, and NDTV, respectively. The findings uncover the role of digital media in positioning and packaging the Kashmir dispute and aid in understanding the politics and construction of conflict coverage in this particular case. Ultimately, the paper aspires to offer a methodological rationalization of the framing approach adopted by the four outlets under study.

Media Cultures

Audience Democratic Voting for Talents on Reality Television Shows: A Case Study of X Factor

Patience Achakpa Ikyo, Lecturer, Department of Mass Communication, Benue State University, Makurdi, Nigeria

Audience democracy and participation in voting for talents on reality TV has been investigated to determine the factors promoting voting and understanding of talents. The audience of the X Factor, a UK reality TV show, were interviewed through an online-based questionnaire survey. Results indicate that the audience of reality TV talent search understand that high competencies and excellent performances are the main determining factors for identifying talent on reality TV talent search. The research also found out that other factors such as fun, age, physical attraction, and location make some contestants popular but the audience do not consider them to be a determinant factor for democratic voting. The research also shows that the talents identified do not democratically represent the audiences but the audience becomes fans of the contestants/talents due to their outstanding abilities. They therefore define talent as natural abilities. The research therefore recommend that, TV talent search shows should not project fun, age, physical attraction and location more but rather project high competencies and excellent performances.

Media Literacies

Grassroots Communication: The Need of Community Radio Stations in the Digital Age

Moina Khan, Assistant Professor, Times School of Media, Bennett University, India

The onset of globalization accompanied with digitization and digital culture revolutionized democratic culture across the globe. The gradual spread of democratic values in the digital age in the various nooks and corners of the globe has several times transformed the political structures even in highly autocratic regimes. Hence, it may not be an exaggeration to postulate that communication and democracy bear a reciprocal relationship and emerging trends in digital technology could further strengthen them. As we depend more and more on digital media, there also exists a threat to the world in the form of online disinformation in the background of intensification of false and destructive narratives. There are debates all over to counter this by addressing issues of anonymity on digital platforms and recognising trustworthy sources. In an era when the audience is consuming information flooded towards him, what we also require is an informed and involved citizen and articulation of concerns in a collective and organized manner particularly at various grassroot levels in a state. This is where an alternative medium like community radio plays a pivotal role. In this context, the study looks at the data collected from the audience of three community radio stations in India and understands through their narratives of their involvement with their respective stations, as to how community radio stations existing alongside digital platforms can play a significant role in strengthening the democratic culture while contributing in combating the threats of digital age.

2019 Special Focus: The Future of Democracy in the Digital Age

Challenging Censorship: Analysing the Role of Internet as a Combating Tool for independent Documentary Filmmakers in India

Akanksha Jain, Tata Institute of Social Sciences, Mumbai, India

India is considered to be one of the biggest democracy of the world. The constitution of the Republic of India ensure the freedom of speech and expression to the citizens offering the right to speak their mind and voice their opinions with facts. However In today's India, citizens are struggling to express their dissent under the constant threat of being called anti national thus damaging the democracy of the country (Sen, 2017). The past few years saw a continuous stifling of free speech under gambit of security issues and national harmony. Independent documentary filmmakers are not far behind in this struggle. In their constant endeavors to bring forth the truth, highlighting social issues and fighting social evils, these filmmakers are facing censorship as a tool to curb their voices bringing a state of cultural emergency in the country. In their fight against this censorship, today, the Internet has become a great tool. Social media sites like Facebook and Twitter to talk about the issue and raising a support while Youtube, Vimeo and other online websites to screen the otherwise banned content on Internet provide these filmmakers a democratic platform. The researcher through this paper looks at the particular cases of documentary films that were denied censorship certificate and through in-depth interviews of the filmmakers will try to understand the role of internet as free and democratic space for all.

Media Technologies

Friday, 27 September	
11:50-12:35	PARALLEL SESSIONS
Room 4	Workshop Let the Purse Do the Talking: An Agile Workshop about the Psychological Role of the Purse in Feminine Discourse Ute Rademacher, Local Head of Bachelor Programme, Business Psychology, International School of Management, Hamburg, Germany Ulrike Weber, Department Head HR Management, International School of Management, Germany This session offers a global perspective on the universal bond between women and their purses and other women. Purses are literally middle-objects connecting a person with another one or shielding a person from others. They facilitate feminine communication and are a vehicle of transition and transformation in women's life. Purses can bridge spatial separations, transport objects and information from one place to another, and bridge time and convey ideas, values and styles from another time as historical and recent examples will exemplify. Given the increasing diversity of women's roles in private, public and professional spheres, purses have to fulfill a diverse set of roles and functions. The psychological analysis is based on 150 purse stories that have been collected in 17 cities on all continents by an organic network of small agencies specialized on qualitative research in desk research, focus groups, in-depths interviews, participating observation and moderated purse parties. The deliverables reached from weblogs, chat sessions, photo and video reports, audiotapes, transcripts up to actual content analysis of respondents' purses. The key insights from the psychological analysis of the functions of purses as media in feminine discourse will be enriched by the semiotic analysis of nethnography based on purse stories actively sourced from social media. An interactive and agile workshop with participants (max. 30) and their purses is envisaged for this conference. Two-three short sprints in varying small teams, moderated by an agile coach, will bring the findings to life. <i>Media Cultures</i>



Crossing Discourses: The Portuguese Newspaper Público's Perspective on the Latest Brazilian Presidential Election

Silvia Frota, Professor Auxiliar Convitado, Culture and Communication Program, University of Lisbon, Center for Comparative Studies, Lisboa, Portugal

The Brazilian president, Jair Bolsonaro, began on January 1st, 2019 after a turmoiled and stressful political process that led to his election. International media coverage on his victory stressed more than once the radical position of Bolsonaro, introduced as a representative of the far-right with all the related implications. Público, a Portuguese mainstream newspaper, wasn't an exception. In the paper, different representations of Bolsonaro – constructed throughout the news on his first official day in the presidency – are identified and analysed. Bolsonaro's difficult relationship with the media, swinging from strong criticism to censorship attempts, is also highlighted and counterweighted with the rise of populist discourses. The theoretical and methodological framework relies on critical discourse analysis fed by Culture and Identity Studies, Theories of Nationalism and Media Studies.

Media Cultures

Narrativism, Ludonarrativity, and Finding a Use for Dead Media

Stephen Williams Ortega, Yale University, New Haven, CT, United States

Role-playing games conjure one of two images to mind. A collection of teenagers, sitting around a table, doing calculus to see whether or not they've slain a dragon, or the modern genre of video game inspired from that tabletop tradition. In either case, the involved engagement in statistics and calculation—and more importantly, hard and fast win/loss states—can seem like a steep hurdle to the more narratively-inclined among us. However, the past few decades have seen the development of a trend of games that attempt to eschew the purely mechanical aspects of these games to take advantage of their potential as storytelling media. In 2003, Ron Edwards coined the term "narrativism" to describe this school of thought, to delineate a razor-focused brand of ludonarrativity: storytelling games. The more the body of the player has been actively involved in the ludic narrative, the more it begins to approach a sort of organized theater—and as in theater, the storytelling process is facilitated by the use of props, diegetic and non. From dice, to paper maps, to .mp3 files, game creators and players have used props to lend their stories physicality. This session explores the possibilities opened up when a player physically actualizes a ludic narrative, specifically through repurposed cassette tapes as a supposedly obsolete technology to lend flavor and tone, and ultimately augment the storytelling and role-playing experience for further narrative impact.

Media Technologies

Fake Polls Make Fake News: How Media Opinion Polls Obscure Public Opinion and Distort Democracy

Mark Civitella, Lecturer, Communication and Media, La Trobe University, Melbourne, Australia

Campaigning for US Presidency, Donald Trump dismissed media reports on opinion polls predicting his defeat as "Fake News". Trump was proven right. What has gone wrong? When media opinion polls overwhelmingly miss Brexit and the election of Donald Trump, their value as taking the 'pulse of the nation' is questioned. Once seen as an objective reflection of public attitudes, the media polls are now being seen as flawed and distorting of political debate. If polls also focus media discussion through the purported status of having a scientific measure of public attitudes – the failure of polls impact the media's ability to engage in informed and relevant political debate. The irony of more polls, through digital affordability and access, does not equal more information and informed debate. Rather, the digital platforms used to generate polls, exacerbate media error and further skew debate. At one extreme, research shows opinion polls suppress public opinion. If a healthy public debate is good for democracy – we need to do better with the measurement of public opinion.

2019 Special Focus: The Future of Democracy in the Digital Age

Understanding Millennials: What Does Social Media Have to Say?

Afshana Hoque, Graduate Assistant, Media Relations, Illinois State University, IL, United States

Millennials or Generation Y have been typecast with several terms, some good and some not so good. Tech savvy, lazy, entitled are just some of the ways society views this generation. With a mindset that is socially and globally connected, Millennials have grown up with hi-tech devices on the palm of their hands. Most existing studies on millennials are products of scholarly research with traditional data collection methods. Considering Social Media as a natural environment for Millennials, this paper seeks to derive data about Millennials from social media platforms. Meltwater, an online analytical tool was used to collect data associated with Millennials (Generation Y). Findings confirm stereotypical assumptions associated with Millennials. Assuming, Millennials and Generation Z are the highest users of social media, findings of the paper include Millennials' self-reports about their generation and Generation Z's descriptions of Millennials.

Media Technologies

From Big Data to Qualitative Inquiry – Prolific Affordances or Paradigmatic Impasse?

Victoria Holec, University of Lethbridge, Lethbridge, Canada

The persistent buzz of "big data" in reference to vast amounts of unstructured data that can be scraped from the internet (Chaulagain et al., 2017; Cooley et al., 1997; Landers et al., 2016) has presented new options for data analysis in media studies, some of which draw on the quantitative and computational work. Microblog research is an exploding field stemming from computational fields and using big data for complex modelling (De Maoi et al., 2016; Feng et al., 2018; Hasanain & Elsayed, 2017; Yan et al., 2012). A microblog can be defined as a collection of short, character-constrained posts ("microposts") to the internet (Zappavigna, 2014). The microblogging platform Twitter is known for its radical constraint on message length. Since its arrival in 2007, newer microblogging platforms have shifted priorities towards imagery, while allowing for written texts of extended lengths. Thus, the microblog has expanded to provide even more data for big data scraping. Yet, this added richness affords researchers to analyze microblogs using qualitative methods (Wargo, 2017; Zappavigna, 2016; 2018a; Zhao & Zappavigna, 2018). Following Zappavigna (2018b) and Baker (2006; 2012) in conceptualizing social-media analysis under convergence of corpus linguistics and critical discourse analysis, I discuss my decisions in analyzing a corpus of 1.5 million social media micro-/nanoposts both quantitatively and qualitatively. In navigating barriers to and affordances of mixed-method designs and their practical implications, I encourage debate as to whether broadening the reach of data collection—often praised as technologically and geographically democratized—comes at the expense of fundamental paradigmatic incommensurability.

Media Technologies

Friday, 27 September	
11:50-12:35	PARALLEL SESSIONS
Room 5 Continued	Teens on Screen: Decoding the Secret Life of the American Teenager Allison McClain Merrill, Master of Arts in Religion, Yale Divinity School and the Institute of Sacred Music, Yale University, New Haven, CT, United States The Secret Life of the American Teenager (2008-2013) explores family, relationships, spirituality, and sexuality through the lens of teenage pregnancies and sexual encounters. Protagonist Amy Juergens is fifteen years old at the beginning of the series, distraught that she has become pregnant after her “one night at band camp” with Ricky Underwood. Freeform (originally ABC Family) aired this five-year saga. The representation of pregnant and sexually active teenagers is a framework for a host of other emotional and interpersonal considerations; the merit of viewing The Secret Life is the discovery of what surrounds these teenagers, how or if they ever learn to support one another. Teenage childbearing and parenthood are lifestyles equally dramatized, criticized, and normalized by the cast involved in these lifestyles. I measure development and regression of teenage and adult characters throughout the series, postulating that their abilities to thrive in society depend on the gaze of society itself. “The visual emphasis remains on the bodies of women, and white young mothers still appear to be key in covering the issue” (Vinson 157). Vinson’s writing on teen pregnancy, Ruiz’s attention to the Latina body in the character of Adrian Lee, and Dow’s text on feminism in prime-time television each enhance the discourse of a racial, gendered society in The Secret Life. Identity formations exist within the boundaries of a complicated, corrupted community. I am immersed in this fictional community, analyzing family dynamics, friendships, romantic relationships, religious beliefs, and moral authority on The Secret Life as guideposts for decision-making. <i>Media Cultures</i> Renewing Free-Speech Values Through Educational Practice Frank Lo Monte, Professor, Journalism, University of Florida, Gainesville, FL, United States For the past thirty years, the American legal system has recognized a greatly diminished level of free-speech protection in public schools and colleges. Diminishing regard for, and observance of, First Amendment values in school has lasting consequences for the development of inquisitive, participatory citizens. Research by Profs. Bobkowski and Belmas (2016) documents the systematic institutional censorship of student voices addressing issues of social and political consequence in the school setting, with particular impact on the willingness of female students to engage on issues of public concern. This discussion will take stock of the free-expression landscape in American K-12 schools and examine best educational practices for modeling participatory citizenship. We will examine and evaluate the “New Voices” reform movement that has led to the enactment of statutory protection for student expression in fourteen U.S. states, and how those statutes affect the civic culture of educational institutions. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i>



Friday, 27 September	
11:50-12:35	PARALLEL SESSIONS
Room 6	Workshop "Visinformation": Misleading Visual Information's Powerful Impact on Today's Digital Citizenry Mark Kelton, Evangel University, Springfield, MO, United States Melinda Booze, Evangel University, Springfield, MO, United States Cecilia Corbin, Evangel University, Springfield, MO, United States Brooke Donaldson, Evangel University, Springfield, MO, United States Jalen Gifford, Evangel University, Springfield, MO, United States Samuel Labertew, Evangel University, Springfield, MO, United States Rebecca Varju, Evangel University, Springfield, MO, United States According to the Pew Research Center, all digital sources—television, news websites, radio and social media—now beat out print newspapers as Americans' go-to news sources. Others say that hearing a piece of information will result in remembering 10% of it three days later, whereas adding a picture increases the percentage remembered to 65%. A 2018 digital marketing survey revealed that 54% of consumers wanted more video content from brands or businesses with which they engage. But according to one report, 73% of news consumers worldwide worry about false information or other misleading or inaccurate "news" being used as a weapon. Just as the technology makes it easier to deliver visual content to audiences, the technology also has made it possible for users to create, modify or falsify their own visuals, perhaps contributing to the lack of trust in social media content. The distrust that users have in digital sources perhaps reflects dependence on someone else—the content creators, the platform techies, the user community—to do the fact checking. But, who really is? The old adage "buyer beware" has never been more applicable. "User beware" is the watchword of the day, but how to beware is the question. Using the framework of The Washington Post's Fact Checker's Guide to Manipulated Video, this workshop will help users identify various ways that video communication can be misleading, use examples that help participants practice identifying "visinformation," and provide some takeaway strategies to help the 65% of visually-enhanced information retained be 100% accurate. <i>Media Technologies</i>
12:35-13:30	Lunch / Almuerzo
	Common Ground Research Networks and the Communication & Media Studies Conference is pleased to offer complimentary lunch to all registered conference delegates each day. Please join your colleagues for this break between sessions. Common Ground Research Networks y el IV Congreso Internacional de Estudios sobre Medios de Comunicación se complace en ofrecer gratuitamente el almuerzo, cada día del Congreso, para todos los delegados inscritos. Únase al resto de participantes para disfrutar de este descanso entre sesiones.
13:30-16:00	Complimentary Tour: The Path to Democracy / Tour del Congreso: "El camino de la democracia"
	Directly following sessions on the second day, join fellow conference delegates for this complimentary 2 hour walking tour, The Path of Democracy. The tour will take participants through the federal government district in Bonn. 20 large illustrated panels recall Germany's democratic history whilst also highlighting the structural change of the past few years. The stops en route provide information about important places where policy decisions were taken in the former government district. You will discover, among other things, the Museum Koenig, where the Parliamentary Council met, the former lecture hall of the Pedagogic Academy, where the Basic Law was debated and adopted, the official seats of the Federal Presidents and the Federal Chancellors and also see where the German Bundestag convened. Date: Friday, 27 September Time: 14:15 (2:00 PM) - 16:15 (4:15 PM) Duration: 2 hours Location: Delegates are to meet at the conference registration desk at 13:45 (1:45pm) To add this to your conference registration, visit: https://cgscholar.com/cg_event/events/P19/registration_options El tour comenzará tras la última sesión del segundo día del Congreso (27 de septiembre). Únase a los demás delegados/as en un recorrido a pie, gratuito y de dos horas de duración, cuya temática está centrada en "El camino de la democracia". El tour se desarrollará en el distrito del gobierno federal de Bonn, donde se exhiben 20 grandes pancartas que recuerdan la historia democrática de Alemania, al tiempo que enfatizan el cambio estructural producido en los últimos años. La diferentes paradas del tour le proporcionarán información sobre los lugares donde se tomaron las decisiones políticas más importantes durante el antiguo gobierno de la República Federal. Los lugares más destacados son : el Museo Koenig (donde se reunía el Consejo Parlamentario de la República Federal de Alemania); la antigua sala plenaria de la Academia Pedagógica de Bonn (donde se debatieron y aprobaron las leyes básicas); los escaños oficiales de los presidentes y cancilleres de la República Federal, y el lugar donde se reunía el Bundestag de Alemania. Fecha: Viernes, 27 de septiembre. Hora: 14:15 (2:00 PM) - 16:15 (4:15 PM). Duración: 2 horas. Punto de encuentro: Los delegados/a deberán reunirse en la mesa de inscripciones del Congreso a las 13:45 (1:45pm). Para añadir el tour a su inscripción, pulse: https://cgscholar.com/cg_event/events/Pes19/registration_options



Saturday, 28 September	
08:30-09:00	Conference Registration Desk Open / Mesa de inscripción abierta
09:00-09:15	Daily Update / Noticias del día - Dr. Phillip Kalantzis-Cope, Chief Social Scientist, Common Ground Research Networks, Champaign, United States
09:15-10:00	Talking Circles / Mesas redondas
	A second Talking Circle is held on the last day for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. 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 network. Se lleva a cabo una segunda Mesa redonda el último día del congreso, para que el grupo original vuelva a reunirse y discuta sus cambios de puntos de vista y opiniones a raíz de la experiencia del congreso. Los participantes eligen los grupos que prefieren según grandes áreas temáticas y se enfrascan en largas conversaciones sobre los asuntos y preocupaciones que les parecen de mayor relevancia para ese segmento de la red de investigación. Room 1: Media Cultures Room 2: Tema Destacado 2019: El futuro de la democracia en la era digital (en español) Room 3: Media Theory / Media Literacies Room 4: Media Technologies and Processes / Media Business Room 5: 2019 Special Focus: The Future of Democracy in the Digital Age
10:00-10:10	Transition Break / Pausa
10:10-11:25	PARALLEL SESSIONS



Saturday, 28 September	
10:10-11:25	PARALLEL SESSIONS
Room 1	Gender Roles Intra-Gender Violence: Representation in Spanish Media and Intersections with Race Arnau Roig Mora, Assistant Professor, English, Universitat Autònoma de Barcelona, Barcelona, Spain This study explores contemporary representations of intra-gender violence -a possible neologism for intimate partner violence in gay and lesbian couples- appearing in Spanish media. Despite official recommendations by public agencies as well as professional associations (such as audiovisual councils and deontological committees) regarding the treatment of gendered/domestic violence, media tend to sensationalize these pieces of news. By analyzing intra-gender violence specifically, and in comparison with the treatment of this violence in heterosexual couples, this paper unpacks the interactions that gender and sexuality have with violence and the ideological discourses around it. Furthermore, we can also see how this news uses race and ethnicity to scapegoat this sort of violence onto foreign cultures/people, enacting discourses of homonationalism. <i>Media Cultures</i> The Gendered Televisual Presence of Gays and Lesbians in Chilean Telenovelas Ricardo Ramirez Vallejos, Doctoral Researcher, School of Media, Film, and Music, Universidad de Chile, Chile The visibility of gays and lesbians in Chilean television has increased steadily over the last decades. Telenovelas, one of Latin America's particular forms of cultural production, have been central to this, as they have constituted the preferred mechanism through which networks have incorporated "new" topics. This paper offers an analysis of over fifty gay/lesbian characters that have appeared on Chilean telenovelas from 1990-2018; specifically, it focuses on the characters' intersectional identifications, the roles they inhabit, and the diegetic positions they occupy. It argues that gender functions as a fundamental differentiating mechanism that contributes to consolidate as "appropriate" a homosexuality that adjusts to gender norms and conforming expressions. In this, there are differences between gays and lesbians. Among gays, there are almost equal number of characters that act in gender conforming and non-conforming ways; for all, gender expression is utilised for defining the character's features and possible storylines: while masculine gays are treated seriously, being depicted as partnered and living comfortably, effeminate gays are depicted humorously, being reduced into a specific set of occupations, with non-existent affective/sexual lives. Among lesbians, gender conforming characters largely surpass non-conforming ones. Notwithstanding, the representation of all of them is marked by their existence as women in a machista order. Consequently, they are depicted as mothers or mothers-to-be, emphasising characteristics like dependency, vulnerability and hegemonic beauty. In general, while masculinity is encouraged for gay characters, gay femininity has been "accepted" only through its laughable sanitisation; for lesbians, hegemonic femininity is almost always the only option. <i>Media Cultures</i>



Saturday, 28 September	
10:10-11:25	PARALLEL SESSIONS
Room 2	Medios y conductas antisociales La imposición del paradigma de conducta criminal a través de los medios de comunicación: El caso del trastorno antisocial de la personalidad Kevin Geraldo Dowling, Universidad Autónoma de Baja California, México En la presente investigación, se profundizó en las posibles implicaciones de la imposición del paradigma de conducta criminal a través de su difusión en los medios de comunicación; en particular, el caso del "trastorno antisocial de la personalidad". De acuerdo con Garrido (2000), en 1968, la Sociedad Americana de Psiquiatría reemplaza el concepto de sociópata por el de personalidad antisocial, englobándolo así dentro de los trastornos de personalidad. Establece que el término de psicópata, sociópata o trastorno antisocial de la personalidad ha sido una categoría diagnóstica general que contiene otros muchos trastornos, desviaciones, anormalidades o deficiencias, que nada tienen que ver con la significación del término actual de trastorno antisocial de la personalidad (Cleckley, 1988). No obstante, este trastorno, desde 1968, contiene una serie de criterios psiquiátricos diferentes y aparentemente no relacionados. La conducta criminal, como objeto de estudio en materia criminológica, puede encontrarse sujeta a la influencia de paradigmas que comprenden a la misma como enfermedad o trastorno mental, cuyo discurso intenta hallar sustento en arbitrarios factores de carácter biológico tales como deficiencias neurológicas y/o genéticas. Dichas ideas se difunden de manera masiva a través de los medios de comunicación, de manera que estos juegan un papel crucial en la imposición de tal paradigma. <i>Teoría de medios</i> Los medios de comunicación de red como factor de riesgo en el turismo delincuencia Alejandra Guadalupe Lucero Salas, Ensenada, México En el presente trabajo se abordará la problemática de los medios de comunicación de red como factor de riesgo en el turismo delincuencia. López Rodríguez define como "Delincuente extranjero cuando no siendo del país, afecta el bienestar de los ciudadanos, la seguridad del país o los intereses de una institución". Es común que cuando una persona pretende viajar utilice las redes como fuente de información para planificar dicho viaje. Uno de cada cinco turistas emplea este método para decidir su futuro destino, así como los sitios a visitar durante su estancia. El sujeto, a quien llamaremos Juan, es un agente de seguridad pública en la ciudad de Ensenada B.C. En su opinión, las conductas delictivas de mayor frecuencia suelen ser conducir en estado de ebriedad, beber en la vía pública, la rina y el consumo de drogas no permitidas. En una encuesta realizada en dicha ciudad a agentes de seguridad pública, el 68 por ciento consideró que serían más flexibles con el comportamiento delincuencia del turista debido al temor de ahuyentarlos, en consideración a la derrama económica que supone. En opinión del sujeto denominado Juan "sabemos que vienen a drogarse y claro es un delito, pero por eso vienen". Se expuso que el motivo por el cual el turista con propósito delincuencia visita ciudades, radica en su mayor flexibilidad al castigo de dicha conducta y que las redes sociales son definitivas en la elección del lugar a visitar. <i>Culturas mediáticas</i>



Saturday, 28 September	
10:10-11:25	PARALLEL SESSIONS
Room 3	Digital Dilemmas A Stranger In His Own (Digital) World: Understanding Heavy Twitter Use Among Digital Natives As Alienation Dave Leland Pahila, University of the Philippines, Dillman, Quezon City, Philippines This study asks: how do social media sites produce users? Specifically, it looks at user identities and everyday experiences. In a technocapitalist setting that profits off users and imposes ideologies, how does the user think, feel, act, move, and cope? What happens to the user-laborer, and the self as a result? Guided by De Certeau's phenomenology on everyday life and alienation theory that draws from Neo-Marxist ideas, I expose how users, including myself, are deeply fragmented in continuous use of Twitter. I uncovered how alienation is felt at an existential level, which is inherent to capitalism. Driven by external forces and pressures, results show that ordinary Twitter users are ridden with contradictions, unable to recognize motivations. First, I connect the app's schemes to prosomption, which showed how users are simultaneously hyper-aware and unaware of their actions, while surrendering agency to the site. The user's relationship to culture reveals that the site is uncondusive to connection—urging commodification and competition. Finally, I investigated the user's concept of self, which exhibited varying degrees of frustration and loneliness, born out of a gap between the genuine and 'ideal' self. This study used alienation theory to reveal how Twitter shapes its ideal users to benefit from their activity extensively, which degrades individuals and experiences. Hopefully, this opens the discussion on the race between new media technologies to capture attention and content for profit. I want to uncover the alien motivations in the role of the prosumer, as a path to resistance in a competitive system. <i>Media Technologies</i> Leading Factors that Enhance Engagement in Closed Facebook Groups Tali Gazit, Senior Faculty Member, Information Science, Bar-Ilan University, Ramat-Gan, Israel Yair Amichai-Hamburger, Bezeq International Research Center Judit Bar Ilan, Professor, Bar-Ilan University, Israel Facebook groups are one of the most popular ways to communicate and exchange information on the Internet, as part of e-democracy. One of the problems that online groups encounter is the known fact about the majority of the groups' members being lurkers: they read its content but do not directly contribute. This may result in problems that face online communities such as a low posting rate, lack of valuable content, and the undemocratic atmosphere in the group. Since we believe there is a great importance for a variety of voices sharing ideas from democratic points of view, research about engagement in these groups is essential. Receiving permissions from groups' admins to become part of the Facebook groups, we could study them from within. Interactions in closed Facebook groups were coded over a two-month period. An online survey was answered by 274 group members, containing four sections: demographic, importance, offline activity, and personality questionnaires. In addition, the engagement in the groups was coded for each member. The results show positive relationships between engagement, group importance, and offline activity. Additionally, women and stable older participants tended to engage more in the group discussions. The findings give groups' managers and members tools to enhance more quality discussions and engagement in Facebook groups, enabling more voices to be heard. Factors that were found as enhancing higher quality engagement may be useful for other groups as well and sustain the online community as a dynamic social group, where all members have equal rights to participate. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i> Going to Town with Privacy: Exploring Voyeurism and the Motivations behind Exposure of Secrecy Online Daniel Edem Adzovic, PhD Scholar, Audiovisual Arts Department, Tomas Bata University, Zlin, Czech Republic Over the years, advances in technology, cultural dynamism, and social attitudes coupled with easy access to recording devices such as mobile phones have transformed the landscape of what is published on the Internet. Pornography and related videos of nudity as well as secretly recorded sexual experiences of people easily find their way to the public space through the Internet. People are in a haste to publish their experiences, including private experiences such as sexual encounters between couples and nude photographs that were hitherto, kept strictly private. In the same vein, access to these contents online is almost limitless. While some people are victims of this sub-culture, others are not, since some of the sexually explicit videos are published by some of these 'actors' themselves. The study explores the sub-culture of voyeurism among Ghanaians and analyses what influences people who post their covertly or overtly recorded sex acts online for public consumption. Also, the effects that exposure of the covertly recorded sex acts have on victims will be examined through the phenomenological analysis of interviews of victims. The study is prompted by the current discussion on secret videos and online usage. The study apart from contributing to literature on voyeurism and the use of the online space underscores what motivates people to secretly videotape their own sexual encounters. The study also examines the motivations behind secretly recording other people's private sex acts and publishing online. The study attempts to discover the existence of any relationship between voyeurism and culture. <i>Media Cultures</i>



Representation of Women in Contemporary Regional Television: A Study from Maharashtra, India

Shilpa Hattiangadi, Assistant Professor, Communication Media for Children, SNDT Women's University, Pune, Maharashtra, India

Women's portrayal on television is a popular subject of study among researchers after realizing the effects television viewing has on its audiences. A vital function of media is to entertain masses. The content is voraciously consumed by the masses without too much of analysis or critical thinking. It plays a powerful role in shaping social beliefs, reinforcing behavior, forming attitudes regardless of whether the portrayal of characters is in positive or negative light, reflecting strengths and weakness or vulnerability, aiming to confine the characters within a set framework or attempting to breaking glass ceilings. Has the portrayal of women in television transformed according to changing times? Does the portrayal vary from the national to the regional level? Is the depiction doing justice to the woman of the twenty-first century who has struck a beautiful balance between profession and home? Have the mass media also attempted to transform the image of woman from being a mere commodity to being shown gracefully and respectfully? This paper attempts to study the portrayal of women characters of today's popular Marathi regional soaps and understand if their depiction is close to reality. With the help of a survey, the researcher has been able to identify popular soaps in Marathi, and will analyze the content and the depiction of characters, particularly women of the top five serials that have emerged from the survey.

Media Cultures

Thematic Analysis of the Relationship between Orthorexia Nervosa and Instagram

Joanna Jones, PhD Student, School of Media and Culture, University of Worcester, London, United Kingdom

This paper focuses on the role of social media in relation to the Eating Disorder Orthorexia Nervosa (a pathological obsession with healthy eating with similar symptomology as Anorexia and Bulimia). The term Orthorexia is frequently posted on social media, especially Instagram in which #orthorexia currently has hundreds of thousands of public posts. Using thematic analysis to explore the relationship between ON and Instagram, I situate this disorder more widely within discussions of body image, virtual online communities, social media, and mental health issues. Having analysed the 'most popular' public posts on Instagram with the hashtag #orthorexia, preliminary findings suggest that Orthorexia on Instagram is closely linked with popular food trends such as 'raw eating' and 'clean eating.' It also appears to be heavily associated with exercise addictions. A multifaceted overriding theme of 'regaining control' is also identified: 1) regaining control from the disorder, 2) regaining control over the public health obesity epidemic, and, 3) regaining control over the falsities of marketing strategies about food in order to discover what is truly healthy and natural. Thus, my research suggests a link between expressions and representations of Orthorexia on Instagram, perhaps encouraging moral panics among those who identify with the hashtag Orthorexia.

Media Cultures

The Image of the Syrian Refugees in the Lebanese Press: Case of Al-Akhbar Newspaper

Hatem El Zein, Head of the Department, Department Journalism and Digital Media, Faculty of Mass Communication and Fine Arts, Al-Maaref University, Lebanon

This paper explores the image of the Syrian refugees in the Lebanese press, namely in Al-Akhbar Newspaper. It intends to answer the question: How does Al-Akhbar depict the image of the Syrian refugees who fled to Lebanon? This paper analyses samples of articles published in Al-Akhbar to uncover the discourse of this newspaper relating to the Syrian refugees. The strategy used to achieve the aim of the paper, and hence to answer its postulated question is qualitative. The findings of the paper is significant because it reveals the journalistic practices and agenda towards one of the most serious issues that concerns the whole Lebanese citizens in a sectarian and a multiconfessional country.

Media Cultures

Saturday, 28 September	
10:10-11:25	PARALLEL SESSIONS
Room 5	Communication Trends Virtual Technologies: Media Languages and Their Environment Ricardo Nicola, Assistant Professor, Communication Department/Graduate Section, Sao Paulo State University, Bauru, SP, Brazil Nelyse Salzedas, Associate Professor, Sao Paulo State University, Sao Paulo, Brazil João Eduardo Hidalgo, Assistant Professor, Sao Paulo State University, Germany Maria Arminda Do Nascimento Arruda, Full Professor, University of Sao Paulo, Brazil With "diachronic" and "synchronous" cutouts, the media sphere and multimedia will be presented with a view to promoting the reflection and discussion of the virtual technologies present in the media languages and available in different contemporary platforms. We consider studies and (re) drawings of the modes of (re) configuration of digital poetics, their agents and their genesis in the communication and cognitive processes, according to studies of prominent theoreticians of communication and information technologies in connections with the visual arts and related areas. <i>Media Technologies</i> Death in the Age of Social Media: Changing Policies and Interactive Memorialization Theodora Karatzas, The New School, New York, NY, United States Our relationship with death has evolved over time but a varying level of anxiety around mortality has remained a constant. In the last several decades, this anxiety has seemed to increase as we experience more existential stress and disconnect from the physical world in favor of the digital simulations we've built. These external factors have pushed toward a culture of death denial as we distance ourselves from the physicality and daily reality of our lives. Death mediated by the digital world further pushes us from the reality of our own mortal limitations, creating a world where we are safe to perform grief and death recognition without confronting it head-on. As we continue to move our lives online, we must look at how these digital tools, specifically social media, are shaping our interactions with death and how our design, use, and implementation of policies around online social interactions can fall short of considering the delicate nuances of human life. In this paper, I examine the history of our relationship to death as experienced through digital media, starting in the pre-internet age and looking at Vicki Goldberg's "Death Takes a Holiday, Sort Of," coming back to the present and exploring the beginnings of Facebook's memorialization function and how policies and practices have taken shape on the platform. <i>Media Technologies</i>



Saturday, 28 September	
10:10-11:25	PARALLEL SESSIONS
Room 6	Approaching New Challenges Terms and Conditions in Social Media: Attitudes and Approaches of Users Towards Them Rufus Barigala, Media Studies, Bangalore, India In this era where dependency on technology and social media is almost unavoidable, social media has become integral part of everyone's lifestyle. We tend to place ourselves in a vulnerable situation without thorough knowledge about it. This research focuses on studying the things we sign up for unknowingly when we accept the terms and conditions of any social media platform. The scope of the study is to understand user-behavior with them and to find out if users contemplate before continuing to use these platforms even after they find out the merits and demerits of using these sites. The major finding of this research is that even after understanding the meaning of the terms and conditions after blindly accepting them at first, users still continue using social media for self-gratification. <i>Media Literacies</i> Navigating Social Media Research: Methodological Anxieties for Junior Scholars Amy Mack, Graduate Student, Anthropology, University of Alberta, Canada Victoria Holec, University of Lethbridge, Lethbridge, Canada Social media have opened up new ways of examining digital data, which reposition traditional methods of data analysis and collection from small to considerable amounts. Through such shifts, we have encountered project anxieties which bear striking similarities despite disciplinary differences. In this paper, we contrast two similar experiences of anxiety concerning methodological challenges and the fast-paced and ephemeral nature of social media platforms. This speaks to the double-bind many graduate students face: Pressure to conform to the status quo of the academy while also proving the impact of and innovation in current research. Thus, we ask: How can emerging scholars navigate research in digital communities, while remaining grounded in traditional methods, specifically ethnography and discourse analysis? How can we arrive at conclusions and establish best practices given the ever-shifting nature of social media platforms and their users? In addressing these questions, in this paper, we first present the disciplinary, methodological, and analytic decisions encountered in two qualitative case studies on the social media platforms Twitter, Reddit, and Gab. We identify gaps in existing scholarship on the use of social media regarding descriptions of methodological and analytical rationales, as well as knowledge translation and reporting activities. We conclude our discussion with recommendations for fellow graduate students and senior faculty to anticipate and mitigate some of these or similar anxieties. <i>Media Technologies</i> In The Perspective of Gen Z-ers:: Exploring Femininity and Masculinity in the Philippine Cinema Darel Magramo, Faculty, Senior High School, Manila Tytana Colleges, Makati, Philippines Exploring the role of media in understanding gender stereotyping in our society today is a salient topic to explore. Today, film has become a medium for showing what is happening in the society, some film depicts what happened in history, some gives us an escape to the reality through entertainment, and some shows the mere reality. Some films also show how men and women portray different roles in the society. This study focused on the different gender stereotyping present in selected Filipino films as perceived by the senior high school students ages 17 – 19 of Manila Tytana Colleges. This study aims to identify the images of masculinity and femininity in the Philippine cinema through the perspective of Generation Z learners. The research was conducted through a semi-structured interview and content analysis study and gained various responses from the participants. The researcher chose the movies; Kasal Kasali Kasali, Sakal Sakali Saklolo and My Househusband because these films depicts the life situations of a couple who have been struggling and facing many challenges in their married life. These common gender stereotypes presents men showing Phallocentric Tropes and Nonchalant Persona, while women are seen as Muted Group and tried to have conversion which I call as the Transmutation of Women. These stereotypes as perceived by the participants lead to the conclusion that cinema helps identify practices and identity through films, they see cinema as reflection of the society and this is the concept I call as the Cinemafied Identity. <i>Media Cultures</i>

Saturday, 28 September	
11:40-12:55	PARALLEL SESSIONS
Room 1	Tech Trends From Unfamiliar to Familiar: Processes of Normalization through TV/Web-Video Content on the Example of Smart Speakers Konstantin Daniel Haensch, Research Assistant, Institute for Theory and Praxis of Communication, University of the Arts Berlin, Berlin, Germany This paper situates the processes of familiarization, normalization, and domestication of new technology through different forms of media such as YouTube videos or TV Commercials. On the example of the smart speaker/virtual assistant Amazon Echo/Alexa, it presents findings of a three-year qualitative study that gathers examples of (emergent) strategies of producers to establish the new technology in the markets and therefore everyday culture of their clients through marketing and advertisement. It dissects how a highly aligned content mix in mass and niche media is used to address the customer's skepticism about new datafied media objects and other forces of customer opposition (based on the discourse of data surveillance, platform autocracy; the novelty of technology etc.). Furthermore, it shows how popular culture is utilized to gather the audience's interest. By examining video clips from 2015 to 2018, it unfolds strategies of (1) education, (2) fascination, (3) cultivation and (4) de-/re-mystification that aim for the acceptance and normalization of objects which enable the integration of data services, AI, and machine learning in the private sphere of customers. <i>Media Cultures</i> Can Virtual Reality Make You See Reality? : Effects of Immersive vs. Non-Immersive Advertisement Messages on Brand Engagement and Willingness to Donate to Non-profit Organisations Nelly Anna Dux, Psychology and Management, Hamburg, Germany Non-profit organizations have been using virtual reality to raise awareness and to increase donations as they are reported to trigger better understanding of issues. This research adds to the current research by evaluating the immersive factors of 3D virtual worlds and investigates whether immersion triggers an empathic bond between the charity and the viewer. The concepts of immersion and brand engagement are present in current research, however research comparing 3D virtual mediums and 2D PC screens for NGOs, with emotive and storytelling content is scarce. Research investigating the relationship of the brand and the consumer using virtual reality is also limited. Using the integrative post-digital model of media reception, an experiment with two conditions was conducted. One showed a 360° video advert of an internationally known non-governmental institution (NGO) using a Head-Mounted-Display device. The second condition showed a similar advert on a regular PC screen. Sixty-seven students were recruited at three different locations in Germany. In a controlled setting, the two conditions were compared for felt immersion through telepresence and interactivity. Brand engagement was measured through the cognitive, affective, and behavioral reactions of the viewers and the general attitude and involvement with the charity, using independent T-test and ANOVA analysis. The results showed that felt immersion, involvement, attitude towards the charity and willingness to donate was significantly higher in the 3D group ($P < 0.000$). The results of the study can help researchers gain insight on the future of immersive media, especially if these new technologies are adopted by the masses. <i>Media Technologies</i> FIFA 18 players – What Do They See While They Are Winning or Losing? : An Eye Tracking Experiment Tomasz Gackowski, University of Warsaw, Warsaw, Poland This study was conducted with a group of around sixty non-professional players - men in three age groups: teenagers (14-15 years old), young adults (21-22) and adults (34-35). While respondents were playing FIFA 18 games, their reactions were measured by eye tracking (SMI 500Hz RED) in the iMotions' environment. The games were held in the tournament formula which was supposed to intensify respondents' engagement. In the study, I analyzed eye movements of the respondents. In the course of the data analysis, special events of the match (e.g. scoring a goal, losing a goal, penalty kick, one-to-one situation with a goalkeeper etc.) were determined and marked on the recordings. Furthermore, the AOIs as the particularly important parts of the frames were drawn. In the course of the biometric (not only eye tracking) research project, which is still ongoing, my research team is seeking answers to the following questions: Can we determine the model reactions of non-professional players to specific situations happening during the game? Do certain elements of the game arouse greater engagement of players than other events? Is it possible to create players' profiles by the way they look on the screen or engage in the specific moments of the game? Finally - what kind of biometric differences can we distinct comparing professional and non-professional FIFA players? This is probably the most interesting for the e-sport business. This paper focuses on the first part of the results of this complex research project. <i>Media Technologies</i>



Saturday, 28 September	
11:40-12:55	PARALLEL SESSIONS
Room 2	Menores y relaciones con los medios La natación como estrategia en la prevención del comportamiento antisocial del menor relacionado al tiempo de ocio dedicado a las redes sociales Yisel Yuritzzy Lafarga Valencia, Universidad Vizcaya de las Américas, México Se expone la práctica deportiva de la natación como estrategia preventiva en el comportamiento antisocial del menor, relacionada con el tiempo de ocio dedicado a las redes sociales. De acuerdo con Redondo, existe una frecuente conexión entre el uso inapropiado del tiempo de ocio y la conducta criminal. En una entrevista con el llamado sujeto B, este comenta que el uso de los smartphones es una parte indispensable en el desarrollo de los jóvenes, pero a la vez uno de los problemas más frecuentes debido a su conexión con las redes sociales. Se podría sostener, de acuerdo al entrevistado, que la problemática radica en el uso descontrolado de las redes sociales. Plantea que una posible solución a dicha problemática sería la natación, ya que aporta a los jóvenes, además de una vida saludable, aspectos muy importantes en su desempeño ante la sociedad, como son la disciplina, el respeto, la responsabilidad o la puntualidad. Según Guerrero, de los 16 años en adelante, se busca asegurar una autonomía en el medio, potenciar la autoestima y favorecer la relación con los demás. De esta manera el deporte, en específico el caso de la natación, favorece el desarrollo del joven y disminuye la probabilidad de que en el futuro presente algún tipo de comportamiento antisocial. Dicho comportamiento se puede presentar debido a que su conexión con los demás se da de forma virtual y no de manera física, proceso que le podría desensibilizar. <i>Culturas mediáticas</i> Las narrativas digitales en la identidad colectiva: Uso de los medios digitales como parte del consumo cultural para el posicionamiento turístico de Ibagué como Capital Musical de Colombia Sergio Camilo Vargas Hernández, Docente con Maestría, Corporación Universitaria Minuto de Dios, Bogotá, Colombia El proyecto refleja un proceso que permite vincular de manera triádica medios digitales, consumo cultural e identidad colectiva, como escenarios del desarrollo social, económico y cultural de la ciudad de Ibagué como Capital Musical colombiana basado en la praxis comunicativa. Desde esta mirada científica, se busca hallar sentido al uso de los medios de comunicación digitales que fortalecen la identidad cultural desde lo colectivo, en este caso desde el folclor que vincula a Ibagué con el territorio colombiano como Capital Musical del país, dada la formación, costumbres y desarrollo que esta ciudad le ofrece al país en materia musical. Entonces, se realiza una investigación que contribuya a destacar estos elementos. Como refiere Fontur —que destacó en el mapa de productos turísticos la actividad musical como un eje de promoción del turismo—, además del Festival de música colombiana realizado, este carácter musical del territorio también se define en los lugares turísticos, la historia y las representaciones culturales como la fiesta de San Juan y el Festival del Folclor. Ahora bien, no son pocas las investigaciones que han destacado este título como merecido; sin embargo, es escasa la indagación que se hace para determinar si las instituciones que velan por el sostenimiento del patrimonio realizan un esfuerzo constante para reforzar este título de capital musical entre los ibaguerenos; es decir, que no hay una evidencia del impacto que tiene el consumo cultural para generar esa conciencia colectiva. <i>Culturas mediáticas</i>



Does Playback Theatre Act as Alternative Media in a Pluralistic Indian Society - a Descriptive Study

Niharika Puttige, Department of Media Studies, Bangalore, India

With just a simple yet beautiful piece of coloured fabric and words that make an impact, playback theatre creates magic on the stage and within the lives witnessing it. The notion of theatre as alternative media is contemporary on its own, as it was considered to be just a form of entertainment by a large part of the population. Playback theatre has played a role in bringing about social movements and political protests. This paper discerns the power of playback theatre and interprets its influence on people's thoughts. Opening the theatre world into being considered not just as an entertainment factor, but providing a stage for social realizations, reforms, and a news source. Attempting to answer, whether Playback theatre has an influence in shaping thoughts and if alternative media can be considered as a source of news. Quantitative methods are used to analyze the data collected through survey method. One hundred theatre enthusiasts were specifically chosen as the sample size to answer a descriptive questionnaire on the concepts of alternative media and playback theater. The questionnaire was distributed only in the city of Bangalore, in the state of Karnataka. Secondary data was collected for information anenting to the theatre scene in other parts of the country. The paper in particular is framed around a fairly new topic and there hasn't been much research done on the same. Future scope on this field of study is as vast as it is newfangled and contemporary.

Media Cultures

Experiencing the Instagrammable City: How Netnography and Phenomenology Collectively Offer Key Insights into the Contemporary Photographic Documentation of Urban Areas

Justin Battin, Lecturer, Professional Communications, RMIT University Vietnam, Ho Chi Minh City, Viet Nam

As Lev Manovich suggests in his monograph Instagram and Contemporary Image (2017), the Instagram platform has drastically altered traditional visual aesthetics, how digital images are distributed and archived, and how the practice of photography is performed, particularly within the myriad rhythms of daily life. This study takes this statement as its starting point to explore the experience of contemporary urban photographers who use the social media platform Instagram as their primary mode of distribution and a site for communal engagement. This paper is particularly focused on elucidating the methodological approaches implemented to understand the full scope of this experience: netnography and phenomenology, the latter being a research method that has emerged out of necessity due to the steady digitalization of social worlds, and the former being one that questions the way we experience the world as human beings. This paper specifically argues that amalgamating these approaches and using them as complementary pairs permits the most comprehensive avenue to identify the most ubiquitous depictions of urban areas, which explicit factors motivate Instagram users to repeatedly upload photos exhibiting familiar imagery, and what notions we can draw about how urban centers are experienced from each of the aforementioned questions. Approaching these questions through a combination of the aforementioned methodologies will provide a clearer and more thorough understanding of how social media photographic practices transform how geographic places are experienced and defined whilst still retaining a sense of how fostering social connection, in this case through digital photography, remains pivotal to human existence.

Media Cultures

Hidden Desires and Religious Sensitivity in the Spirit of Pluralism in Indonesia: A Case of @alPantuni Instagram's Comic Strips

E Erikson, Postgraduate Student, Southeast Asian Studies, Goethe Universitat, Frankfurt am main, Germany

Early this year, the Ministry of Communication and Information in Indonesia have received public complaints related to inappropriate contents under the account of @alpantuni on Instagram in favor of showcasing the LGBT life. Under the Indonesian Information and Electronic Transactions Law 2008, the account had the indication of showcasing pornography, therefore the content should be taken down. Further, the Ministry had also sent their request to Instagram to suspend the account. The conflicting values of being gay and Muslim in Indonesia have been a matter that should not be put in public. However, through social media platform, exposure regarding becoming LGBT can be easily produced and distributed, and also publicly accessible. This study aims to explore the series of @alPantuni's comic strips on Instagram, by applying visual and textual analysis to understand the discourses which have been displayed through its 29 comic strips. The analysis relies on the context of political and socio-cultural contexts of Indonesia, where the issues on LGBT are still a sensitive topic of conversations within the society. In addition, being gay and Muslim may have triggered the religious sensitivity in the country. Moreover, this study also proposes the challenges of the Indonesian pluralism values in the era of social media.

2019 Special Focus: The Future of Democracy in the Digital Age

Saturday, 28 September	
11:40-12:55	PARALLEL SESSIONS
Room 4	Body Talk Typographic Culture Wars: Blackletter Fonts from Reformation to the Resurgence of Nationalism Peggy Bloomer, Quinnipiac University, United States Typography has always been an expressive artifact of culture. Blackletter fonts simplified and extended access to written materials in the late Middle Ages. These fonts became the typeface of the reformation and spread throughout Europe. Later these fonts became associated with German literature and with the rise of Modernism fell out of style. Rising nationalism returned Blackletter fonts as of the people. After World War II, Blackletter fonts fell out of style once again except to express medieval and other seasonal expressions. This study considers how many contemporary cultural currents have placed Blackletter fonts in prominence once more fed by cultural currents such as tattoos, gangs, tribalism, edgy logos, and a resurgence of nationalism. 2019 <i>Special Focus: The Future of Democracy in the Digital Age</i> Bodily Presence and the "Massage" of Movement: The Impact of Mediatized Environments on the Human Body Ursula Payne, Professor, Dance, Slippery Rock University of Pennsylvania, New Castle, PA, United States The human body as a medium intersects with all of communications media. The work of Marshall McLuhan is explored throughout this paper to consider the impact of mediatized environments on the human body, sensory perception, and ultimately human interactions with each other. Where Innis believed that communications technology was central to the technological revolution because of its impact on social and cultural institutions, McLuhan considered the human body as the site of the senses. I refer to experts in kinesiology, somatic, transcendence, and bodily presence as being dancers. When the body is not present de-personalization or disembodiment occurs. The ecology of learning and embodying creative human movement is responsive to communicative innovations. This paper explores how bodily presence, as it relates to creative human movement, functions as a sophisticated and generative medium within mediatized environments. <i>Media Cultures</i> Spectator Bodies - Watching the Same Film within a Different Body: Personal Story on Defining Spectatorship from Obese to Fit Body Mert Kutluk, Instructor, Communication, Istanbul Bilgi University, Istanbul, Eyup, Turkey It was only two years ago that I was 140kg. Since I opted to change my lifestyle into a healthier way, it only took me one-and-a-half years to lose 85 kg and become a person who is 58 kg. Suddenly I have found myself within a brand new body, a situation which is affecting any kind of daily life practices that occur both in public and personal spaces. One day I had a rather intriguing situation when I came across a film on TV; Click (2006) which I once watched in a theater back in 2006 when I was 140kg. I suddenly realized that the film-watching experience of mine dramatically shifted as Click has rather offensive-humorous scenes based on fat bodies. I was surprised by how my feelings were different from the first time that I was exposed to those scenes as I experienced the same film but within a totally different body. Then, I came up with an idea that this such a mundane but a unique experience is pointing out something in a broader sense, especially for audience studies. I want to share my own auto-ethnographic experiences based on movies that I have been exposed to again but within a different body. This comparison provides a rather important and seamless clues for audience studies as it is based on the real-life story of mine on personal viewing experiences and dynamic definition of spectatorship. <i>Media Cultures</i>

Representations of 'Leftover Women' in the Chinese English-language News Media

Yating Yu, PhD Candidate, Department of English, The Hong Kong Polytechnic University, Hong Kong
Single women who are older than twenty-seven have been labelled as 'leftover women' by the Chinese media since 2007. As Fincher (2014) argues, 'The stigma surrounding "leftover" women intensifies pressure on women in their mid- to late twenties to rush into marriage with the wrong man' (p.16). The scarcity of media studies from linguistic perspectives on the topic of leftover women, especially in the Chinese English-language news media, has provided a rationale for conducting this study. In order to fill this niche in the literature, this study investigates how leftover women are linguistically represented in the English-language news media in China by employing a corpus-assisted approach to critical discourse analysis. A specialised corpus of 303 English news articles (i.e., 236,254 words), covering the years between 2007 and 2017, was built for this purpose. Corpus linguistics techniques were employed to quantify the Meaning Shift Units (MSUs) of the lemma leftover women (Sinclair 1996, 2004) and van Leeuwen's (2008) sociosemantic approach to social actors and actions was applied to inform the classification of MSUs in context. These findings shed light on media representations of leftover women, the contested ideologies emerging from these representations, and how shifting gender politics and identity shapes and are shaped by media in the world's most populous nation.

Media Cultures

Power of Pop: Media Analysis of Representations of Immigrants in Popular TV Shows

Lucy Odigie-Turley, The Opportunity Agenda, New York, United States
Porshea Patterson Hurst, Public Opinion Research Associate, The Opportunity Agenda, NY, United States
Popular culture has the power to shape our understanding of complex issues and our attitudes toward people we perceive to be different. However, when depictions in popular entertainment persistently reflect biases, stereotypes, and inaccuracies about people and communities, they help sow division and drive audiences toward unhelpful and inaccurate perceptions. Such negative outcomes have been widely documented in existing research, which has shown how patterns of stereotypical depictions of black men and boys, and communities of color in general can negatively affect people's attitudes toward these groups. As popular entertainment continues to shape the cultural and political landscape, and is increasingly recognized as an important predictor of political decision making, identifying harmful trends and understanding how to counter them through better informed storytelling, media literacy, and advocacy will be of critical importance. In an effort to better understand the role popular entertainment is playing in shaping attitudes toward immigrants and immigration, this presentation examines narratives concerning immigrants, immigration, and border communities within a medium with the largest reach and one of the highest levels of audience engagement— U.S. broadcast, cable, and streaming television. Key findings show that immigrant communities are not only significantly underrepresented, but that depictions of immigrants are both overwhelmingly negative and racially skewed—with White immigrant characters more frequently depicted in positive, authoritative, and recurring roles than are immigrants of color.

Media Cultures

Where did the Nazis Go? Tracing Right-wing Extremist Movements Online

Amy Mack, Graduate Student, Anthropology, University of Alberta, Canada
There has been a shift in research on extremism in recent years to include white, right-wing extremism and a corresponding increase in anti-hate and anti-extremism policies on social media platforms. This has resulted in the removal of users, groups, and pages expressing far-right and extremist ideologies. This poses an interesting conundrum for ethnographers who study right-wing extremism online: How do we maintain access to our interlocutors and ethnographic spaces in the midst of anti-racist censorship? In this paper, I consider this question through three specific examples from my doctoral research on far-right groups online: 1) the movement from Twitter to Gab due to the so-called 'shadowbans', 2) the pre-emptive relocation from Gab to other far-right sites following the Tree of Life shooting and shutdown of Gab, and 3) the removal of far-right groups on Facebook following the Christchurch mosque attacks. Each instance of censorship prompted an ethnographic disruption. While ethnographic methods are particularly vulnerable to censorship practices due to an emphasis on place-based participant-observation, I argue that ethnography allows scholars to more easily track where extremists will relocate to. Moreover, it provides insight into their experiences of and responses to censorship, and thus the effectiveness of censorship policies.

Media Cultures

Saturday, 28 September	
11:40-12:55	PARALLEL SESSIONS
Room 6	Modern Markets Every Corporation is a Bit of Media: Mediality as an Attributive Quality of Contemporary Organizations Hanna Navumenka, Belarusian State University, Minsk, Belarus The main theoretical and methodological approaches to the problem of understanding organizational communication are considered. A new approach to organizational communications based on the theories of constructionism and mediatization is proposed. Factors of production of own media in the space of organizational communication are analyzed. It is proposed that the level of development of the organization and its communication management is reflected in the presence or absence of their own media, quality, and degree of mediatization, which ultimately affects the sustainable development of the organization: media affects sustainability. The idea that media is an attributive quality of modern organizational communication in the conditions of information and digital transformation of society is substantiated. <i>Media Business</i> The Convergence and Conflicts of Internet and Television in East Asia Ki Sung Kwak, Associate Professor, School of Languages and Cultures, University of Sydney, Sydney, Australia This paper explores changes in television landscape in the context of Internet-TV convergence in East Asia – Hong Kong, Japan and South Korea. It draws on evidence obtained through an examination of the recent reshaping of the television industry and the new platform industry utilising Internet-based streaming services in the three countries under study, where players and regulators have responded in different ways to the new technology. It argues that the lack of regulation of Internet-based streaming services is an indication of reduced confidence at the state level about where the market should be going. <i>Media Technologies</i> How to Make the Media More Ethical in the Digital Age: Media Monitoring Programme as a Way of Improving Public Debate - Case of Poland Filip Goł biewski, Founder and CEO, Institute for Discourse and Dialogue, Poland Freedom of speech and press independence are among the most important values of contemporary democracies. However, in recent years we can observe a crisis in worldwide mass media that manifests itself in such phenomena as: fake news, hate speech, disinformation, propaganda, and various forms of manipulation. Institute for Discourse and Dialogue has launched a program of media monitoring by volunteering analysts "INDID MEDIA WATCH" in autumn 2018. It is based on regular tracking of media information messages and analyzing them according to the previously developed and unified methodology, that was consulted with experts – scholars & journalists. In 2018, over 320 studies from Poland were collected on both traditional media (TV, radio, press) and digital (internet portals). This paper presents research results in particular dimensions: (1) partiality, (2) reliability, (3) level of expert statements in messages and their pluralism, (4) legitimacy of the title in relation to the content of the material, and (5) additional remarks about remittances collected by volunteers. The basic principle of the monitoring is applying the same criteria to all media titles, regardless of their editorial lines. The purpose of the paper is also to confront thesis about the programme – as a unique way of measuring media bias level based on intersubjective methodology. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i>
12:55-13:40	Lunch / Almuerzo
	Common Ground Research Networks and the Communication & the Media Studies Conference is pleased to offer complimentary lunch to all registered conference delegates each day. Please join your colleagues for this break between sessions. Common Ground Research Networks y el IV Congreso Internacional de Estudios sobre Medios de Comunicación se complace en ofrecer gratuitamente el almuerzo, cada día del Congreso, para todos los delegados inscritos. Únase al resto de participantes para disfrutar de este descanso entre sesiones.
13:40-14:55	PARALLEL SESSIONS

Popular Programming**The Popularisation of Musical Culture in the RAI TV Channels between the Sixties and the Nineties**

Anna Scalfaro, Associate Professor, Department of the Art, University of Bologna, Bologna, Italy

In its first thirty years of activity, RAI (Radiotelevisione Italiana) popularised art music by designing and producing pedagogical and educational programmes. In 'Specchio sonoro' (1964), musicologist Roman Vlad illustrates the life and works of great composers from the twentieth century (Bartók, Stravinskij etc.), setting them in their historical and cultural context and explaining their style by playing their pieces on the piano. In the following decade, programmes with explicit educational goals, led by expert-lecturers, give way to programmes that are more related to the genre of "investigation", where in-depth news analysis and the investigation of current dimension prevailed. In 'Tutto è musica' (1980), composer Vittorio Gelmetti attempts an analysis of the 'musical phenomenon' under several perspectives, avoiding qualitative distinctions between genres, periods of time and civilisations. Starting from this latter decade, broadcastings with educational goals tend to use a lesser specific language and to favour the connections between music and other life domains: in 'L'amore è un dardo' (1994), writer Alessandro Baricco illustrates the plot of an opera piece, and enriches his discourse through digressions and free associations with topics from the daily life. The objective of this work is to examine to what extent the gradual shift from the role of the expert to the one of the "enthusiast" (Vlad was a musicologist, Gelmetti was a composer, Baricco was a writer), as well as the shift from using a cultivated and specialised language to more "down to earth" communication methods, has actually resulted into a broadened audience and more effective programmes.

Media Literacies

An Appraisal of the Role of Community Radio in the Prevention of HIV/AIDS in Ghana and Implications for Nigeria

Oluseyi Soremekun, National Information Officer, Department of Global Communication, United Nations, Lagos, Nigeria

In spite of the huge conventional mass media campaign on HIV prevention in Ghana and its attendant high-level public awareness, there is low level adoption of some preventive measures by the public. This questioned the impact of conventional communication channels and shifted focus to community radio. This study, therefore, is aimed at understanding the role of community radio as a participatory health communication tool in preventing the spread of HIV among rural and semi-urban population in Ghana. The study examined the current state of community radio HIV/AIDS programming in Pokuase and Winneba communities in Ghana; the extent to which knowledge, attitudes and practices relating to HIV/AIDS are influenced by community radio; and identified how community radio can be deployed to strengthen communication and improve HIV prevention. Based on a sample size of 824 respondents and 12 key informant interviewees, the study confirmed a high-level awareness of HIV epidemic in the sampled communities due to the participatory programming of Radio Emashie, Pokuase and Radio Peace, Winneba. The findings further revealed that community members have adopted certain behaviours such as the use of condoms, faithfulness to partners and limited number of sexual partners in order to prevent HIV infection. Therefore, the study recommended increased funding to strengthen participatory approach to radio programming and increased frequency of HIV-related youth-focused programmes to prevent new infections. The study highlighted the installation of Radio Peace transmitter on Vodafone telecom base-station to ensure uninterrupted broadcast, as a key lesson derived for sustainable community radio operation in Nigeria.

Media Cultures

Community-based Media in Disaster Communication - the Case of Lombok Earthquake

Diyah Indiyati, Lecturer, Communication, University of Mataram, Mataram Lombok, Indonesia

This paper presents an analysis of how community-based media were used during series of Lombok earthquakes which reach 7.0 Richter magnitude in August to September 2018. The disaster left 564 casualties, 1.866 injured and 216.489 displaced according to National Disaster Management Authority (BNPB). In the event of this natural disaster, the community experienced an information crisis and communication crisis which caused the emergence of disinformation in a form of hoaxes, fake news, and misleading information which triggered panic. In the situation of uncertainty, the use of community based media as an alternative communication media also altered, since the mainstream media could not give adequate information for the society. The communication crisis that occurred in Lombok after the earthquake disaster helped to activate community-based media using a number of social media platforms and news portals. This paper examines community-based media in Lombok as research objects on how the public used them according to its function. Public participation in contributing to the disaster communication in form of citizen journalism has also increased not only in the form of information on the occurrence of earthquakes that repeatedly happened but also information on affected locations, conditions of displacement and alternative transportation routes reach affected areas also shared by the community. This information from the community helped the disaster management process from a number of agencies related to both the government and social institutions.

Media Literacies

Incidencia político-mediática**Haciendo legible lo social: El estudio de la sociabilidad política en la era de las plataformas digitales en Argentina**

Mariano Fernández, Becario Posdoctoral, Universidad Nacional de La Plata, La Plata, Argentina

En su análisis sobre las mutaciones de la democracia representativa, Bernard Manin planteó una hipótesis teórica relevante: los cambios en los canales de comunicación política impactan en la naturaleza de la relación representativa. Esto sugiere que, por hipótesis, la era digital necesariamente está modificando el funcionamiento de nuestras democracias. Eso que llamamos era digital es, entre otras cosas, un proceso de transferencia de prácticas de socialización política a entornos que, como las plataformas del tipo Social Network Sites, al guardar registro de las prácticas de uso se convierten en nuevos laboratorios de observación de los comportamientos sociales. Esto ha provisto a los observadores sociales (organismos estatales, organizaciones de análisis de opinión pública, medios de comunicación, científicos sociales) de un suplemento de indicadores demoscópicos mediante los cuales se intenta aprehender el comportamiento de una ciudadanía que se ha vuelto sociológicamente más compleja pero públicamente más visible. Asumiendo ese postulado, el objetivo de esta exposición es analizar dos dispositivos institucionales creados por el estado argentino durante el año 2018 (una Unidad de Opinión Pública y un Observatorio de Big Data) para dar legibilidad a la sociedad y producir un monitoreo sustituto y complementario de los clásicos estudios de opinión pública. Lo que nos interesa es indagar en los presupuestos, principios, insumos y usos que el gobierno le da a los productos de estos dos organismos públicos.

Tema destacado 2019: El futuro de la democracia en la era digital

Redes en la contingencia: ¿Cómo leer la información no verificada?

Mario Zaragoza, Profesor-investigador, Universidad Nacional Autónoma de México, México

En meses pasados la Ciudad de México vivió uno de los sucesos más trágicos de los años recientes, el 19 de septiembre de 2017 un sismo de magnitud 7.1 sacudió la capital del país dejando cuantiosos daños personales y materiales, así como una red de solidaridad que se extendió por todas las zonas afectadas. Exactamente 32 años después del terremoto que sacudiera la ciudad y que mostrara la organización y el apoyo colectivo de la sociedad mexicana al margen del gobierno, la horizontalidad que hoy proveen las plataformas electrónicas de interacción social y un llamado de la gente a verificar información, propiciaron que #Verificado19S diera un paso adelante para ser algo más que un hashtag propio de la contingencia y se mostrara como una necesidad por leer información verificada que proporcionara solidez y acciones concretas, que en el caso particular del sismo, permitiera asistir y publicitar a través de las plataformas electrónicas los lugares afectados que requerían de ayuda y qué materiales eran solicitados. La pertinencia de la información verificada es el primer paso para consolidar una esfera pública que transforme las redes de interacción en solidaridad y ayuda valiosa para transformar nuestra cotidianidad más allá de la emergencia.

Tecnología y procesos

El papel que juegan los medios en la jerarquización entre el derecho a la migración y la soberanía en la era digital: La soberanía como obstáculo a los derechos humanos

Salma Herrera, Universidad Autónoma de Baja California, México

Las Naciones Unidas han adoptado un conjunto de compromisos conocido como la Declaración de Nueva York para los refugiados y los migrantes. Manifiesta de manera colectiva la voluntad política de los líderes mundiales de salvar vidas y compartir la responsabilidad de proteger la seguridad, la dignidad, los derechos humanos y las libertades fundamentales de todos los migrantes, independientemente de su estatus migratorio. Estados Unidos, Israel, Hungría, Austria y otros cuatro países decidieron retirarse de este pacto, declarando que tales compromisos vulneran su soberanía. ¿Existe una jerarquía entre el derecho que tiene un individuo de migrar y el derecho que tiene un estado a oponerse a esa migración? ¿Puede el Estado bajo la protección de su soberanía negarse a respetar los derechos de educación, alimentación y seguridad de los migrantes? En este caso, la definición actual de que el derecho humano es inherente a la persona sin distinción alguna debería de sufrir una modificación, mencionando la condición de que para su aplicación se deberá de encontrar en el territorio adecuado, cumpliendo con los requisitos que imponga cada estado. Los medios, la principal fuente de información y de imagen de los migrantes, tienen gran poder en la proyección de estos. ¿Cómo se podrá garantizar que los migrantes no sufran una discriminación y que no se viole su dignidad humana? Se deberán tomar las medidas necesarias para que estos medios sean en realidad una fuente de información sin agenda política o económica.

Tema destacado 2019: El futuro de la democracia en la era digital

Saturday, 28 September	
13:40-14:55	PARALLEL SESSIONS
Room 3	Emerging Limitations Let Social Media Platforms Be Obedient: Tit-for-Tat Strategy on Chinese Cyberspace Governance Yuejing Wang, The London School of Economics and Political Science, Xi'an, China The aim of this empirical study is to determine Chinese cyberspace governance, analyse its inner mechanism and methods of internet regulation, and identify the specific strategies utilised in local institutions' specific practice. Qualitative methods were adopted for this study which employs semi-structured interviews with media platform owners and opinion leaders. Following data collection, the thematic analysis, which adopt the method of inductive coding, was applied to discover and understand themes and the deep information with clear and systematic illustrations. Tit-for-Tat strategy including persuasion approach and punishment approach is applied to regulate the platforms, opinion leaders, and accounts in digital age. This qualitative research also tests whether or not the control of internet is reflective of authoritarian resilience. The authoritarian resilience is apparent in the institutionalisation of laws and regulations, administrative acts by law and tolerance of small-scale criticism in order to enhance the government's capabilities. However, the resilience of the state has been questioned if the increased power of Cyberspace Administration will not pursue reforms and self-improvement but rather rely on opinion guidance and information restrictions of the cyberspace regulations. In summary, although Chinese government can reap short-term online benefit, the operation and specific regulations adopted by local Cyberspace Administration will damage the authoritarian resilience in the long run. <i>Media Cultures</i> China's Digital Nationalism: Search Engines and Online Encyclopaedias Dechun Zhang, Erasmus Mundus Joint Master, Communication, Aarhus University and the University of Amsterdam, Netherlands and Denmark Search engines play a vital role in locating, organising, and spreading knowledge in China. Although there is a growing interest in China's search engines, relatively few studies have examined their role involving nationalism. In order to determine search engines' socio-political implications, this paper compares top thirty search results from Baidu, 360 Search, Sogou Search and Google regarding the "Meng Wanzhou Incident", focusing on overlap, ranking, and bias patterns. Furthermore, this study also analyses the differences between Wikipedia and China's online encyclopaedias concerning the "Meng Wanzhou Incident" in terms of content, sources and their main arguments. This paper finds: 1) Chinese search engines and online encyclopaedias favour their own services' in ranking, which implies that different search engines can construct diverse social realities; 2) China's search engines are rarely linked to their competitors' websites, thereby offering a unique and selective content bias; 3) search engines' national biased knowledge raises search bias concerns; 4) Chinese online encyclopaedias offer a strong biased argument by using an emotive writing style and a single source of references. Overall, this paper finds that Chinese search engines service the Chinese government's self-interest by rendering biased social realities; moreover, they produce a logic of "imagined communities" to promote and stimulate nationalism. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i> The Power of Language in Online Articles about Companies' Unethical Behaviours: The Strategies of Linguistic Manipulation Oksana Shkurska, Assistant Professor, Rowe School of Business, Dalhousie University, Halifax, NS, Canada Companies that undergo a crisis due to unethical behaviour are often under fire of leading online media. However, do the media follow ethical communication principles when they write about the companies that ended up in a scandal due to their mishaps? How objective are news articles about companies' crises? Do the authors of these stories use sound arguments and a neutral tone, or do they try to manipulate the audience's opinion, using linguistic manipulation devices? This qualitative research involves a critical discourse analysis of thirty randomly selected articles from reputable online media such as The Guardian, Forbes, The Globe and Mail, Business Insider, CNN Business, and Washington Post that cover the scandals resulting from companies' unethical behaviour. All the analyzed articles use a range of strategies of linguistic manipulation that help the authors to influence the audience's perception of particular brands, which affects the companies' reputation and therefore their sale volumes, stock's value, and overall profits. The aim of this study is to identify the linguistic devices of manipulation in media discourse and demonstrate their possible effect on brand perception. The results of this study can be used to create more objective news articles and press releases that will avoid manipulation of the audience's opinion and will allow creating brand perception based solely on facts without being influenced by authors' predisposition. <i>Media Business</i>

Saturday, 28 September	
13:40-14:55	PARALLEL SESSIONS
Room 4	Digital Links Social Change through Social Media: A Content Analysis of an International NGO's Social Media Photo Posts in One Year Nhi Phuoc Thuc Le, Language and Communication, University of Jyväskylä, Jyväskylä, Finland The burgeoning of NGOs all over the world have led them to become more commercialised, placing much importance on public relations, communicating their corporate identity and organisational values. Social media is becoming more and more commonly used for this purpose. This study explores how an international NGO communicates its purpose through its photo posts on Instagram, the social media platform where the NGO receives more engagement from its followers. The study utilises quantitative and qualitative visual content analysis to analyse a calendar year's (2018) worth of photo posts along with their captions. The analysis helps to identify the elements that the NGO uses in its photos and captions to convey its purpose, as well as the values it tries to communicate. The findings of this study provide insight into how international NGOs can better communicate their purpose and values with their publics through social media. <i>Media Cultures</i> Viral Marketing Success: Impact of Weak Ties on Content Propagation Katia Campbell, Associate Professor, Communication Studies, Metropolitan State University of Denver, Denver, CO, United States Daphne Simmonds, Assistant Professor, CIS & Business Analytics, Metropolitan State University of Denver, Denver, CO, United States Viral marketing involves creating electronic content such as a video or text message and "seeding" it to initially targeted persons (Ho and Dempsey 2010), who then, are expected to view and forward said content to others in their network(s). In cases where the content is forwarded from one set of receivers to others and very quickly reach a large group of persons at an exponential rate (Palka and Pousttchi 2008), diffusion is considered to be viral (Hoang and Lim 2012). In this paper, we aim to present a discussion of our investigation of virality success. In particular, our study will focus on successful propagation of the message such that virality is achieved. Wiedemann (2007) found that viral campaigns are most successful when they are seeded with consumers who have strong ties with the message originator. Given the goal of reaching exponentially large numbers of recipients, and the recommendation to avoid forwarders with large numbers of contacts based on the potential for weak ties, we ask the following question: How can marketers overcome the effect of weak ties to achieve viral propagation of their content? Our investigation involves a review of the viral marketing success literature as well as of relevant theories to develop a research model that will guide our investigation of the key challenges related to this question. We conduct a case study to investigate our model propositions. <i>Media Business</i> The Effect of Social Media Influencers on Omanis' Purchasing Habits Ahmed Al Saadi, TBNtravel, Muscat, Oman Social media plays a pivotal role nowadays. Physical distance created by lands and oceans no longer limits people who have totally different backgrounds to get in touch with each other in various sectors of life since the invention of Web 2.0 or Social media. For instance, most recently it has been noticed that social media generally brought with it windows of opportunities for entrepreneurs that surpass local boundaries. Even though the uses of social media are important and globally, they have changed the whole scenario in business, but it's still an under researched area. There are several Omani studies focused on the uses and gratification of social media, but the attitude of Omanis toward those who called social media influencers has not been empirically investigated. Therefore this study aims to fill up the gap by identifying to which extent Omani citizens use social media to look for ads, in addition discovering if there is any relationship between their purchasing habits and social media influencers, or not. This study has adopted a descriptive survey method to gather data from the samples through distribution of electronic questionnaires that have both open- end and close ended questions. The sample of this research is comprised of 150 Omanis from those who are buying products and services by using social media. Moreover some social media influencers platforms which are utilized to promote products and services are browsed and analyzed. <i>2019 Special Focus: The Future of Democracy in the Digital Age</i>

Representations of Refugee Children in the Film Misafir

Elif Gizem Ugurlu, Associate Professor, Faculty of Communication Sciences, Anadolu University, Turkey

Migration isn't simply an economic and political issue, the dimension of humanity is the most important one. Human beings have to leave their homeland throughout the history of mankind because of many reasons. Some left their country voluntarily while some migrations were indispensable. Children, old people, and the handicapped have always been the most negatively affected individuals in this process. Nearly half of the total refugees throughout the world are children under the age of 18. There are more than thirty thousand of children refugees currently in worldwide. The civil war in Syria, which started in 2011, has dragged thousands of people living in the area into migration. Turkey, located in a critical area between the Middle East and Europe, opened its gates to the people who had to leave their homeland. There are hundreds of Syrian children who are now living in Turkey with their families. The issue of migration has been used in cinema since the very beginning of the history of cinematography. The film named Misafir (2017, Andac Haznedaro lu), which is the topic of this study, is chosen with the purposeful sampling method. Misafir depicts the life of two children who had to come to Turkey from Syria because of the war. Problems and representation of refugee children are researched on the basis of the film and the role of cinema in transmitting these problems and creating the atmosphere of empathy is discussed.

Media Cultures

The Contributions of Cinematographic Experience to Development Process of TV Series in Turkey - Arka Sokaklar

Hakan Ugurlu, Associate Professor Faculty of Communication, Anadolu University, Turkey

The media sector in Turkey has been revived in the 2000s, and the number of locally produced series has increased. The TV series named as Arka Sokaklar whose first episode was broadcasted in 2006, is still broadcasting in TV with its 523rd episode in its thirteenth year in 2019. The importance of Arka Sokaklar is that it was a witness to a big part of the era from the revival of media sector in Turkey to modern-day. It is also important that the watcher is still interested in this long lasting TV series. There were also differences between the previous episodes and the last episode in terms of the layout elements. In this study; in order to reveal the cinematographic development of Arka Sokaklar, the layout elements such as technical elements like prominent scales of shots, lenses, camera angles, the use of camera movements, image effects, and editing; and symbolic elements like sound, space and the use of depth of field are examined. Moreover, the dynamic rhythm of the series is discovered with examination of the comparison of the number of cuts and average of cuts; the number of sequence and sequence average between one episode from the first part and the last episode of Arka Sokaklar. In the lights of these data, it gives information about the contributions of the usage of developing technology and increasing cinematographic experience to developing era of series sector in Turkey.

Media Cultures

Introspecting Mobile Media and Political Engagement: Bharatiya Janata Party's Smartphone Campaign 2014

Durgesh Tripathi, Guru Gobind Singh Indraprastha University, New Delhi, India

Namit Vikram Singh, Research Scholar, Guru Gobind Singh Indraprastha University, India

This paper looks into the changing environment of political engagement through the use of digital technologies such as smartphones or feature phones in a country like India. The paper takes into account the case of 2014 general elections in particular of the national political party, Bharatiya Janata Party (BJP) and illuminates upon how mobile media has changed the scope for political engagement in India, the observations from the 2014 general elections of BJP in India and lastly, the nature of impact that was seen in India through BJP's mobile media campaign.

2019 Special Focus: The Future of Democracy in the Digital Age

Saturday, 28 September	
13:40-14:55	PARALLEL SESSIONS
Room 6	Late Additions The Importance of Media Literacy in the Age of Digital Media: An Applied Study on Social Campaign in Egypt Rasha Samir, International Media Institute Alshrouk Academy, Egypt I confidently argue that media literacy is the most important topic of our time. Media impacts every aspect of our lives, specifically affecting how we relate to, learn about, and interact with the people around us. Whether it's through social media, blogs, advertising, or the nightly news, all aspects of media cumulatively affect our perception of the world and what is happening in it. With such an incredible impact on our daily lives, the ability to navigate, verify, and trust information is vital for everyone. Over the years, many definitions and visions of media literacy have been created to reflect different points of view, different approaches and goals, and different audiences. However, the aim of media literacy is to raise awareness of many forms of media messages that we encounter in everyday life. It should help citizens recognize how the media filter their perceptions and beliefs, shape the popular culture and influence personal choices. media literacy is an essential skill in the digital age. Media Literacy helps in: learning to think critically - become a smart consumer of products and information; identifying the role of media in our culture; understanding the author's goal. The main question of the study is: How did a social digital campaign influence the people on Egypt? The sample of the research is 450 adults who use Facebook and watching the videos and posts of the social campaign called "Against Bullying". The study used a questionnaire and analyzed the posts. <i>Media Literacies</i> Attitudes of Egyptian Audience Toward the Role of Mass Media Awareness Campaigns Against Rumors Marwa Mohy, PhD Lecturer, Mass Communication, Helwan University, Cairo, Egypt The spread of rumors and misinformation has increased recently and the role of mass media is reflected in the current information revolution in dealing with such rumors. This study aims to measure the attitudes of the Egyptian public toward the role of television awareness campaign "Shaeat w Hakaek- Matsdaash Elly By2olo" beginning from watching, awareness, and interest in it. Then their opinions in its content and evaluation of its role. Reaching to the behavior of public as a result of the role of campaign, with the study of the impact of demographic variables of respondents (age, gender, education) and socio-economic status of them. The study used a survey method and adopted the survey form as a tool for data collection in the field study. The study relied on purposive sample on 348 items of the Egyptian audience from four regions (Helwan, Abdeen, Masr el Gededa, Eltagmoa Elkhames). Respondents were 18 years and older. A questionnaire form is built to provide questions and hypothesis of study. <i>Media Cultures</i>
14:55-15:25	Conference Closing & Award Ceremony / Clausura del Congreso y Entrega de reconocimientos
	Come join the plenary speakers and your fellow delegates for the International Conference on Communication & Media Studies Closing Session and Award Ceremony, where there will be special recognition given to those who have helped at the conference as well as announcements for next year's conference. The ceremony will be held in the plenary room directly following the last session of the day.





Patience Achakpa Ikkyo	Benue State University	Nigeria
Daniel Edem Adzovie	Tomas Bata University	Czech Republic
Fitaha Aini	University of Leicester	Malaysia
Ahmed Al Saadi	TBNtravel	Oman
Tahani Al Shaibi	Hay Al Shrooq International School	Oman
Abdulaziz Alajlan	Cardiff University	United Kingdom
Easa Alqahtani	King Khalid University	Saudi Arabia
Harshini Arvind	Christ (Deemed to be) University	India
Nursen Aydın	Anadolu University	Turkey
Rufus Barigala	Christ University	India
Justin Battin	RMIT University Vietnam	Viet Nam
Roger Bautier	LabSIC	France
Peggy Bloomer	Quinnipiac University	United States
Manaen Esteban Bobadilla Caballero	Universidad Tecnológica de Panamá	Panamá
Camila Andrea Bohórquez Aunta	Universidad de Boyacá	Colombia
Melinda Booze	Evangel University	United States
Felipe Buitrago	Fondo Latinoamericano de Reservas	Colombia
Katia Campbell	Metropolitan State University of Denver	United States
Andrea Cassin	University of Newcastle	Australia
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Alba Córdoba Cabús	Universidad de Málaga	España
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Dean Cummings	Georgia Southern University	United States
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Phillip Doyle	Institute of Technology Tralee	Ireland
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Emily Edwards	Bowling Green State University	United States
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E Erikson	Goethe Universität	Germany
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Mariano Fernández	Universidad Nacional de La Plata	Argentina
Ángel Figueroa	Universidad Nacional Autónoma de México	México
Petra Filkukova	Simula Research Laboratory	Norway
Dorothy Finan	University of Sheffield	United Kingdom
José Manuel Frasquier Marchal	Escuela Superior de Imagen y Sonido	España
Lena Frischlich	University of Münster	Germany
Silvia Frota	University of Lisbon	Portugal
Tomasz Gackowski	University of Warsaw	Poland
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Tali Gazit	Bar-Ilan University	Israel
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Tenth International Conference on The Image

Manchester School of Art,
Manchester Metropolitan University
Manchester, UK | 5–6 September 2019
ontheimage.com/2019-conference



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



Twelfth International Conference on the Inclusive Museum

Muntref, Museum of Immigration
Buenos Aires, Argentina | 7–9 November 2019
onmuseums.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/2020-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



Fourteenth International Conference on Design Principles & Practices

Pratt Institute, Brooklyn Campus
New York, USA | 16–18 March 2020
designprinciplesandpractices.com/2020-conference



XIV Congreso Internacional sobre Principios y Prácticas del Diseño

Pratt Institute, Brooklyn Campus
Nueva York, Estados Unidos | 16–18 de marzo de 2019
el-diseno.com/congreso-2020



Sixteenth International Conference on Technology, Knowledge, and Society

Illinois Conference Center at University of Illinois
Research Park
Champaign, USA | 26–27 March 2020
techandsoc.com/2020-conference



Twelfth International Conference on Climate Change: Impacts & Responses

Ca' Foscari University of Venice
Venice, Italy | 16–17 April 2020
on-climate.com/2020-conference



Thirteenth International Conference on e-Learning & Innovative Pedagogies

University of the Aegean - Rhodes Campus
Rhodes, Greece | 23–24 April 2020
ubi-learn.com/2020-conference



XVI Congreso Internacional de Tecnología, Conocimiento y Sociedades

Universidad del Egeo - Campus Rodas
Rodas, Grecia | 23–24 de abril de 2020
tecno-soc.com/congreso-2020



Tenth International Conference on Religion & Spirituality in Society

UBC Robson Square
Vancouver, Canada | 30 April - 1 May 2020
religioninsociety.com/2020-conference



X Congreso Internacional sobre Religión y Espiritualidad en la Sociedad

UBC Robson Square
Vancouver, Canadá | 30 de abril–1 de mayo de 2020
la-religion.com/congreso-2020



Tenth International Conference on The Constructed Environment

University of California Berkeley, Clark Kerr Campus
Berkeley, USA | 13–14 May 2020
constructedenvironment.com/2020-conference



Twentieth International Conference on Knowledge, Culture, and Change in Organizations

University of Illinois at Chicago,
Student Center East
Chicago, USA | 27–28 May 2020
organization-studies.com/2020-conference



XX Congreso Internacional de Conocimiento, Cultura y Cambio en Organizaciones

Universidad de Illinois en Chicago,
Student Center East
Chicago, Estados Unidos | 27–28 de mayo de 2020
la-organizacion.com/congreso-2020



Thirteenth Global Studies Conference

Concordia University
Montreal, Canada | 4–5 June 2020
onglobalization.com/2020-conference



Twentieth International Conference on Diversity in Organizations, Communities & Nations

University of Milan
Milan, Italy | 10–12 June 2020
ondiversity.com/2020-conference



XX Congreso Internacional sobre Diversidad en Organizaciones, Comunidades y Naciones

Universidad de Milán
Milán, Italia | 10–12 de junio de 2020
ladiversidad.com/congreso-2020



Eleventh International Conference on Sport & Society

University of Granada
Granada, Spain | 18–19 June 2020
sportandsociety.com/2020-conference



Fifth International Conference on Tourism & Leisure Studies

University of Dubrovnik
Dubrovnik, Croatia | 18–19 June 2020
tourismandleisurestudies.com/2020-conference



Fifteenth International Conference on The Arts in Society

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



Eighteenth International Conference on New Directions in the Humanities

Ca' Foscari University of Venice
Venice, Italy | 1–3 July 2020
thehumanities.com/2020-conference



XVIII Congreso Internacional sobre Nuevas Tendencias en Humanidades

Universidad Ca' Foscari de Venecia
Venecia, Italia | 1–3 de julio de 2020
las-humanidades.com/congreso-2020



Information, Medium & Society: Eighteenth International Conference on Publishing Studies

Ca' Foscari University of Venice
Venice, Italy | 3 July 2020
booksandpublishing.com/2020-conference



Twenty-seventh International Conference on Learning

University of Valencia
Valencia, Spain | 13–15 July 2020
thelearner.com/2020-conference



XXVII Congreso Internacional de Aprendizaje

Universidad de Valencia
Valencia, España | 13–15 de julio de 2020
sobreaprendizaje.com/congreso-2020



Fifteenth International Conference on Interdisciplinary Social Sciences

National and Kapodistrian University of Athens,
Athens, Greece | 20–22 July 2020
thesocialsciences.com/2020-conference



XV Congreso Internacional de Ciencias Sociales Interdisciplinarias

Universidad de Atenas
Atenas, Grecia | 20–22 de julio de 2020
interdisciplinasocial.com/congreso-2020



Tenth International Conference on Health, Wellness & Society

Université de la Sorbonne Nouvelle Paris 3
Paris, France | 3–4 September 2020
healthandsociety.com/2020-conference



X Congreso Internacional de Salud, Bienestar y Sociedad

Université de la Sorbonne Nouvelle Paris 3
París, Francia | 3–4 de septiembre de 2020
saludsociedad.com/congreso-2020



Thirteenth International Conference on the Inclusive Museum

Museum of Lisbon
Lisbon, Portugal | 3–5 September 2020
onmuseums.com/2020-conference



XIII Congreso Internacional de Museos Inclusivos

Museo de Lisboa
Lisboa, Portugal | 3–5 de septiembre de 2020
museosinclusivos.com/congreso-2020

Fifth International Conference on

Communication & Media Studies

The Data Galaxy: The Un-Making of Typographic Man?

University of Toronto

Toronto, Canada

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Returning Member Registration

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V Congreso Internacional de

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Galaxia de datos: ¿La disolución del "hombre tipográfico"?

Universidad de Toronto

Toronto, Canadá

1–2 de octubre de 2020

medios-comunicacion.com/congreso-2020