

Seventh International Conference on
Communication & Media Studies

25–26 August 2022

Democratic Disorder: Disinformation, the Media, and Crisis in a Time of Change

National University of Ireland Galway
Galway, Ireland

 Communication & Media
Studies



The Seventh International Conference on Communication & Media Studies

<https://oncommunicationmedia.com/about/history/2022-conference>

<https://medios-comunicacion.com/acerca-de/historia/congreso-2022>

Edited by Mario Minichiello and Jesús Miguel Flores Vivar

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Welcome Letters

Dear Delegates,

A very warm welcome to the Seventh International Conference on Communication and Media Studies, held this year in the beautiful setting of Galway. I would like to thank our host, National University Ireland and all the delegates drawn from every part of the world for their efforts to make this a successful event.

As the conference title, themes and abstract suggest, we meet at a time of tremendous change. Here to examine the opportunities and challenges facing us and to think about the positive role our disciplines can play in the wider world.

We are moving through a testing and uncertain period of history towards the 4th industrial revolution (IR4.0). We will need clear-thinking scholars who are articulate in their arguments, relentless in their search for truth and good-natured in their interaction with others.

I, therefore, welcome all participants from various academic and professional fields and encourage you to engage with each other in supportive and scholarly discourse to address the range of global challenges. I look forward to meeting you all and enjoying your company soon.

Regards,

Professor Mario Minichiello

PhD, Future Arts Science and Technology Lab, Cambridge, UK
University of Newcastle, NSW, Australia

Dear Conference Delegates,

From wherever you've come, in which way your participating, welcome to the Seventeenth International Conference on Interdisciplinary Social Sciences. I am grateful to all of you for sharing your work at this conference.

For over 30 years, Common Ground has invested in developing technologies that seek to break down barriers of access in scholarly communication. In each phase, we've built spaces to support interdisciplinary dialogue, before such approaches were in vogue; connected international voices when disciplines were too often isolated in national silos; and supported an agenda of access and equality, by offering pathways and opportunities for diverse voices. We now propose another kind of intervention -- to build a scholarly communication infrastructure for a blended future. Our blended model seeks to transcend physical boundaries by offering a space to extend in-person conference content online while ensuring online-only delegates are afforded equal participatory and experiential spaces within the platform. At the same time, the model offers participants a legacy resource to which they can return, with access to a social space where fellow participants can keep connected long after the conference ends.

But for us "blended" is more than an approach to technology. We're using this conceptual filter to consider our mission:

- Blended disciplines as an approach to interdisciplinary research practices
- Blended affinities as a way to approach a shared politics for paradigms of recognition and redistribution
- Blended voices as a way to consider where research happens in and outside of academia
- Blended ideas as the common ground for a new sense of civics

We're also committed to being industry leaders. In 2021 we became a signatory to the United Nations Sustainable Development Goals Publishers Compact. Launched in collaboration with the International Publishers Association, the compact "features 10 action points that publishers, publishing associations, and others can commit to undertaking in order to accelerate progress to achieve the Sustainable Development Goals (SDGs) by 2030. Signatories aspire to develop sustainable practices and act as champions of the SDGs, publishing books and journals that will help inform, develop and inspire action in that direction.

Alongside becoming a signatory to the UN Sustainability Publishers Compact. I had the honor of leading Common Ground Research Networks delegation to COP26 in Glasgow late last year. We are measuring current emissions in all aspects of what we do to identify areas where emissions can be reduced. And we're committing to long-term science-based Net-Zero targets for our operations. We'll be sharing a report of our activities and progress annually, so watch this space.

I thank our partners and colleagues who have helped organize and produce this meeting with great dedication and expertise.

Warm Regards,



Dr. Phillip Kalantzis Cope

Chief Social Scientist, Common Ground Research Networks



Communication
& Media Studies
Research Network

Founded in 2015, the **Communication & Media Studies Research Network** offers an interdisciplinary forum for the discussion of the role of the media and communications in society. We seek to build an epistemic community where we can make linkages across disciplinary, geographic, and cultural boundaries. As a Research Network, we are defined by our scope and concerns and motivated to build strategies for action framed by our shared themes and tensions.

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 or 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 and Media Studies Research Network—at its conference, in its journal, in its book series 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.

Media Cultures

On the cultures of media and the media of culture.

Living Tensions:

- 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

Media Theory

On the theories of media and communication.

Living Tensions:

- 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

Media Technologies and Processes

On the technologies of media and communication.

Living Tensions:

- 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 and online media
- Social media
- Informatics: code and data in media

Media Business

On the business of communication media.

Living Tensions:

- 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

Media Literacies

On the dynamics of globalization and the transformation of the local.

Living Tensions:

- 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

Mario Minichiello

School of Design, Communication and Information Technology
University of Newcastle, Newcastle, Australia **(English)**



He went to art and design school to explore an irrepressible instinct to question the culture in which we live and to communicate ideas through his own visual language. He studied graphic design because he wanted to be a disruptive influence on the established hierarchies of power and control in society and help change the world for the better. Design and visual communication not only provides solutions to problems, but remediates experience, promotes clarity of thinking, and encourages creative ideas.

Jesús Miguel Flores Vivar

Profesor Titular, Departamento de Periodismo y Nuevos Medios, Universidad Complutense de Madrid, Madrid, España **(Spanish)**



Doctor por la Universidad Complutense de Madrid. Con experiencia de más de dos décadas como profesor, investigador, visitante y conferenciante en diversas universidades: UOC, Nebrija y Complutense de Madrid (España); Università di Roma, Università degli Studi Firenze, Università di Perugia y Università degli Studi di Siena (Italia); UNESP (Brasil); UPB (Colombia) y UNMSM (Perú), entre otras. En 2015, fue Invited Professor en el RCC Harvard University. Ha sido Investigador principal y liderado una veintena de proyectos de investigación e innovación. Es autor, coautor y editor de más de veinticinco libros así como de una centena de artículos en revistas indexadas y especializadas en comunicación, periodismo, internet y tecnologías; ha sido Co-fundador y Coordinador (2005-08) del Observatorio de Periodismo en Internet y promotor de la Red ITC (Red de Investigación Interdisciplinar en Tecnología y Comunicación, Cibercultura y Nuevos Géneros Audiovisuales). Es miembro-experto de la Asociación Española de Investigación de la Comunicación (AE-IC).

The **Communication & Media Studies Research Network** is grateful for the foundational contributions, ongoing support, and continued service of our Advisory Board.

- **Marcus Breen**, Boston University, United States of America
- **Jo Davies**, Plymouth University, United Kingdom
- **Eric Freedman**, Columbia College, Chicago, United States of America
- **Tamsyn Gilbert**, Common Ground Media Lab, United States of America
- **Kerric Harvey**, George Washington University, United States of America
- **Linda Herrera**, University of Illinois at Urbana-Champaign, United States of America
- **Michael Hoffman**, Florida Atlantic University, United States of America
- **Dave Karpf**, George Washington University, United States of America
- **Brad King**, Ball State University, United States of America
- **Alan Male**, Falmouth University, United Kingdom
- **Mario Minichiello**, The University of Newcastle, Australia
- **Christian Morgner**, University of Sheffield, United Kingdom
- **Fiona Peterson**, University of Auckland, New Zealand
- **John Potts**, Macquarie University, Australia
- **Caja Thimm**, University of Bonn, Germany
- **Shujen Wang**, Emerson College, United States of America
- **Nathalie Wesseling-Weijers**, Amsterdam University of Applied Sciences, The Netherlands



The Seventh International Conference on
Communication & Media Studies

For over 30 years, Common Ground has been invested in crafting forums that seek to break down barriers of access in scholarly communication. In each phase, we've built spaces for interdisciplinary dialogue, before such approaches were in vogue; connected international voices when disciplines were too often isolated in national silos; and supported an agenda of access and equality, by offering pathways and opportunities for diverse voices.

We now propose another kind of intervention -- a scholarly communication infrastructure for a blended future.

Our blended model seeks to transcend physical boundaries by offering a space to extend in-person conference content online while ensuring online-only delegates are afforded equal participatory and experiential spaces. At the same time, the model offers participants a legacy resource to which they can return, with access to a social space where fellow participants can keep connected long after the conference ends.

In this future we also commit to bilingual pathways.

We support the presentation, publication, and social networking for English and Spanish-speaking delegates. In doing so we seek to offer spaces where we can "speak our language" and at the same time interact together.

And blended is more than technology.

And blended is more than an approach to technology. We're using this conceptual filter to consider some of our original mission positions: blended disciplines as an approach to interdisciplinary research practices; blended affinities as a way to approach a shared politics for recognition and redistribution; blended voices as a way to consider where research happens in outside of academia; blended ideas as the common ground for a new sense of civics.



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. We seek to build an epistemic community where we can make linkages across disciplinary, geographic, and cultural boundaries.

Past Events

- 2016 - University Center Chicago, Chicago, USA
- 2017 - University of British Columbia - Robson Square, Vancouver, Canada
- 2018 - University of California, Berkeley, USA
- 2019 - University of Bonn, Bonn, Germany
- 2020 - University of Toronto, Toronto, Canada (Virtual)
- 2021 - University of Toronto, Toronto, Canada (Virtual)

Tom Felle

Head of Journalism and Communication Studies, NUI Galway, Ireland



2022 Host





Democratic Disorder: Disinformation, the media and crisis in a time of change

Globalised society is battling with multiple crises including a global pandemic, climate change and increasing democratic unrest driven by inequality and rise in populism. Misinformation and disinformation, often spread on social media networks and by top-down influencers, are fuelling the crises, as antivaxxers, climate deniers and populists protest against public health measures, moves to protect the environment, and election results. The news media, too, is facing multiple existential crises: crises of confidence as trust in media drops; crises of legitimacy as they struggle to maintain impartiality in the face of populism; and financial crises as the business model to support news, hammered by a perfect storm of changing consumer behaviour, a digital advertising duopoly by tech titans, and a failure to innovate, threatens their future. These two interlinked crises threaten democracy itself: without independent, trusted media there can be no democracy. Without trusted media, the world faces a dystopian future information it becomes 'weaponised' in the fight for supremacy. These issues will be debated by a host of speakers in a two-day international Communication and Media Studies conference (25 and 26 August 2022) taking place at the National University of Ireland Galway, hosted by the Discipline of Journalism and Communication. This special international interdisciplinary 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. The conference committee welcomes initial proposals for papers and panels.

Gavan Titley

Senior Lecturer, Department of Media Studies, Maynooth University, Ireland



"Anxiety and Noise in Public Culture: Thinking Free Speech and Abundant Communication"

Gavan Titley is Senior Lecturer in the Department of Media Studies, Maynooth University. He is also a Docent in the Swedish School of Social Science, University of Helsinki. His books include *Is Free Speech Racist?* (Polity, 2020), *Racism and Media* (Sage, 2019), *After Charlie Hebdo: Terror, Racism, Free Speech* (edited, Zed Books 2017) and *The Crises of Multiculturalism: Racism in a Neoliberal Age* (with Alana Lentin, Zed Books 2011). He is currently working on a book about free speech and communicative abundance.

26 August - 9:10 (GMT+01:00) Dublin

Emily Bell

Director, Tow Center for Digital Journalism, Columbia Journalism School, USA



"Reporting on the Information War in the U.S."

Emily Bell is Founding Director of the Tow Center for Digital Journalism at Columbia Journalism School, Leonard Tow Professor of Journalism, and a leading thinker, commentator, and strategist on digital journalism. The majority of Emily's career was spent at Guardian News and Media in London working as an award-winning writer and editor both in print and online. As editor-in-chief across Guardian websites and director of digital content for Guardian News and Media, Emily led the web team in pioneering live blogging, multimedia formats, data, and social media ahead, making the Guardian a recognized pioneer in the field. She is co-author of *Post Industrial Journalism: Adapting to the Present* (2012) with C.W. Anderson and Clay Shirky. Emily is a trustee on the board of the Scott Trust, the owners of The Guardian, a member of Columbia Journalism Review's board of overseers, an adviser to Tamedia Group in Switzerland, chair of the World Economic Forum's Global Advisory Council on social media, and a member of Poynter's National Advisory Board. She lives in New York City with her husband and children.

25 August - 16:15 (GMT+01:00) Dublin

Francesca Sobande

Senior Lecturer in Digital Media Studies, Cardiff University, UK



"Consuming Crisis: Commodifying Care and COVID-19"

Francesca Sobande is a senior lecturer in digital media studies at Cardiff University. She is the author of *The Digital Lives of Black Women in Britain* (Palgrave Macmillan, 2020) and *Consuming Crisis: Commodifying Care and COVID-19* (SAGE, forthcoming 2022). Francesca is also co-editor with Akwugo Emejulu of *To Exist is to Resist: Black Feminism in Europe* (Pluto Press, 2019), and is co-author with layla-roxanne hill of *Black Oot Here: Black Lives in Scotland* (Bloomsbury, forthcoming 2022).

26 August - 15:30 (GMT+01:00) Dublin

Mario Minichiello

Director of FASTlab, Cambridge, UK and Honorary Professor, University of Newcastle, Australia



Chaos Democratic Disorder: Disinformation, the Media and Crisis in a Time of Change

I went to art and design school to explore an irrepressible instinct to question the culture in which we live and to communicate ideas through my own visual language. I studied graphic design because I wanted to be a disruptive influence on the established hierarchies of power and control in society and help change the world for the better. Design and visual communication not only provides solutions to problems, but remediates experience, promotes clarity of thinking, and encourages creative ideas.

In this way we are developing the human capacity to meet the challenges of our future. The chance to influence how people in any society think and behave, even for a brief moment, is a positive intervention in a world that is increasingly concerned with mindless celebrity, consumerism, and self-interest. We have to strive to make life better and not merely make ourselves financially richer.

25 August - 9:30 (GMT+01:00) Dublin

Martha Molina (In Spanish)

Profesora, Facultad de Comunicación de la Universidad Francisco de Vitoria



"Retos de los medios digitales en la era de la desinformación"

A los 15 años, empezó a colaborar con Tony Aguilar en uno de sus programas de radio de los 40 Principales, realizando una revista mensual del programa. Se licenció en Periodismo en la Universidad Complutense de Madrid (España), con un título propio de Comunicación Integral en la Universidad Francisco de Vitoria. Durante casi 10 años trabajó en el departamento de comunicación y marketing de un laboratorio farmacéutico, siendo responsable de la comunicación digital y encargada de la implementación de la estrategia de redes sociales. Ha sido directora de marketing y comunicación de diferentes empresas del sector sanitario y actualmente CEO de Creaciones y Servicios. Desde hace más de 10 años se dedica a la comunicación digital, tanto en medios como corporativa, estando al día de las últimas tendencias, herramientas y plataformas digitales.

En 2017 empezó mi carrera académica en la Facultad de Comunicación de la Universidad Francisco de Vitoria, impartiendo asignaturas de Periodismo Multimedia y Nuevas Tecnologías aplicadas al Periodismo (Verificación, Gamificación, Periodismo Inmersivo, Periodismo de Datos).

Actualmente se encuentra trabajando en su tesis doctoral "La realidad inmersiva aplicada al periodismo", donde analiza la necesidad de la formación reglada de las nuevas herramientas para poder aplicar la realidad inmersiva al periodismo, pudiendo facilitar la difusión y contextualización de la información a las nuevas generaciones (realidad virtual, realidad aumentada, realidad mixta, 360°).

25 August - 11:30 (GMT+01:00) Dublin

Each year a small number of Emerging Scholar Awards are given to outstanding early-career scholars or graduate students. Here are our 2022 Emerging Scholar Award Winners.

Michael Lechuga

Assistant Professor at
University of New Mexico



Essien Oku Essien

University of Cross River State,
Nigeria



Yi He

Brandeis University



Neda Jahanbani

New York University, USA



Amoolya Rajappa

Florida State University, USA



Urwa Tariq, Ph.D.

United Arab Emirates University,
United Arab Emirates



Ana Fuentes

Universidad Complutense de
Madrid, Spain



Jenna Bluedorn

Indiana University of
Pennsylvania, USA



Leila Kubesch

University of Cincinnati



Seán Hickey

Goldsmiths, University of London,
UK





Presentations, Presenters, Participants

Refugee Crisis and Journalism: Alan Kurdi's Image Change the Narrative in European News Coverage

Alonit Berenson, Lecturer, Interdisciplinary Studies, Zefat Academic College, HaZafon, Israel

Extensive attention has been devoted in recent years by the international media and scholars to refugee crisis in Europe. Despite the extensive literature on global media coverage of the refugee crisis in Europe, none has used mixed research. Using combined qualitative research and statistical test, analysing a sample of 60 articles (between 26.8 – 10.9, 2015), from UK, France and Germany – one week before and after the publication of the picture (26.8 – 10.9, 2015). This study examines news coverage of the refugee crisis during the photograph exposure of Alan Kurdi – the three-year-old Syrian boy who drowned to death in the Mediterranean Sea-shore on his way to Europe. Based on an inductive thematic analysis, five main themes are in the centre of the analysis: (a) coverage' views of the refugee crisis; (b) coverage' views of the refugee; (c) EU policy on the refugee crisis; (d) coverage' attitude towards refugees; (e) Reasons for the absorption or non-absorption of refugees. Via statistical analysis of the narrative frames the findings show that the image of Alan Kurdi played a central role of changing the news coverage narrative to supportive the absorbing the refugees but in different context in different country. We conclude that before Kurdi's photograph publication, the media's framing and public opinion towards refugees and its crisis were controversial; Sometimes, refugees denoted uncovered immigrants, but after its publication, media's framing changed to a more humanitarian view.

One Crisis Too Many: On the Hypercrisis Condition of Information Circulation in a Post-Truth Era

Jacob Boivin, Student, PhD in Communication, Université du Québec à Montréal, Québec, Canada

Laurence Grondin-Robillard, Student, PhD in Communication, Université du Québec à Montréal, École des médias, Québec, Canada

Culture is inherently linked to dynamics of information circulation. These latter produce foucauldian regimes of truth with their own values and social norms. The current social dynamics are characterized by two dialectical trends: the de-transcendentalization of symbolic mediations (Freitag, 2002)—the lyotardian decline of the “Grand Narratives”—in favor of systemic dynamics of operability and performance; and the hyperindividualistic subject (Mondoux, 2011) aiming to be “emancipated” of ideologies, institutions and other transcendently mediated values. Seen as “symbolic misery” (Stiegler, 2004) or “loss of efficiency of the symbolic” (Žižek, 2010), this “crisis of representation” (Bognoux, 2006) has now extended to affect the regimes of truth themselves, giving way to a society plagued by disinformation, propaganda and fake news. This crisis is particularly noticeable in journalism, where its foundations (the institutional role of a watchdog of democracy) are disrupted by systemic operational logic that make circulation an end in itself (Dean, 2009) and reduce discourses to their circulatory efficiency (virality). Thus, not only are the regimes of truth in crisis, but truth itself is no longer the aim of circulation (post-truth). This state of affairs cannot be interpreted as a simple crisis. Crises (krisis) are defined as a moment of choice and thus lead to a political reflexive moment. The automation of symbolic mediations (Ménard & Mondoux, 2018) and viral circulation conceal the political and therefore constitute a second and more troubling crisis that also affects the epistemological realm. We analyze this “hypercrisis” through the mediatization of the Depp vs. Heard trial.

Corporate Cinema: Glimmers of Critique in a Sea of Commercial Narrations

Matteo Ciccognani, Teaching Fellow, School of Business, University of Leicester, Leicestershire, United Kingdom

This study draws on a brief cartographic analysis of how worldwide corporations have developed, depicted, and promoted their industrial labor processes and outputs, especially in the US, UK, Germany, France, and Italy. Tremendous employment of financial and logistic resources resulted in vast filmic harvests that, besides shaping corporate identities and their internal circulation among workforces, represented the turning point for the birth of media economics as a geopolitical and ideological instrument for self-promotion. The communicative power of cinema is the means through which mainly documentary and even fictional contents shape manifold techno-industrial, institutional, sponsored and commercial films on behalf of some of the most influential corporations. This whole process of production, comprising over 400.000 samples, materialises a significant aesthetic and affective world-making operation that triggers the formation of an increasingly integrated global industrial-economic architecture. Nevertheless, within this range of perspectively oriented gazes, a growing chorus of critical voices emerges, patently trespassing the cultural and ideological limits of that purely cultic religion named capitalism. Authors like Vertov, Flaherty, Ruttman, Losey, Resnais, Ivens, Olmi and many others displayed the evolution of electrification, radiocommunication, and industrial automation against a backdrop of world conflicts, decolonisation, labour disputes, and environmental risks generated by energy consumption.

Pandemic, Culture, Media, and Crisis on the Canadian Prairies: Staging Kevin Kerr's Unity (1918) in COVID Times

Moira Day, Professor, Drama, University of Saskatchewan, Alberta, Canada

Ironically, the live performance strength to create community by bringing large groups of people into proximity has also made playhouses traditionally vulnerable to being closed as sites of physical as well as moral and social peril to the community. Given advances in medicine since the last wave of the Black Death, fear of pestilence factored little into our original decision to stage Kevin Kerr's drama about the 1918 influenza epidemic as part of our 2020-21 season. However, by spring 2021 this had significantly changed, as we tried to rehearse, produce and perform a play about an older global epidemic in Saskatchewan in the middle of another global pandemic that had – again – closed all the theatres – and many points beyond. Using our 2021 production of *Unity (1918)* as the nexus point, this paper aims at exploring three questions: (1) How do we continue defining and creating theatre under conditions that seemingly deny its very existence? (2) How has the rapid evolution of electronic media since the late 19th century both helped and hindered the ability of theatre and theatre artists in Saskatoon to meet the challenge of different pandemic eras? (3) How did our production of *Unity (1918)* demonstrate some of the adaptations and hybridizations with media that local theatre artists and programs have used to continue to perform theatre in a COVID season and to bring Kerr's 1918 Saskatchewan vividly to life for audiences isolated from it in time, and from each other and the performers in space?

Online on the Frontline: A Longitudinal Social Media Analysis of UK Healthcare Workers' Attitudes to COVID-19 Vaccines Using the 5C Framework

Noémie Déom, Researcher, Rapid Research Evaluation and Appraisal Lab, University College London, London, City of, United Kingdom

During the pandemic, we observed new forms of social organisation for Healthcare Workers (HCWs) on social media. Little is known about how HCWs employ social media to share their experiences and attitudes about COVID-19 vaccines, including related misinformation. Through social media analysis using Twitter data, we assessed HCW perceptions and views about the administration and delivery of COVID-19 vaccines in the UK. We were also interested in exploring HCWs' personal experiences and attitudes towards taking the COVID-19 vaccines themselves. First, we collected Twitter data using the media monitoring and analysis softwares Meltwater™ and Pulsar™. Next, we ran an advanced Boolean search to identify and collect posts from users who identified as HCWs and mentioned the delivery, administration, or personal experience of COVID-19 vaccines over a period of two years. We then evaluated Tweets according to the '5C framework' of Confidence, Complacency, Constraints, Calculation, and Collective responsibility to capture relevant predictors of vaccination behaviours among HCWs. Through our analysis, we draw upon sociology, ethics, communication studies, and use research methods concentrating on social media and media analysis. We therefore chose to use theories that would help us understand the positionality of the authors – rather than, for instance, the impact their messages might have on other users' positions regarding COVID-19 vaccinations. Our overarching aim is to document the social media discussions by HCWs about vaccination, particularly in relation to views and experiences with COVID-19 vaccines and reflection about the related public health policies, with implications for future vaccine rollouts and vaccine policies.

Online Crossdressing: Exploring Safety and Agency in Social Media

Ana Fuentes, Student, Master's Degree, Universidad Complutense de Madrid, Madrid, Spain

Are there safe spaces for the construction of online communities with diverse gender identities and sexual desires? What makes some online spaces safer than others? And for whom? Does the architecture of these spaces influence the ways in which users navigate the Internet? We conducted a digital ethnography on a social media platform oriented towards the Spanish-speaking crossdresser community. Our analysis suggests that this platform acts as a digital counterpublic, as it allows users to inhabit a safe environment for self-expression, building support networks, organizing as a collective, and articulating their sexual intimacies. In addition, we found that the concept of online safety should be evaluated on a case-by-case basis, in accordance with the feminist perspective, where online safety is always construed in a situated manner and conceives the subjects of study as active agents involved in the definition of the concept itself. The research process raised ethical questions of great relevance, suggesting that the same factors to be considered when conducting research in digital platforms should be contemplated when designing and navigating online safe spaces. We thus propose that, both in carrying out online qualitative research and in the construction of online safe spaces, the following aspects should be taken into consideration: the implications of the privacy settings offered by the platform, the vulnerability of the users that populate it, the sensitivity of the topics covered by the platform's community, and an ongoing negotiation and reaffirmation of consent in the utilization of the users' personal data.

Journalistic Practices in Times of the Coronavirus Pandemic: A Comparative Study between Chile and Colombia

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

The objective of this research is to study the transformations in the way of working and in the journalistic routines in the main digital media in Chile and Colombia. It investigates how journalistic routines were forcibly modified due to the restrictions imposed by the COVID-19 pandemic and what job challenges inherent to the profession journalists from these media had to face. The six most read news portals in each country were chosen according to the Alexa.com ranking. Twelve semi-structured interviews were conducted with editors and directors of digital press media to make a comparative study. The main results show that journalistic routines were adapted to the contingency. Some changed notably, such as access to sources and the relationship with the interviewees, teleworking and the use of technologies to collect and produce news. Others were strengthened, such as the editorial meeting and the editor's relationship with his work team. It is concluded that the media played a fundamental role during the pandemic by informing citizens about health measures and counteracting the fake news disseminated by social networks. In a way, journalism has once again grown in credibility and trust and the classic routines of journalism have been strengthened.

Applying Fiction to Reality: Fans Establishing Celebrity Personas based on TV Characters

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Many contemporary media audiences/fans develop understandings of and personas for celebrities based on the fictional characters they perform, necessitating research on fans' negotiation between fiction and reality. This innovative media consumption demonstrates an opposite practice to the traditional scholarly understandings of how fans borrow actors' real-world behaviors or chemistries to form their perceptions and imaginings of fictional characters. Based on unobtrusive observation and semi-structured interviews, this research particularly investigates fans of two Chinese actors Zhehan Zhang and Jun Gong, who became famous playing the leads in the popular 2021 homoromantic television series *Word of Honor*. Findings illustrate that fans first contextualize the two characters' stories and then suggest their personality traits ultimately represent certain aspects of the real-world actors. Most fans focus exclusively on characters' "great" qualities as extensions of the actors while blaming screenwriters and directors for creating and forcing the actors to "unwillingly" perform those "undesirable" plots. On this basis, fans keep analyzing the two actors' interviews, gestures, social media posts, etc. to confirm their perceived character-actor similarities and build up the actors' personas. Exploring this new type of media and celebrity consumption, this presentation will offer media scholars insight into how contemporary audiences/fans balance and act on their affections or interests toward fictional creations and real-world celebrities. Further discussions on how the media industry may have increasingly realized, responded to, and manipulated fans' this type of desire in media productions and promotions is also provided.

Irish Soft Power in Northern Irish Protestant Communities: How Mediated Political Discourse is Changing

Perspectives on Irish Reunification in Historically-opposed Communities

Seán Hickey, Digital Journalist, United Kingdom

This paper outlines my research findings into how Irish and British political discourses are interpreted in Northern Irish Protestant communities. My project details how, over the last decade, Irish soft power has grown in influence in Northern Ireland and what impact that has had on people from communities ideologically-opposed to Irish political and social discourse. In this research, a discourse analysis of the Belfast Telegraph was conducted to understand mediated narratives related to topics of Brexit, same-sex marriage legislation in Ireland and abortion legislation in Ireland. Findings are then dissected with focus group participants ranging in age and background, but all from the Northern Irish Protestant, Unionist and/or Loyalist communities. This presentation then details the findings from these focus groups, which demonstrated how a drop in support for unionist/loyalist politics in the NI Protestant community comes both from a crumbling in consensus unionist politics and from a deepening complexity in cultural and political identity in Northern Ireland. Most significantly however, my research finds that participants found Irish politics and politicians to be comparatively far more reasoned and tolerant than British or Northern Irish discourses, and unionist-leaning media coverage in fact does little to instil support for its cause, rather solidifies the position of Irish soft power. The study thus concludes that whilst NI mediated political discourse hasn't quite shifted the electorate to a pro-reunification stance, Irish soft power messaging has made significant ground in detoxifying and reshaping reunification narratives and debates.

Low-income Life as Defined by Television

Porshea Patterson Hurst, Research Manager, The Opportunity Agenda, United States

We all seek to escape our daily struggles through TV or other forms of entertainment, but how well are we filtering messages discordant from reality? The average person has limited access to the real life equivalent of characters we see on tv, and, because of this, many people often reference popular TV shows, such as Superstore, in accordance to social issues, such as how workers struggle without paid leave. Who benefits from the idea of entertainment as escape only? How can we push creators to craft stories responsibly while also maintaining the luster of entertainment? Following observations shared in The Opportunity Agenda's Power of Pop: What TV Gets Wrong About Getting By report, this presentation will lead a discussion on which strategies curb the inaccurate depictions proliferated in popular media. Participants joining this session can expect a conversation about narrative strategies that incorporate popular media with an eye towards aiding advocacy networks, fandom, and pop culture.

Iranian American Immigration and Masculinity: Relationships of Fathers and Their Children

Neda Jahanbani, Student, Masters, New York University, New York, United States

The 1979 Islamic Revolution in Iran set in motion a diaspora of Iranians, specifically in this study I look at Iranian immigrants in the United States. Iran historically and presently is a very patriarchal society and has a very prideful culture. The goal of this research is to study fathers of Iranian families that have immigrated to the United States to see how masculinity manifests itself in their homes. The main method used to conduct this study is interviews and ethnographic research done with the fathers of these families, and also their children. The reason for studying the children as well as the fathers is to see the effects of having an Iranian immigrant father from a different perspective than how these fathers visualize and understand themselves. Persian men are very prideful of both their leadership positions and their culture. I aim to understand how moving to a country -where especially in post 9/11 times did not necessarily accept Persian culture much less appreciate it- affects the mindset and actions of these men.

Media For Equitable Instruction in High-need Communities

Leila Kubesch, ESL and Foreign Language Teacher, Middle and High School, Norwood City School District, Ohio, United States

The presenter will share creative ways she used the media to engage the community to connect her students to a world of diverse views as they develop project-based learning. Participants will consider how she used various media to implement equitable teaching and learning for her students, the impact of community outreach, and engagement on the learning

Destroying the Capitol: Narrating the Settler Colonial Urge to Destroy Government, Blame Aliens, and Start All Over

Michael Lechuga, Assistant Professor, The Department of Communication and Journalism, The University of New Mexico, New Mexico, United States

In this paper, I frame the January 6, 2021 insurrection on the U.S. Capitol Building as the predictable culmination of decades of agitation felt by the white settler class in the U.S. I offer a theory of settler colonial media psychology, a mode of narrative production that relies on the manufacture and circulation of colonial subjectivities to order the sets of political relationships between land, people, and governing institutions. In this mode, the settler subject, endowed with unlimited individual sovereignty, commits to a life of “self-defensive” violence against perceived threats to their freedom: violence against non-white others, violence against the environment, and violence against the central government. I describe how the third violence especially has become a common trope in popular U.S. narratives, particularly in the extraterrestrial invasion genre where the anxieties and hopes of a ruined government at the hands of alien invaders usually manifests in a brighter settler future. I look at films like *Mars Attacks!* (1996), *Independence Day* (1996), and *Dark City* (1998) as evidence of a decades-old anti-government attitude and the genre as the vehicle for the narratives of settler agitation. Finally, I compare the narratives undergirding these films with those leading up to and emerging out of the events of the January 6th insurrection to make a case that popular culture is often inscribed with cultural coding for colonial subjectivity.

Chinese Independent Cinema After 2000: Censorship and Alternative Channel for Film Distribution

Mo Li, Student, PhD, Polytechnic University of Valencia, Alicante, Spain

China implements a strict censorship regime and import quota schemes to promote Communist Party's core values and to protect the domestic film industry. All films made in China need to go under careful reviewing processes to obtain a screening permit. Films that failed to pass the review would not be allowed to circulate in the market. Those measures could limit the viewership of independent films in traditional media, but not in alternative spaces such as underground film clubs, museums, and the Internet. This paper investigates how independent documentary films are produced, distributed, and consumed after 2000. Results show that documentary films rejected by the state have created an underground ecosystem without attempting to enter the official circuit. Self-censorship and unintentional intellectual property infringement are also discussed.

Spatiality and Temporality in Contemporary Chinese Media Engagement: Reevaluating China's Got Talent

Eason Lu, Student, East Asian Studies, Columbia University, New York, United States

Through analyzing licensed reality television programs such as China's Got Talent, this paper examines transnational television formats and their circulation and imitation in contemporary China, challenging the traditional concept that television format trade falls within a West–Rest narrative and highlighting the cultural and media phenomena of interactive “glocalization” of cultural products through hybridizing a universal format with local audience preference. Detailing the localizing concerns, adaptations, and re-adaptations of licensed reality shows in China, this research updates the notion of transnationality inherently embedded in television format trade. China's Got Talent inspired a series of talent shows in China and East Asia. These programs indicated a recycling and readapting flow of the already-licensed programs. This paper argues that these talent show programs developed with the intention to imitate China's Got Talent should not be seen as an extension of the Euro-American format power; instead, they should be seen as phenomena of interconnected recreation and circulation of media products in China and East Asia. The study introduces the new “title-only” format production in China, in which the broadcasters only purchase the right to use the format title and alter the setting and plot of the programs. It also discusses how this practice is a bypass and reconciliation between transnational media production and Chinese ideological censorship. In the meantime, the paper also considers how spatiality and temporality in television experiences have been reshaped by these formatted television programs, especially by privileging primacy and audience's authority.

Infotainment and Its Influence Potential on Public Opinion: A Case Study of the Episode "MACONHA" of Greg News Show

Gabriela Martin, Student, Public Relations, FECAP, São Paulo, Brazil

This study has as its main theme the infotainment and its influence on public opinion from bibliographical research, inside Brazilian scenario, through a case study. The thesis' main objective is to analyze the effectiveness of fulfilling the role of informing from the research object, the episode “MACONHA” of Greg News TV show, in relation to the infotainment's potential on public opinion in the issue related to discussions on the decriminalization of cannabis in Brazil, as well as, fathom the concept of infotainment and how it acts in the scope of public opinion; meditate on the use of infotainment to deliver information that is considered taboo in society; and finally, understand the role of the object of study and its strength in a social context, and verifying its impact on public opinion on YouTube in order to remake a new image by breaking stereotypes and creating new symbols (Lippmann, 2010). By using bibliographic and documentary research methods, it was possible to discern concepts about infotainment, the history of the cannabis plant and the manipulation of public opinion about its use throughout history. Through the case study episode, it was possible, with the documentary research, to adapt a content analysis along with an image audit, to better understand the reputation of the object of study; audience engagement; their interaction through the chosen exhibition platform; what is the profile of the mass public; and finally, identify the position of public opinion on cannabis.

Pakistan’s English Language Newspapers, Framing, and Aurat March: Study of Editorials

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

This study examines how editorials in Pakistan’s English-language newspapers represent the Aurat March in Pakistan, which is held on International Women’s Day, 8 March, to reclaim public spaces for women. There was a public outcry against the controversial movement, sparked by the key messages and slogans used to communicate with the masses. The objective of this research is to study non-western news frames used by Pakistan’s leading English-language newspapers—Dawn, The Express Tribune, The News, and The Nation—for the portrayal of Aurat March since 2018. The findings show how these editorials construct and reinforce the concept of feminism being threatened by the dangerous other thus it contributes to the understanding of Pakistan’s elite discourse.

Impact of Digital Information and Communication Technology on Oral Tradition of Mongolian Nomadic Lifestyle

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Jay Marlon Carr

All forms of human communication are rapidly transitioning to digital. Due to the development of modern digital technology, the process of information transfer is accelerating and expanding. In this age of universal digitalization, we are fascinated by the evolution of nomadic cultural expression in this age, being one of the world’s dozens of “dying” cultures. Being some of the world’s first known types of civilization, nomads have a unique perspective that has endured to this day. The flow of news within the nomadic community is carried throughout the entire province through the oral recounts of the nomadic missionary (Badarchin) who travels frequently listening and spreading stories. This has always been the nomadic way of communicating news and current affairs. The purpose of this study is to explore how today’s digital technology is influencing this way of life. Human information communication preference varies depending on cultural characteristics. Nomadic information communication culture is unique to what we are used to in a modern era of advanced technology. In the presence of all the new forms of communication. They have a rich history and tradition in preserving information using stories. We are interested in whether nomads are maintaining their traditional forms of communication in the face of the strong influx of modern digital communication technologies. In this study, we focus on the impact of digital information and communication technologies on the oral tradition culture of Mongolian nomads, known as the last home of nomads.

#DefendPressFreedom: Journalists' Use of Instagram in News Reporting Under Duterte's Populist Administration in the Philippines

Kara Ortiga, Student, PhD Candidate, Macquarie University, Australia

Journalists in the Philippines reporting under Rodrigo Duterte's populist regime weather threats and online harassment which dissuade them from performing critical news roles. However, much of the research that examines this chilling effect on press freedom is limited to journalists' perceptions or focuses on traditional news organizations. This paper evaluates news items published on Instagram by the news organization Rappler. I use the journalistic role performance framework to understand the functions of journalists' reporting on social media—such as the watchdog role or disseminator role—based on the discursive styles and types of news they report. More so, this research looks at how Instagram's affordances influenced the performance of these roles within a political crackdown on the press. I conducted a content analysis of 554 Instagram posts following the conviction of Rappler's Executive Editor Maria Ressa in June 2020. The results show that journalists performed hybrid news roles such as the adversarial, advocate and mobilising roles in their news towards the Duterte administration. I argue that these roles arise due to the societal needs of the time, and are shaped by Instagram's structure, rhetorical practices, and interactive mechanisms.

Star Persona in the Age of Social Media: Reinventing the 'Girl Next Door'

Sara Ross, Chair, Director of Film Grad Program, Media and Performing Arts, Sacred Heart University, Connecticut, United States

This paper analyzes media identity in light of the augmentation of stardom via social media, considering how the 'girl next door' persona smooths the path for female social media influencers/stars. A number of contemporary film stars have augmented their personae through their roles as influencers. Stars such as Jennifer Lopez and Selena Gomez use the enduring archetype of the 'girl next door' to amass followers while managing the potential threat of their sexuality in a culture still deeply suspicious of knowingly sexual women. The 'girl next door' is a figure that reconciles the seemingly contradictory traits of innocence and sexuality in representations of femininity on and off screen, which was innovated in the 1910s and 1920s and remains fundamental to the portrayal of both female stars and the characters that they play. The girl next door should be fun, pure and unassuming; a 'real pal.' At the same time, she should have a magnetic sex appeal of which she is preferably unaware. A comparison of film performance by Clara Bow in 1927, television performance by Alicia Keys in 2021 and Instagram performance by Jennifer Lopez in 2022, among others, demonstrates the persistence of the 'girl next door' strategy and the ways that it has been updated in the age of social media.

Dining with the Dragon: An Analyses of Sino-African Engagements in Nigerian Mediascape

Mistura Adebisola Salaudeen, Student, PhD , School of Communication and Film, Hong Kong Baptist University, Hong Kong

Although the 2018 FOCAC summit witnessed the proposition of several mutually beneficial action plans, this renewed Sino-African cooperation is fraught with escalating tensions and concerns about China's growing dominance. This calls for more recent empirical understanding of the salience conferred on China's diplomacy and Sino-African issues by domestic media in Africa. Drawing on Nye's conceptualisation of soft power, this paper, first analyses the nature of China's expanding diplomatic frontiers in the continent's largest economy, Nigeria. Anchored on Framing theory, this study, then, proceeds to investigate the coverage of China and Sino-African engagements in the highly polarised Nigerian media-sphere. Evidence from a quantitative content analysis and a thematic analysis of four randomly selected Nigerian newspapers from September 2018 to September 2020, reveals that elite newspapers (Guardian and THISDAY) held more critical stance of China's diplomatic activities on the continent than newspapers that cater for the general public (Leadership and Punch). It was further observed that media portrayal of China diverged from the framing of Sino-African ties as newspapers mostly employ positive frames such Exemplary development, Superior superpower, and Benefactor to describe China as a nation. However, when reporting issues related to China's relationship with Africa, the recurrent frames are often negative such as Machiavellianism, Economic colonialism, and Hostility/Racism. These findings expose China's use of Nigerian media as a diplomatic tool, and simultaneously underscore the inadequacies of its soft power strategies in Africa as its projected stance of mutualism and partnership is counteracted by its perceived practices of exploitation and economic sabotage

Tale as Old as Time: A Character and Gender Content Analysis of Disney's Beauty and the Beast (1991) and Beauty and the Beast Live Action (2017)

Hannah Scheffer Wentz, Student, PhD Communication, University of North Dakota, Indiana, United States

This study is a qualitative character and gender content comparative analysis of Disney's original animated Beauty and the Beast (1991) and the live action Beauty and the Beast (2017). As a leading conglomerate in media, Disney captures the attention of millions not only with their classic cinema, but their new releases all housed in Disney+. The rebranding of the classic Disney princess films with the addition of their live action remakes raises questions of the progression of society, values, and representations throughout the decades. The aim of the research is to identify the similarities and differences between Belle and the Beast in their role, gender depiction, and development between the two films. This study takes a mixed method approach of character analysis with roles, motivation, actions, traits, relationships, development, and dialogue, and content analysis of traditional male and female gender traits.

Snapshots of U.S. Hegemonic Culture in Memes

Olga White, Lecturer, Department of Film and Theatre, San Jose State University, California, United States

Using semiotic analysis as a guide, this paper examines a corpus of memes across several distinct social media subcultures. The purpose of the paper is to identify whether cultural tropes reinforce hegemonic value systems in U.S. digital media communication on social media platforms. Increasing our understanding of memes as cultural communication will contribute to media literacy education of the subject.

Shame or Glory: British Visual Media Propaganda in WWI

Eric Williams, Professor, Arts and Sciences, The Ohio State University, Ohio, United States

World War I saw the deployment of visual media propaganda on an unprecedented scale. British propaganda was far more nuanced and voluminous than the other belligerents during the conflict. Government agencies in Britain utilized the mechanism of visual presentation to bombard the civilian population in cities across the Isles, preying on themes of masculine military duty and feminine national sacrifice to compel the population to enlistment and rationing. The development of various propaganda narratives found life in a torrent of propaganda posters that demanded a masculine national response to both the German enemy and civilian malaise. Propaganda enticed service to the nation through gendered imagery in posters, unflinching painted canvases of shell pitted hellscapes, and staged action in the newly minted technology of film. Through an examination of the psychological language of propaganda, and a thick analysis of government agencies involved in the development of visual media propaganda, the rhetoric of the image will foster examination, analysis, and deconstruction. By blending both art history with historiographical research, psychological analysis and semiotics, a more thorough accounting of the creation, messaging, and audience for visual media propaganda is possible. The tools of artistic deconstruction and examination work in conjunction with notions of visual representation, class dynamics, gendered language, and national identity to provide a multi-disciplinary approach to propaganda studies in the 21st century.

Regional Internets: The Mobile Telecom-led Model of Internet Development in Japan and China

Shuxi Wu, MA Student, Asian Studies Program, University of Oregon, United States

Despite the continuous call to internationalize internet studies, a coherent examination of different models of internet development beyond the Silicon-Valley-based paradigm is yet to be seen. In the Asian context, scholars aiming to marry internet and regional studies have mostly focused on historicizing the internet in individual nation-states, and have argued for more attention to the state-led nature of local internet industries. Going beyond the geopolitical constraints of the former approach and generality of the latter, this study comparatively examines two early internet service provider (ISP) projects in Japan and China to delineate a model of internet development led by (wholly or partially) state-owned mobile telecommunication companies, which differs from standard internet narratives in the Anglo-American world. After delineating the institutional history of the two dominant mobile telecommunications companies in Japan and China – NTT Docomo and China Mobile – and the early internet scene in the two countries, I describe how the crisis of the telecommunications and internet industry in the late 1990s prompted the creation of the “i-mode” ISP project by NTT Docomo in 1999, which inspired China Mobile’s “Monternet” project in 2000. Through analyzing these two projects, I propose a telecom-led model of internet development different from the Western model. The rise and fall of these two projects in the early 21st century are also discussed. Finally, I argue for the importance of examining alternative internet histories by demonstrating how the logic from the telecom-led model are manifested in the current internet industry in China and Japan.

Widening Online Space Limits the Production of Chinese Fanworks

Yue Zhao, Student, Ph. D Candidate, Graduate School of Asia- Pacific Studies, Waseda University, Japan

It is not surprising that more and more people are becoming fans of something. Creating various kinds of works in light of what they like strengthens their bonds with each other. This kind of relationship, which developed from the gift economy, works with the popularity of new media so that fans can build their community on a couple of online platforms. In China, Bilibili is one of the most famous video-sharing websites built to attract many fans of animation, comics, or games, but it now welcomes more users of different fan identities. Once a unique place for animation amateurs to communicate freely has evolved into a public square with many rules. Moreover, other social media like Weibo, a Chinese Twitter, now operate strictly and put forward some fan-targeted regulations against fans’ posts. This study discusses what kind of online environment is provided for fan productions in China and what factors of Chinese society result in this situation. Through interviews with fan artists and content analysis of related regulations, Field Theory is applied to explain it. It is concluded that as a kind of subculture, as more non-fan members join the online platform where the boundary of fan community has broken down, the space of fan works is becoming smaller. This kind of research has rarely been done in China. Also, the findings may be helpful to scholars who are interested in Chinese studies or fandom studies.

Crisis and Media: Masculinity in Crisis, Loss of Manhood, and the Nation-State in Postsocialist China

Tiantian Zheng, SUNY Distinguished Professor, Anthropology, SUNY Cortland, United States

This paper investigates the media portrayal of masculinity in crisis as signifying a crisis of the nation-state in postsocialist China. More specifically, the media depiction of the phenomenon of 'fake women' is condemned as an epitome of the loss of Chinese manhood and a threat to the nation-state, reflecting powerlessness, inferiority, feminized passivity, and social deterioration, reminiscent of the colonial past when China was defeated by the colonizing West and plagued by its image as the 'sick man' of East Asia. This paper argues that the media has made effeminate men a scapegoat upon which anxiety over social problems is displaced.

Media Literacies

Media Literacy in an Age Where Everyone Thinks They Are a Reporter

[MyAun Boyd, Student, Strategic Communication - Advertising, Public Relations, and Promotions, Evangel University, Missouri, United States](#)

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This workshop examines how social media journalism, platform sensationalism and media biases affect digital natives' media literacy and how professionals can contribute to the future of media accuracy from Generation Z's perspective. Our objectives demonstrate the importance of media literacy in an age of social media reporting, examine the effects of poor media literacy on Generation Z, and provide practical tools to better interpret digital information. With social media growing more pervasive, media literacy is more important than ever to prevent the spread of misinformation which leads to division and disorder in society. This presentation will contribute to media literacy awareness, education, and application by researching the current state of media literacy among digital natives, detrimental societal and personal outcomes resulting from lack of attention to media literacy, and incentives to improve media literacy skills. Our findings have been gathered through focused readings discussing the relevance, outcomes, and methods of achieving media literacy in students and young professionals. Our research will show the value of media literacy training and its impact on Generation Z's involvement in civic duties, the development of interpersonal social-emotional skills, and the future of a civil democratic society. Our workshop will have our audience engage in social media news practices common to digital natives. With social media as a primary information source for youth, the solution to managing misinformation is not to discourage younger generations from using these sources, but rather to teach them how to interpret social media content accurately.

Teaching Media Literacy through Fiction

Thomas Leitch, Unidel Andrew B. Kirkpatrick, J. Chair in Writing, Department of English, University of Delaware, Delaware, United States

The contemporary crisis in the public's perception of the news media is marked by both an absence of trust (when so many sources bombard us with contradictory versions of the news, how can we trust any of them?) and a surfeit of trust (many citizens trust a limited number of news sources absolutely and dismiss their competitors as fake news). This crisis demands not more trust but different, more critical kinds of trust. Instead of teaching unwary citizens to tell real news from fake news so that they place unquestioning trust in trustworthy sources, we should be teaching them how to trust all sorts of announcements and utterances more critically, not asking simply, "Is this true?" or "Is this a trustworthy source?", but "Who is producing this news? What are they asking me to believe? What is their agenda? What other claims have they made before, and how have those claims compared to competing claims? What kinds of trust are they soliciting, and how would I like to respond?" Questions like these are less often raised in discussions of fake news than in classrooms teaching literature and cinema, for it is in thinking about fiction that students are encouraged to develop more sophisticated kinds of trust than "This is true" and "This is just made up." This study asks how the strategies used to teach fictional literacy can serve as a basis for teaching the critical literacy we need to respond to allegedly nonfictional texts.

Critical Media Literacy - Reading the Word, Reading the World: An Original Short Documentary Film Screening and Discussion

Pete Mc Cauley, Principal Media Producer, Institute on Community Integration, University of Minnesota, Minnesota, United States

Critical Media Literacy (CML) is defined as a "theoretical framework and practical pedagogy" that "involves identifying, analyzing, and challenging media that promote representations or narratives involving racism, sexism, classism, homophobia and other forms of discrimination that further marginalize targeted social groups" (Kellner & Share 2019, pp. XI-XIII). In the most basic sense, CML is a pathway that enables instructors from Kindergarten through college to aid in the personal development of a "Critical Consciousness" in individual students and learners. Everyone (both within and outside education) talks about "teaching people to think critically" as a foundational goal of education, even more important than teaching individuals how to add or subtract. But what does "being able to think critically" really even mean? And how can we empower educators to not only be thinking about these philosophical goals but also implementing strategies into their pedagogy and practice to enable students to be engaged on this level as well? For this Focused Discussion, I screen a short documentary film I produced as the Capstone project for a Master's of Education in Learning Technologies, and facilitate a discussion around the themes put forward in the film. The film is 12 minutes long and can be found here: <https://youtu.be/5gqT113kGZU>

Fictocritical Tactics for Reshaping Online Communication: Towards a 'Creatively Paranoid' Media Literacy

Zach Pearl, Student, PhD in English, University of Waterloo, Ontario, Canada

While it is clear that disinformation is an increasingly serious problem plaguing online platforms, this is juxtaposed with ongoing calls in the humanities dating back to the late 1970s to deconstruct and even eliminate the fact/fiction dichotomy, particularly in cyberfeminist critiques of technoscience. This paper-presentation argues that fictocriticism—a particularly indeterminate and feminist practice of writing that tactically blends theory, narrative, poetry and autobiography to eschew binary logics of knowledge production—might serve as a model for online communication in such a manner that it reflexively draws attention to its own artifice, and, in turn, promotes a more critical media literacy in online writing environments through what the American hypermedia theorist Stuart Moulthrop has called “creative paranoia” (1991). Drawing upon past and present research, I examine key examples of fictocriticism by Canadian and Australian authors, and through close reading I explore traits of their writing that may serve as theoretical touchstones for reimagining the protocols of online communication in less determinate yet more democratic terms. To illustrate some of the practical challenges and concerns that come with fictocritical writing in online environments, I also briefly look at interventions and performances made on Instagram in recent years by contemporary media artists such as Audrey Wollen and Amalia Ulman, noting how the “selfie” and the “overshare” have emerged as newly contested spaces in feminist discourse and the fact/fiction paradigm.

Media Literacy in a Time of Information Illiteracy: Teaching Media Literacy to Underserved US Populations

David Raskin, Assistant Professor, Communication Studies and Mass Media, Community College of Philadelphia, Pennsylvania, United States

Sindhu Zagoren, Assistant Professor, Communication Studies & Mass Media, Community College of Philadelphia, Pennsylvania, United States

One dominant narrative of American partisanship today characterizes coastal metro areas as full of “liberal elites,” and rural and middle America as full of working class whites increasingly mistrustful of authorities such as government and media. At the Community College of Philadelphia, an open access institution serving the city with the highest poverty rate among the ten largest U.S. cities, we educate mostly low- and middle-income students of color, who are historically staunchly Democratic but also distrustful of authorities for very legitimate reasons. However, such distrust in institutions renders this population susceptible to various forms of misinformation and disinformation. This provides a unique set of circumstances for teaching media and information literacy, as most students don’t view the press as “the enemy of the people,” but also haven’t had the educational resources to develop strong critical thinking skills around media. In this discussion, we explore the differences between media literacy, news literacy, and information literacy in the current media environment. We also review some of the literature around teaching media literacy and the skills of navigating online misinformation, while analyzing the particular challenges of teaching media literacy to underserved urban populations, including obstacles caused by institutional changes in American higher education.

Socializing Fake News: Training College Students How to Fact Check Before They Share

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In this workshop, an academic librarian will discuss how she developed a program targeted for undergraduate students about the pitfalls of sharing fake news stories on social media. Most undergraduates are a part of Generation Z and grew up with access to many different social media platforms; however, they still share misinformation at alarming rates through their social media accounts. One positive aspect is that many college students are quite concerned about the state of rampant misinformation and do not wish to contribute to the spread of fake news. The presenter will share the design of the program, marketing strategies, and feedback collected from participants via an anonymous survey. An extensive resource list compiled by the presenter will also be shared with workshop participants who wish to design a similar program for their constituents. Specific portions of the program that were most impactful to participants will be demonstrated to the audience. During the workshop, the audience will be invited to participate in different media literacy activities that are part of the developed program, such as identifying if a social media account is real or fake, examining current social media misinformation policies and providing feedback about their perceived strength, practice checking claims made online using lateral reading and fact checking websites, and evaluating sources for accuracy and bias.

Addressing Body Dissatisfaction through Critical Media Literacy: Why it Mattered in the Past and Why it Matters Now

Lori Bindig Yousman, Professor/Chair, Department of Communication Studies, Sacred Heart University, Connecticut, United States

Prior to the emergence of social media, research had found that popular media had a profound impact on body image and body dissatisfaction—particularly among young women. For instance, studies had found that: the more frequently young women read magazines, the more likely they were to diet and to feel magazines influence their ideal body shape (Chuang et al., 1999); after only 4 minutes 70% of college women felt worse about their own looks after reading women’s magazines (Richins, 1991); and the introduction of American television programs to other cultures increased the incidence of dieting and body dissatisfaction (Becker et al., 2002). Although the media landscape has changed drastically since these findings were published, current research suggests that new technologies like social media have a similar impact on body image and mental health. This study explores ways that critical media literacy has been used to address body dissatisfaction in the past and offers suggestions for why it is necessary in the current media environment.

2022 Special Focus–Democratic Disorder: Disinformation, the Media and Crisis in a Time of Change

Disinformation in the Democratic Process as a Political Strategy: Presidential Elections in the United States of America, 2016 and Mozambique, 2019 and the Inventory of the Manipulation of Organized Media

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Disinformation, as a political strategy, has gained a new role, specially since 2016. The harmful role for democracy's functioning has been exemplified, for example, by cases such as the 2016 United States elections, Brexit and the Facebook-Cambridge Analytica case. The creation of a fake news industry has affected the media's performance and credibility, mainly over the last years. The informational disorder in the public space served as a lever for United Nations Educational, Scientific and Cultural Organization to publish the work 'Journalism, Fake News and Disinformation', an education handbook and a journalism training. Fake news is analyzed as a way to influence voters, based on examples from the United States and Mozambican presidential elections and Russia's alleged interference in it. In parallel, the Oxford University (United Kingdom) e-book 'Organized Media Manipulation Inventory' is considered, which has seen an increase in manipulation campaigns in 2019 over the last three years.

Opinion Formation through Social Networks in the Baby Boomer Generation: Is There a Relationship between Fake News Recognition Skills and Baby Boomer Affiliation?

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Compared to Generation Z, which has been the focus of much research on opinion formation via social networks and the study of fake news, disinformation, and misinformation, little attention has been paid to the baby boomer generation. Baby boomers (born between 1946 and 1964) did not grow up with cell phones or the Internet, so, unlike subsequent generations, there is no natural anchoring and use of digital information. Much of the news is instead consumed via traditional media. However, as several surveys show, not only are baby boomers now equipped with Internet-enabled devices, but their presence in and use of social media has increased in recent years. Digital information, in particular (fake) news shared via social media, also contributes to the formation of their political opinion. Results on the sharing behaviour of over-50s during the 2016 U.S. presidential election show that this age group belongs to the so-called “supersharers” who are responsible for a large share of disseminated false news, especially via Facebook. This paper addresses the question of whether there is a relationship between fake news recognition skills and baby boomer affiliation. In order to be able to answer the research question, the current state of research from academia and practice is presented. The central is a quantitative study designed and evaluated by the authors themselves based on the presumed connection between the ability to recognize fake news and belonging to the baby boomer generation.

Facebook and Twitter - the Rise and Risks of Moderating African Leaders

Kirubel Tadesse Ayetenfisu, Student, Graduate (doctoral) student, American University, District of Columbia, United States

Since violent protests erupted at the U.S. Capitol on January 6, 2021, social media companies have aggressively censored politicians, including in Africa. Facebook removed a post by the Ethiopian prime minister for “inciting and supporting violence,” while Twitter deleted the Nigerian president’s tweet for “abusive behavior.” These decisions highlight the shift from the hands-off policy the leading social media companies have long approached political leaders with. As a response, African leaders, who have long targeted the platforms, are looking for ways to circumvent the constraints, including blocking citizens’ access to the platforms. Nigeria presents a rare case of an African government successfully compelling a major social media company to establish a local presence. Nigeria’s apparent success could inspire copycats across the region. What are the possible benefits and risks of emulating the Nigerian approach to have American tech companies agree to establish a legal presence, open offices, and name country representatives? Potential benefits include the companies paying taxes to local governments, creating much-needed employment opportunities, and appreciating local values and context when making content moderation policies and decisions. However, with this arrangement, there is a risk of spreading “collateral” or “delegated” censorship that would undermine democratic transitions in the region. Existing draconian laws could also be used to silence dissidents and further oppress marginalized groups. This paper examines the intensified tension between private ordering and government actors in the issue of content moderation and brings attention to the topic and the region which did not receive enough scholarly attention.

Teaching Journalism in a "Post-Truth" Era - Case Studies in Combating Disinformation: Practical Examples of Positioning Journalists to Report in Environment Hostile to Facts and Truth

[Jim Carney, Assistant Professor, Journalism & Media Studies, Lehman College - City University of New York, New York, United States](#)

On October 8th, 2021 at the 5th Annual Conference of Communication and Media Studies, a panel discussion with seasoned Journalism professors from diverse and prestigious Journalism programs discussed the challenges of preparing new, professional journalists. Specifically, the difficulty in teaching journalists to report in environments where facts and truth are increasingly considered unnecessary. This follow-up paper checks in with those Journalism educators and presents specific examples of Journalism programs throughout the United States and globally, that are responding to the increasing use of misleading, false and malicious information through saturated media. The frustrations and obstacles – and techniques enlisted to overcome them – are presented in a multimedia format, and illustrate the successes and lessons learned by young journalists. It illustrates the challenges faced, and tools available for the reporting of News that is meaningful and constructive to promoting democracy and civil societies. Specific examples ranging from grass-roots coverage of hyper-local school board elections in America's suburbs, to coverage of elections resulting in the regime change in the Far East are discussed.

The Banality of Fascism on Fox News: Tracing Tucker Carlson's Embrace of the Great Replacement

[Meghan Conroy, Investigator, Select Committee to Investigate the January 6th Attack on the US Capitol, Select Committee to Investigate the January 6th Attack on the US Capitol, United States](#)
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On April 8, 2021, Tucker Carlson—the most-watched cable news host on US television—argued that American citizens' rights were being stolen by immigrants and "outsiders." Positioning this as a "voting rights question," rather than racially motivated, he stated, "If you change the population, you dilute the political power of the people who live there. So every time they import a new voter, I become disenfranchised." His language echoes the Great Replacement Theory, a core white supremacist worldview that has inspired violent extremists on a global scale. Through a discourse analysis of Great Replacement-related content espoused on Carlson's show over the course of 2020 and 2021, this paper builds upon prior work on conservative news cultures to examine the role of Fox News in perpetuating an increasingly commonplace yet insidious ideology. This method allows us to explore not only the narratives crafted and disseminated by Fox News, but also the relational dynamics between the content creators, the audience, legacy and new media, and the media content itself. Responding to a distinct need to understand the current socio-political crises promoted by media networks, our paper provides an analysis of the affective discourse used to strengthen a reactionary base against a set of fictionalized threats. By doing so, our work examines the transition that media content such as this has made from banal nationalism to banal fascism, exporting the qualities of fascism to an audience primed for extremist content.

Stolen Identities: How the State and Media Combine to Control and Frame Ireland's Illegal Adoptions 'Scandal'

Conall Ó Fátharta, Lecturer, National University of Ireland, Galway, Ireland

On May 29, 2018, at a press conference in Dublin, the then Minister for Children and Youth Affairs (DCYA) Katherine Zappone revealed that 126 cases where births had been illegally registered between 1946 and 1969 had been discovered by Tusla in the records of former religious-run adoption society St Patrick's Guild (SPG). The records had transferred to the Child and Family Agency in 2016 when the adoption society ceased offering a service at the end of 2014. Dr. Zappone rightly acknowledged that the practice of illegally registering births to facilitate illegal adoptions had been known for many years but also presented a new narrative. Whereas previously there were suspicions about such practices, here, for the first time, was categoric proof. Hard evidence that hundreds of Irish citizens had their identities stripped from them, without their consent or knowledge. Large sections of the media took hold of the story and unquestioningly sponsored this State narrative. The State was presented as a proactive actor in an emerging 'scandal'. Through material obtained through Freedom of Information and other evidence obtained while a working journalist, this paper puts forward a counter-narrative around the illegal birth registrations issue. It outlines how the State had both knowledge and proof of documented cases going back more than a decade, yet took no action. This paper examines the role of the press in selecting and framing the illegal adoption 'scandal' and the impact of this reporting on public opinion and understanding of the issue.

Non-binary Binaries and Unreal MetaHumans

Eric Freedman, Dean and Professor, School of Media Arts, Columbia College Chicago, Illinois, United States

Video game engines are powering our visual futures as game developers continue to iterate their products to tackle new industry verticals. This analysis draws from software studies and studies of visual culture to examine an engine-based tool that is fairly new to the arsenal of game developer Epic Games—the in-development MetaHuman Creator—and poses the central question: Do the rapid prototyping and building tools of digital content support the free play of identity in playable media? The MetaHuman Creator is a cloud-streamed application that lets content developers create high-fidelity digital characters without being steeped in the technical processes of character generation, rigging, animation, and in-engine real-time functionality. Epic's tool draws from a library of real scans of people and allows 3D content developers to quickly create unique photorealistic fully-rigged digital humans. The tool allows visual artists to rapidly and seamlessly manipulate a character's facial features, adjust skin complexion, and select from a range of preset body types and styles. Commercial demonstrations of the MetaHuman tool speed through a series of mutable multiethnic, multiracial, transgender subjects as part of a fluid design process that cleaves bodies from politics. As the engine-driven traces of the natural world continue to move toward greater fidelity and to a greater alignment between physiognomic and mechanical systems, this research asks: Is the MetaHuman Creator an engine for diversity, or simply a spectacle of control?

"Competing Narratives" during Times of Crisis: Trump, COVID, and the American Divide

Laurence French, Affiliate Professor, College of Liberal Arts, University of New Hampshire, New Hampshire, United States

The chaos surrounding the 2020 U.S. presidential election was exacerbated by the unsuspecting worldwide COVID-19 crisis. Sociopolitical divides in America took on a more dramatic cultural focus, one that evoked deep emotional elements not seen since the turbulent 1960s/70s during the anti-Vietnam/civil rights conflicts. These issues are still being explored and are hardly settled. Central to this dilemma is the use of the "Big Lie" as a major means of mass media communication and its ramifications for future elections and, as some suspect, American democracy itself. Our paper discusses the socio-political and ethical ramifications of this phenomenon.

Religious Media in Electoral Contexts: Analyzing Costa Rica's 2018 Elections

Gustavo Fuchs, Student, PhD Student, University of Texas at Austin, Texas, United States

By analyzing content, ratings and electoral results, this paper establishes evidence and makes inferences on the role that religious media play in electoral context. For the case of Costa Rica's 2018 elections, this study finds that religious media correlates weakly with voting preference, however, churches correlate highly, leading us to infer that religious elites are the main consumers of these media outlets and replicate their messaging (acting as a proxy influence). This inference is further backed by evidence of messaging published by these outlets during the electoral campaign and the role taken by churches and religious leaders. Regardless of their audience, these outlets provide a platform for the exchange of ideas and political consensus-building amongst religious denominations. Evidence of this can also be found in the 2022 elections (February).

Motivation to Correct Misinformation: Third-person Perceptions and Perceived Norms

Ryan Geesaman, Student, Ph.D. in Communication, Regent University, VA, United States

The proliferation of misinformation is an ongoing problem in the United States. The public's trust in news from the mainstream media is down, and the sharing of news items on social media is up – even the sharing of made-up news. Koo et al. (2021) found third-person perceptions (TPP) indicate that people tend to believe that others are more influenced by misinformation than they are. People also believe they are more likely to correct their own misinformation than their perceived norm of how likely others are to correct misinformation that they have propagated. This replication of Koo et al.'s study found that TPP and perceived norms influence a person's likelihood to self-correct and correct others when misinformation has been spread. Those with lower media hostility are also more likely to correct.

Political Instrumentalization of Technical Images of Warfare by Modern States and Media Effects: A Contemporary Study of the Turkish and Russian Cases

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This study questions the modern states' political instrumentalization of technical images of modern warfare by the media and the media effects of the images on the audience along two research questions. First, how and in which political contexts modern states politically instrumentalize the media circulation of technical images of modern warfare? Second, during the reception process, how and in which political contexts the technical images and their media circulation condition the audience's views and opinions about the outcomes of wars? Accordingly, the study has two hypotheses. The initial hypothesis asserts that modern states take advantage of the media circulation of the technical images to propagate the idea that their military operations are cleanly held technical operations in which there is no harm to civilians. The subsequent hypothesis claims that the technical images and their media circulation put the audience in a position from which it is harder to intellectually grasp the operational processes/contexts and social consequences of wars. Wars are real phenomena with tangible outcomes. However, technical visual representations of wars disseminated by modern states make it more difficult for the audience to grasp military processes and social consequences of wars.

The Convergence of Television Documentary and "Advocacy" Journalism in the Post-truth, Digital Streaming Era: Mapping New Spaces for Feminist Activism and Policy Discourses

Amber Hardiman, PhD Candidate, Film, Television, & Media, University of Michigan, Michigan, United States

Feminist policy reform efforts and advocacy initiatives are frequently advanced by and alongside of media productions concerned with the issue of sexual violence. From the earliest days of broadcasting, feminist activism has piggybacked off of the publicity of high-profile trials and social movements to advance specific social, cultural, and political agendas. For example, much of the early literature concerning the relationship between feminist activism, policy movements, and television representation has engaged with "popular" mid-century network TV genres (i.e., prime-time television, network news, talk shows, soap operas, and made-for-TV movies) that were especially prominent from the sexual revolution of the 1960's and 1970's onwards (Moorti, 2002; Cuklanz, 2000; Levine, 2007; Projansky, 2001). While several scholars have explored how mass media has been wielded as a tool by activists and media makers, few have considered how various representational modalities in the digital era are converging to create new spaces for feminist advocacy and social reform. I ask: how do documentaries produced for televisual streaming platforms intersect with new forms of "advocacy journalism" in the "post-truth" digital era? More precisely, how are feminist documentarians and activists harnessing these emergent (and increasingly overlapping) digital and televisual spaces to foreground generative policy-oriented discourses? To answer these questions, I explore how contemporary U.S. advocacy-inspired journalism and documentary television constitute distinct public spheres for examining feminist social issues, with each containing unique affordances and limitations regarding their advancement of social change, resulting from their different associations with the notions of "objectivity" and "truth."

Fascism and the Banality of Social Media: The Relationship Between Media Complexity and Fascist Ideology

Brady Hammond, Dean, English and Humanities, Quinsigamond Community College, Massachusetts, United States

Hannah Arendt argued that the evil of the Nazi regime came from a shallowness of thought, from rendering atrocities into the banal. Decades later, theorists increasingly noted that television news was simplifying media into a terrain of headlines and soundbites. The relationship between airtime and complexity of information became clearer: the less of one, the less of the other. Today, social media are entrenched in the lives of people around the world. These media offer users opportunities to engage in worldwide discourses. However, these media have also continued to exert pressure on the ability to communicate complex ideas. For instance, even the expanded size of a tweet, now 240 characters, would still only account for just the first two sentences of this abstract. This paper investigates the “shallowing” of media in the age of the Internet from a critical lens by engaging with the work of Marshall McLuhan. It then reads that shallowing through the works of theorists such as Arendt and Umberto Eco, who explored totalitarianism and fascism in the 20th century. This juxtaposition reveals that social media in the 21st century have facilitated the development of a banal media landscape which is ideally suited for the articulation and growth of fascist ideological thinking.

Media Consumption and Threatening Perceptions: Cultivation Theory and the 2022 Russian Invasion of Ukraine

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Leslie Howerton, Assistant Professor, Communication, Weber State University, Utah, United States

The 2022 Russian invasion of Ukraine presents a unique opportunity to study the effects of widely disseminated violent images of war on viewers’ perceptions of potential global and personal threats. Cultivation theory is a macro level systems approach developed by Gerbner (1967) to examine the broad implications of media exposure (Potter, 2014). The current literature on cultivation theory reflects a shift from Gerbner’s original research to a micro-level approach that Potter (2014) called boundary crossing. In this transitional research the locus of meaning shifts from mass media messages to the receivers’ perceptions of those messages. This study adds to that growing body of literature by examining people’s news consumption of the Russian invasion of Ukraine and their perceptions of threat. This quantitative study-in-progress shows preliminary results from 130 survey respondents and provides support for cultivation theory and this boundary crossing shift. Time spent consuming invasion news ($r = .31, p = .00$) and frequency of accessing invasion news ($r = .26, p = .01$) were significantly and positively related to concern about the invasion. Respondents that spent more time consuming invasion news reported being more concerned about Russia invading other countries ($r = .33, p = .00$), including EU or NATO member countries ($r = .29, p = .01$), and showed more concern that the invasion would lead to the use of nuclear weapons ($r = .20, p = .04$). The final data set also includes military and political affiliation variables. The survey was open throughout March 2022.

The Misinformation Networks in Brazil

Gabriel S Huland, Teaching Fellow, Centre for the Global Media and Communications, SOAS University of London, United Kingdom

Our exposure to immeasurable amounts of news and information constitutes a distinctive mark of the digital age. However, it is well-known that part of this information is either inaccurate, manipulated, or directly fabricated. In times of information overload, members of society must understand how misinformation networks operate. This paper identifies and dissects the networks of production and distribution of fake news in Brazil, giving special focus to the actors involved in disseminating them. It also examines how fake news discourses relate to reactionary populism and other variants of political authoritarianism. As something durable and enduring, the misinformation industries consist of numerous aspects, such as funding networks, channels of production and distribution, ideological systems, and different political actors. The use of misinformation and fake news to favor Jair Bolsonaro during the 2018 Brazilian presidential elections demonstrates that these narratives have the potential to damage electoral processes and prop up political groups interested in destabilizing democratic systems. This paper takes an approach that blends different theoretical frameworks of media studies and political science, such as the political economy of the Internet, frame analysis, fake news theories, the rise of the far-right and other antidemocratic movements, dependency theories, and decolonization approaches. It also explores how growing inequality in the global South and the consolidation of the far-right as a global and long-lasting (although heterogenous) actor relate to the emergence of a digital environment characterized by information abundance. These different phenomena intersect in Brazil in a unique way.

Contribution of Broadcast Media in Shaping Public Opinion on Religious Minorities in India

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It is very difficult to identify if media is contributing to spreading religious differences in the country in black and white but we can always figure out some aspects of it from the kind of language used by the media. The larger aim is to identify the communication strategies and whether the religious minorities are targeted by the media as well. The research largely focuses on the primetime debates conducted by the NDTV (Prime Time with Ravish Kumar) and Aaj Tak (Aaj Tak Adda). The cases I have identified for the research are the Malegaon blast case (2006), the Pehlu Khan lynching case (2017), and the Kathua rape case (2018). These cases are chosen on their qualification of a direct relationship with religious matters in the country. I look at the debates and discussions conducted by the above-mentioned news channels to discuss about these three cases and focus on the kind of language used by the media to give out information to the people. Looking at the language used by the media, we come to know how does media contribute to shaping the opinion of people on religious minorities. The findings of the research can be that the media's contribution is either positive or negative in molding public opinion based on the coverage given to these particular cases.

The Political Imaginary of User Democracy: Interrogating Digital Citizenship Pedagogy

Irina Kalinka, Student, PhD, Brown University, Rhode Island, United States

Contemporary debates about the political impact of digital platforms in the West often revolve around a central dichotomy: Does digital media revitalize or hurt democracy? This project shifts the focus to show how digital platforms are not only facilitators – of both democratic and anti-democratic tendencies – but also engender their own normative conceptualization of democracy. This includes defining what information is in the public interest, what constitutes “healthy” public discourse, and what are good citizenship practices. What emerges from such efforts is a normative political imaginary I call ‘User Democracy.’ User Democracy is informed by a technocratic understanding of politics, including the valorization of data and automation, predictability, and systematization. Community and popular sovereignty are here imagined as operational and, thus, potentially programmable, which devalues the need for political contestation. Under this framework, democracy is seen as a project of optimization and management, not common struggle. The project explores one aspect of this political imaginary: digital citizenship initiatives, like Google’s educational Interland game. Here, students are encouraged to imagine themselves as ‘citizen-users’ of the service of digital public space, where citizenship is an improvable and quantifiable skill – instead of a shared responsibility. I argue, in contrast, for an emancipatory understanding of democracy rooted in the political ethos of (digital) agonism, which emphasizes that popular sovereignty is not an object to be facilitated from above, but a continuous, collective process of struggle around what it means to be in common with others.

Press-party Relationship and Democracy in South Korea

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This paper examines how partisanship and progressive-conservative divisions have influenced the media (press in particular) and the relationship between the press and political parties in South Korea (Korea hereafter) since the 1990s when the nation achieved democracy. In order to better understand this dynamic, the paper first identifies the major features of the Korean press which help explain the complex interplay between the press and political parties in Korea. It then examines the way in which the legacy of authoritarianism has affected the media practice and the press-party relationship. This is followed by a discussion on its implications for the nation’s democracy.

Hindu Nationalism, Social Media, and Post-truth: A Consideration of the Liberal Twitter Response

Nissim Mannathukkaren, Associate Professor, Dalhousie University, Canada

There has been a growing scholarship on the emergence of right-wing nationalism, populism, as well as social media in the global arena. The same is true, on a lesser scale, with regards to the phenomenon of post-truth, although this is largely restricted to the Western world. The present paper explores the dynamics of Hindu nationalism and post-truth in India, a novel area of research, but from the other end. It will, by relying on qualitative data from Twitter, examine the strategy adopted by liberal critics on social media to counter Hindu nationalism's post-truth. It specifically looks at two themes: fact-checking of propaganda and fake news, and the counterposing of liberal values to Hindu nationalism. After a consideration of the prospects and the need for such an approach, the paper outlines why the liberal approach is unlikely to stop the juggernaut of Hindu nationalist populism. The paper seeks to make an original contribution to the scholarship on rightwing populism and post-truth and the liberal response to it.

Tell Me No Lies: Podcasts and Misinformation

Fiona McGarry, Lecturer, Journalism and Communications, NUI Galway, Galway, Ireland

In podcasting, the intimacy of the listening experience has been long been one of its strengths. The connection between the host/creator and the listener can be deeply personal - and influential. The listener's role in selecting the content and the listening environment, creates a relationship unlike that involved in conventional audio listening via media like radio. The relationship between the podcaster and the listener can also be fraught with potential for deception and misinformation. From a casual lack of fact-checking or a lazy reliance on dubious sources, to a systematic effort to push a particular ideology, podcasters have the power to seed misinformation, accidentally or deliberately, to a potential audience of millions. Gaps in social moderation currently mean that many podcasting platforms continue to provide a safe haven for problematic ideologies. This is in sharp contrast to the efforts of other platforms including Twitter, Facebook and YouTube to clamp down on misinformation and fake news. It is all the more concerning when prestigious brands continue to offer a platform, and therefore credibility, to potentially dangerous content. This discussion examines the podcast eco-system and the many rabbit holes of misinformation that continue to exist for the propagation of conspiracy theories. It will focus in particular on how podcasts function as part of the wider social media campaigns of extreme political agents. It also examines the parallel rise of fact-checking and myth-busting podcasts from public service broadcasters and other media organisations, and their attempts to rid the audiosphere of misinformation.

Misinformation on TikTok in Times of Crisis: Ten Features That Make TikTok Vulnerable to Misinformation

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Kaylee Fagan, Research Fellow, Shorenstein Center on Media, Politics and Public Policy, Harvard University, Massachusetts, United States

In this focused discussion, we describe the aspects of TikTok that make the social media platform uniquely vulnerable to misinformation in times of crisis and change. We lead a discussion about how the platform's oversights and defining features (such as "dueting," "stitching," the reuse of sounds, and the algorithm behind the "For You" page) are used and exploited to create and spread mis- and disinformation – sometimes inadvertently – while still operating within the bounds of the app's terms of service. We zoom out to provide an overview of the app's history, ownership, demographics, user cultures, and competitors to chronicle its transformation from a dancing app for teens to a misinformation machine. We then lay out basic research techniques for misinformation researchers, based on how the Technology and Social Change Project studies the platform, the lessons we have learned, and the methodologies we have developed. This research is based on our publication in the Media Manipulation Casebook, "TikTok, the War on Ukraine, and 10 Features that Make the App Vulnerable to Misinformation." We were interviewed by The New York Times, Fast Company, and ABC Australia about this report, and it has inspired product changes currently in the works at TikTok. We conclude by demonstrating how we applied these techniques in the past, and how they can be useful to audience members researching ongoing crises and politically contentious issues, such as the war on Ukraine, the pandemic, and new challenges to *Roe v. Wade* in the US.

Democratic Disorder - Disinformation, the Media, and Crisis in a Time of Change

Andrew Simoncelli, Associate Professor, Mass Communication, Nicholls State University, Louisiana, United States

Lance Arnold, Chair Broadcast Journalism, Mass Communication, Nicholls State University, Louisiana, United States

College students have been increasingly turning to the internet for their formal education and as a means to gather information. Social media and the internet have become the leading news source for 18-24 year olds as opposed to the more traditional outlets of newspapers and television of previous generations. This research looks at how online students learn about media literacy in a world of disinformation. It details how it is taught at one regional university in a deep south US state. The research examines how the content is taught through e-learning and the impact it has on the remote learners. The results were compiled through the past five years and looks at the changes over time from one presidential administration to the next. We also look at the comparison of the online students and those of on-campus students who are taught in a traditional classroom. How does the online group fare in media literacy, how do they compare to their on-campus peers, and how do both groups manage in spotting "fake news"?

Leaders, Do You Use Brand Voice During Situational Twitter Crisis?

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Jūlija Surikova, PhD Student, Communication, Turiba University, Latvia

The legitimacy of information is often being questioned in the face of populism during a situational crisis on Twitter. It reduces the vision with which the brand's voice was created as Twitteratis can become opinionated in the face of disinformation. The organisational leaders often land up in a challenging position during the Twitter disinformation outrage. This paper reviews the challenges faced by the organisational leaders during a situational Twitter crisis to maintain their brand reputation. The purpose is to explore whether the brand voice of the organization is surpassed by the leadership voices during the crisis. This research is exploratory and based on inductive reasoning with the application of qualitative data analysis. The inferences were drawn after examining two Twitter crises that occurred in the airline industry due to onboard racism incidents. In the conclusions, the reasons for brand voices to give place to leadership voices or even allow silence during situational Twitter crises are summarized. This empirical research has expository implications for leaders and communication professionals. This research anticipates motivating others to continue researching the dependence and vulnerability of brand voice in future. The analysis in the paper suggests a leader decide on a consistent brand voice while creating branding strategies after considering both unforeseen and potential situational crises. This paper also determines that during a crisis when the brand voice is not appropriate, then the leadership voice generally surpasses the brand voice and is often used during critical conditions.

Propaganda, Pandemic, and War: Three Years of Online Conversations about NATO – a Network Perspective

Dana C. Sultanescu, Student, PhD Candidate, SNSPA, Bucuresti, Romania

NATO is an essential source of security for Eastern Europe, a region at the confluence of many propaganda efforts from powerful geopolitical actors. What people in this region discuss about NATO on social media is interesting from this point of view alone, since it can function as an indicator of the resilience of their trust in democratic principles and institutions. But in 2020 an unprecedented pandemic started, with NATO as an institutional actor involved in the crisis reaction. Then, in late 2021 and early 2022, NATO came to the forefront even more, due to the upheaval generated by Russia's invasion of Ukraine. How did online communicators and communication flows about NATO evolve and change in a country like Romania, close to the Ukraine conflict and to the perpetual propaganda wars in the region? Using visual network analysis on Big Data, I employ both visualizations and network metrics to understand the evolution of actors and communities around a topic of utmost importance, in the context of the recent evolutions regarding regional and global security.

Spiritualizing Media: A Study on Expatriates Seeking Islamic Information in Dubai, UAE

Urwa Tariq, Research Associate, Media and Creative Industries Dept, United Arab Emirates University, United Arab Emirates

Dubai is a metropolitan city that attracts many foreigners due to a growing economy and tourism. It has been noted that when non-Muslims observe Islamic culture and lifestyle, they become interested in learning more. Correspondingly, this research study focuses on non-Muslims and new Muslims in Dubai, and how information about Islam is disseminated to them. It also examines the challenges they encounter when searching for information. The theory of diffusion of innovations was applied as a guiding framework to understand the target audience and create a media model. Survey responses were collected from 541 expatriates and their demographic profile was analyzed, especially in relation to media use. The researcher identified lack of organization in the methods of dissemination and limited access to reliable and accurate information. The study considered a proposal for use of radio with digital media to broadcast information about Islam to specific expatriate audiences in the UAE.

Crush the Enemy: Hymns of the Insurrection

Theodore Trost, Professor, Religious Studies and New College, University of Alabama, Alabama, United States

Religious imagery, biblical quotations, and hymn singing all figured prominently in the flow of events that took place in Washington, DC, on the day of Epiphany, 2021. Some in the crowd sang the hymn "Amazing Grace." Others waved banners that bore the image of a lion under which was written "Proverbs 30.30"—a biblical reference that some in the crowd might have recognized as containing the words "The lion in you never retreats." Still others called upon God in song to "Crush the Enemy" on behalf of his people—presumably the protesters congregated to "Stop the Steal." What might these scenes, preserved by their perpetrators and published by the Uncivil Religion project (among others), suggest about orderly or disorderly political protest? How does the hymnodic and biblical literature engaged by the crowds advance their purposes in challenging power, or in manifesting empowerment, as they approach the cradle of democracy on the day of Epiphany? These are the questions this paper explores.

Swimming Upstream?: Teaching Media and Political Communication in the Disinformation Age

Bill Yousman, Associate Professor, Department of Media and Performing Arts, Sacred Heart University, Connecticut, United States

Due to the widespread prevalence of disinformation in the larger culture outside of academia, it is inevitable that disinformation will come into our classrooms. This paper is intended to open up questions about the many challenges this presents for media studies pedagogy in what McIntyre (2018), and others, have called the Post-Truth Society. Drawing on both personal experiences and larger trends, I identify a number of key issues confronting educators including: students who introduce disinformation into classroom discussions, faculty who spread disinformation, the relationship between academic freedom and pedagogical responsibilities, the sometimes blurry distinctions between disinformation and alternative perspectives, and the need for crowdsourcing ideas related to how educators may respond to these challenges.

"We Do Not Consent!": The Persuasive Action Frames of a Protest Group Accused of Spreading Misinformation via Facebook

Virginia H. Balfour, Student, PhD, University of New South Wales, New South Wales, Australia

During the pandemic, social media fuelled the spread of disinformation and misinformation at scale, frustrating public health responses, and provoking civil disobedience. Grassroots protest groups played a critical role in the amplification process. Yet little is known about how these groups function, or the persuasive action frames they use to encourage followers to join their cause, share their message and take action. This paper outlines the persuasive communication used by a protest group accused of, and ultimately de-platformed for, spreading misinformation via Facebook. The group became the biggest of its kind in Australia, attracting 84,000 followers in just a few weeks. Mixed methods, including analysis of follower engagement trends and in-depth close reading of Facebook posts were used to determine the persuasive action frames used across the group's lifecycle, and the role social media affordances played in the process. Distinctive frames were used to drive membership, foster unity, create a sense of identity, and broker information with similar groups. Social media affordances enhanced membership growth and message amplification, and also enabled the group to repeatedly evade platform censure. The paper highlights the power of social media to fuel grassroots protest groups' communication. It argues that by identifying the lifecycle of a protest group, and the persuasive communication used in the different phases of the lifecycle, critical inflection points can be identified where interventions could be made to slow or halt the progress of mis and disinformation, and the consequent offline harms they create.

Problematic Smartphone Use and Social Relationships: Findings from a Systematic Review of the Research Literature

Jakub Bandoch, Student, PhD, Doctoral School of Social Sciences, Kujawsko-pomorskie, Poland

In my paper, I address the problematic use of the Internet, social media, and smartphones (PSU). These are research areas that are directly related to each other and deal with identical problems. I explore the impact that smartphones have on social relationships in primary and secondary groups. I conducted a systematic review of the scientific literature on the topic of the possible negative impact of smartphones on individuals' lives and social relationships. The exemplary conclusions that emerged from the review are as follows: correlational analyses indicate that there is a negative relationship between children's and adolescents' perceived relationship with their parents and the occurrence of problematic smartphone use in their lives. In such cases, PSU is most often the product of several different negative stimuli (such as violence, lack of communication, failure to show affection, or overprotectiveness) and is treated as a result of them. Some studies have also found that parental overprotectiveness is associated with the occurrence of PSU among children. At the same time, basically all the studies were carried out using quantitative methods, on non-representative research groups and using different research tools. Therefore, the interpretation of their results is not obvious and the results themselves are not conclusive. In my paper, I discuss the literature review, point out the results of the selected articles, and discuss their limitations. I then show in which direction future research on problematic Internet, social media, and smartphone use should be developed.

Making Jesus Viral: How Contemporary Churches Have Adapted to TikTok

Jenna Bluedorn, Student, Doctor of Philosophy, Indiana University of Pennsylvania, Pennsylvania, United States

As the media landscape is constantly shifting, corporations and individuals alike must adapt their online presence to meet their potential audience across platforms. Very few churches, as non-profit organizations, have begun to adapt TikTok into their digital messaging strategies. Little research on church's social media use has been conducted, with none having examined the use of TikTok. This research contributes to the larger body of work by filling the gap in TikTok research in general and helping to understand how the platform fits into the larger social media world. A content analysis of three churches' TikTok presence is provided with recommendations on how churches can further utilize TikTok to reach potential new audiences and maximize their influence among the younger generation (Generation Z).

Social Media Outreach to Connect with Teens and Sexual Gender Minority Populations Who Have a Mental Illness

Patricia Cavazos, Professor, Psychiatry, Washington University School of Medicine, Missouri, United States

We tested methods for recruiting study participants on social media platforms and successfully recruited over 1,700 youth and young adults socially networking about mental illness - at a rate of recruiting 50-150 youth per month. Participants, including those with likely depression, were recruited from several social media platforms, including Instagram, Facebook, Twitter, Reddit, and Tumblr. To target individuals with mental health problems using direct outreach or targeted advertisements, eligible participants were identified as those who had posted about feeling sad or depressed on social media. They completed an online survey about their depression symptoms, interest in treatment, and potential barriers to accessing treatment. Results indicated 1,111 (67%; 1,111/1,651), mean age=22 years old, screened positive for clinical/subclinical DSM-5 depression, and 719 (58%; 719/1,249) for anxiety, with the vast majority not engaged in treatment (80%). We additionally assessed interest in social media mental health outreach, with 84% of our participants indicating they would respond favorably to a social media-based mental health intervention if contacted online. Thus, participants' preference for online intervention coupled with their interest in online recruitment and mental health support signals the potential and feasibility of engaging people who struggle with mental illness via social media outreach and online intervention. Additionally, of the over 1,000 individuals we engaged with via social media for our studies focused on mental illness, SGM populations were also represented to a greater degree within this social media outreach method (13% vs 9% in the general adolescent population).

Who Are Connected by Numbers?: A Social Network Analysis of Quantified Self Community

Bingyu Chen, Student, Doctoral Student, Nanyang Technological University, Central Singapore, Singapore
Vivian Hsueh Hua Chen, Associate professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

This study used statistical and social network analysis to investigate on the characteristics and communication patterns at an online community about quantified self. Quantified self refers to self knowledge generated through numbers presented to users via tracking technology, including biological, physical, behavioral information relevant to themselves. Through these quantified self practices, individuals perceived a more sensible, calculatable, and manageable self. Quantified self participants share and discuss their self data and exchange knowledge online, constructing new communities which are connected by numbers. These communities care more about the scientific and professional analysis of the shared self data. Additionally, the self data are more sensitive since they are usually regarded as personal privacy. Therefore, this study aims to explore the uniqueness of these communities' social network. "Quantified Self" is an online community encouraging its users to share their practices, opinions, and knowledge about self-tracking and health. "Quantified Self" has 5731 users and 2193 threads till 21st April 2022. Employing statistical and social network analysis methods, two different communication networks, posting network and reading network, are designed to better analyze the communication patterns. Centrality, Closeness, betweenness and coreness are calculated in both networks, while post degree and read degree are calculated separately. The results suggest that the communication network is dominated by professionals, while the reading network is more decentralized with higher level of diversity of more kinds of active users. Although threads can last for a long-time discussion, the users are not suggested to participate consistently. Some typical cases are discussed.

The Smartphone Mandate: Data Collection and the Third Party App Party

Adam Dean, Assistant Professor, Communication and Media, Lincoln Memorial University, Tennessee, United States

This paper examines third party data collection in the smartphone universe. It begins by outlining the history of a publicly-funded and commercially-curated Internet in order to provide the foundation for analyzing how private companies compete to collect and sell user data through ubiquitous smartphone applications. The paper provides a historic overview of the public investment in the internet infrastructure, beginning with the national phone and cable wiring grids as well as Defense Advanced Research Projects Agency (DARPA) and the High Performance Computing Act of 1991. The paper then examines ubiquitous smartphone applications that are informally or formally mandated as part of our daily lives. Such ubiquitous mandatory applications include QR code scanners, maps and navigation services, text notification services and two-factor authentication software. The paper concludes with a proposal for users as regulators to protect basic privacy against monetization, or to dismantle the ubiquity of data harvesting smartphone applications.

Dissecting the Roles of the Media for Effective Global Transition: An Adoptable Framework for Media Inclusion in Development

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Bibiana Inej, Cross River University of Technology

Communication is imperative to the attainment of the much desired global goals and appropriate communication itself, effectively defines the strategies adoptable towards the actualization of the goals. Mass media are the veritable means through which effective communication is achieved, thus, the exclusion of the roles of the media in development leads to the bereavement of functional communication. With the rise in the technological advancement and improvement in media technologies, more persons are reached at less costs and at a relatively affordable time span. Such advancement has also adversely led to the proliferations of dysfunctional platforms where ill information and distorted contents are raised thereby leading to the retardation of the wheels of development. Considering the Sub-Saharan Africa with particular emphasis on Nigeria as the research interest area, this study identifies that a good percentage of the population here are most vulnerable to such misleading platforms and by this, an invaluable reason why development is yet to be attained in these areas of the globe. The study points out several factors that contribute to the Sub-Saharan vulnerability these which includes technological inadequacies, information imbalance, among others, thereby plunging the residents here into untoward agitations, undirected investments, the result of this which is increased poverty. Rhetorically, can the mass media in the face of this mishap be re-utilized again towards the correction of these abnormalities? To answer this question, this research herein dissects the roles of the media in response to effective global transition.

Covid 19 Pandemic, Conspiracy Theories, and Government Responses: The Case of South African Department of Health Facebook Page

Memory Mabika, Senior Lecturer, English, Media Studies and Linguistics Department, University of Venda, Limpopo, South Africa

First discovered in Wuhan, China, in December 2019 the Coronavirus has caused untold havoc throughout the globe and its effects will be remembered for many years to come. This flu like Covid19 virus has resulted in governments introducing some of the most drastic measures to stem its virulence. Because of its evolving nature, and the mystery surrounding its origins scientists, governments and the public have been left puzzled. This has created fertile grounds for speculations, conspiracy theories and fearmongering, particularly on social media platforms, thereby further complicating efforts of governments to combat the pandemic. While vaccines have been developed, uptake of these vaccines, particularly in developing countries such as South Africa has been very low, due to among other things, uncertainty about the efficacy of these vaccines and peddling of conspiracy theories on social media and other mass media platforms. This qualitative study examines users' comments on the South African Department of Health official Facebook to shed light on the way in which conspiracy theories about COVID19 stand in the way of government efforts to combat the pandemic. The study employs the social cognitive theory to explain the possible effects of conspiracy theories on the government's information and communication strategies in fighting the Covid19 pandemic.

From Outsourcing to In-house Sound Mixing Facility for BA Film and Animation Thesis Film Production: A Case Study

Khalid Al Mkhlaafy, Programme Leader BA Film and Diploma Broadcast Media, Puttnam School of Film and Animation, Lasalle College of the Arts, Singapore

This paper critically examines the risks, challenges and potential successes relating to the installation of an in-house sound mixing facility based on a case study at a Film School in Singapore. In order to address the urgent need to effectively train final year BA Film students in professional sound post-production practices to ensure their thesis films were exhibition ready for their annual Avant Premiere, a practical, budget conscious approach was adopted in order to secure the adequate resources to design and equip four small surround sound editing/mixing facilities to cater to increased demand from an increase in student numbers. By leveraging on the democratising nature of recent technological developments and the preponderance of more affordable hardware and software based solutions for audio post-production, the goal for setting up the modest sound mixing resources was to elevate the discipline as it had historically suffered from a degree of neglect for various reasons, which will be discussed in the paper. One significant outcome of the shift to bring the process in-house, was an immediate increase in the number of final year students selecting sound as their area of specialism: a trend, which has continued ever since the setting up of the first sound mixing facility in 2016.

Migrants, Pandemic, and Mobile Media: Usage of Smart Phone Applications by Internal Migrant Workers during COVID-19 in India

Amoolya Rajappa, Fulbright Fellow, School of Communication, Florida State University, FL, United States

Mobile media is intricately interwoven into the public and private lives of migrant workers because it brings together multiple, previously divergent functions. A wide array of activities made available by the media technologies in smart phones- audio and video content, GPS, and internet facilities- is useful for migrants to plot their course through the unregulated labour markets in urban spaces. The COVID-19 pandemic and the subsequent migrant exodus in India reveals a startling range of diversification of mobile media usage and consumption among migrant labourers. This paper charts out the many ways in which the pandemic forced them to find more urgent, meaningful uses for mobile-led media applications, turning them into producers of their own symbolic space. The study, in attempting to understand how migrant workers use various Information and Communication Technologies (ICT) facilities to represent their own voices, issues and concerns, also examines how they navigate/negotiate hostile media channels in crisis situations. Drawing on reports that assessed the impact of COVID-19 lockdown on internal migrant workers and ethnographic interviews, the paper reiterates the importance of educating migrant workers on the access and correct usage of valuable mobile media applications.

The Role of Social Media Use in the Sudanese Uprising, 2018: An Exploratory Study

Mustafa Taha, Associate Professor, Mass Communication, American University of Sharjah, United Arab Emirates

This study uses Christensen's (1997) technology disruption theory and Castells' (1996) theory of network society to explain the influence of social media in political change in Sudan. It provides an anatomy of the role of social media in the Sudanese revolution that toppled the dictatorial rule of Gen. Omer Al-Bashir on April 11, 2019. Bashir was indicted by the International Criminal Court (ICC) for war crimes in Darfur. His pro-Islamic government controlled the media and suppressed the opposition. Bashir's brute force failed to pacify an internal popular discontent and an external approbation. The Sudanese protesters used social media as an alternative media (Haas, 2004; Chan, 2017) to organize massive demonstrations that led to the downfall of Bashir's authoritarian rule. The study used 30 in-depth interviews to explore the opinions of the Sudanese people, namely the young generation, about the use of social media during the Sudanese revolution. The study found that social media played important roles in informing, organizing, and mobilizing young men and women during the protests (Leung and Lee, 2014). Some interviewees suggest that the revolution could not have happened without social media. The majority of the interviewees state that the internet blackout was meant to hide the atrocities committed during the brutal dispersal of the sit-in in front of the General Command of the Armed Forces. They state that the protesters used mobile phones, SMS, and pamphlets during the blackout. The study contributes to an emerging scholarly inquiry into the role that social media play in cyber-activism.

The Presence of Data Journalism in the Caribbean: Analysis of the Frequency of Use in Digital Media from Cuba, Dominican Republic, and Puerto Rico

Ramaris Albert Trinidad, Assistant Professor, College of Communication and Information, University of Puerto Rico, Puerto Rico

Data-driven journalism is a specialization that allows the compilation and in-depth analysis of structured information to present it in more versatile formats through interactive visualizations and other multimedia tools. This specialty serves to tell stories based on vast amounts of information that, without the assistance of a computer and the application of statistical methods, would be challenging to report. This work presents a study about the degree of penetration of data journalism through a comparative study of the journalistic media of the Spanish-speaking Caribbean. For this purpose, an exploratory pilot questionnaire investigated the processes and techniques used by journalists in the preparation of publications in digital media of Puerto Rico, Cuba, and the Dominican Republic, in order to determine whether they apply data journalism from the defining elements that Paul Bradshaw establishes in his inverted pyramid of data journalism. The findings point out that journalists from these countries vary in the level of frequency of use of the five characteristic functions, of which the analysis of databases is the most used by all. The respondents agree that the least used data journalism techniques are the collection of data through contests or open collaboration projects (crowd-sourcing) and the development of tools and informative web applications based on database contents. The digital journalists who have trained in this discipline did so, mainly, through workshops and practical seminars they took on their own initiative.

A Communication Rupture, then Event: Evolving Global Systems

Marcus Breen, Professor, Director Media Lab, Communication Department, Boston College, Massachusetts, United States

On February 4, 2022 the Joint Statement of the Russian Federation and the People's Republic of China on the International Relations Entering a New Era and the Global Sustainable Development was released. It described China's and Russia's role in the "redistribution of power in the world" informed by "the advent of the information society." This statement was the event within a historically evolving rupture in the global relations detailed in Emmanuel Wallerstein's World Systems Theory. The announcement of these new arrangements can inform research exploring the dialectics of communication within human development systems. While communication is the primary vehicle for globalization, it is the means through which the global orientation of world powers with each other is imbricated and effects change. Within the dialectical approach, the political economy of communication embodies a Rupture: it offers a radicality of systems of interaction that enhance economic development alongside cultural enrichment, which generate their opposite in relation to the original. In this case, referred to by Wallerstein as "structural crisis," the rupture occurred as the US domination of the digital innovations associated with the Internet gave way, as China utilized U.S. and western technologies for its own purposes, achieving major power status by 2020, moving within the global system from the periphery to the core. A systems approach – grounded in critical theory with Marxist attention to the whole of (global) society – explores the impact of the rupture and the event of the Joint Statement for communication.

Orality, Interiority, and Literacy in Edward Taylor's Preparatory Meditations

Yi He, Student, PhD, Brandeis University, Massachusetts, United States

Colonial American poet Edward Taylor's Preparatory Meditation poems can be seen as a technological aid to speech. Past scholars have focused on these canonical poems' use of theology and aesthetics, citing the poems' vivid imagery and passionate lyricism. Yet, their work has not shown how these very qualities- sensuousness, as well as pleas for perfect communication to God-amongst others, actually point to the poems' role in an early New England media ecology. The poems play a vigorous role in the interplay of orality and literacy in Puritan society. This paper examines the poems' text and context for how they amplify oral thought and expression, even though they are written. This reinterpretation of Taylor's poems reveals how speech deeply shaped why and how poetry was written in early America. It shows how literacy may not completely dismantle oral thought, as McLuhan and Ong might suggest, but rather encourage it. I focus on Taylor's poems in his Christographia series, in which all his sermons have been preserved, scrutinizing the poems' sensory details, meditative structure, and evocation of speech. The poems allow Taylor to emphasize the auditory nuances of voice, focus on pre-speech unformed thought or "interiority," and renew his desire for the power of sounded words. Puritan New England may be shaped by the richness of speech more than its proliferation of printed pages would indicate.

Intuition, Ideology, and Rationalist Bias in Communication Theory

Leonard Shedletsky, Professor, Communication and Media Studies Department, University of Southern Maine, Maine, United States

Jo Temah Gabrielski, Adjunct, Steinhardt School of Culture, Education, and Human Development, New York University, United States

This paper argues that while social intuitionist theory has received a wide range of support from a variety of disciplines, communication theory has totally neglected intuition in its understanding of how we communicate while continuing to present a rationalist bias. It describes social intuitionist theory, some of the supporting evidence for it, and ties together intuition, ideology, and communication. It makes it clear that textbooks in communication theory have presented a rationalist view of communication. It is hoped that social intuitionist theory will spark a fresh body of research in communication.

Let the Credits Roll - "Saturday Morning All Star Hits!" and the Lack of Paratext Choice: On Kyle Mooney's Application of VHS Temporality to Streaming Media

Helen Smith, Student, PhD Student, University of Wisconsin-Madison, Wisconsin, United States

When sketch comedian Kyle Mooney created the show "Saturday Morning All Star Hits!" for Netflix, he translated the form of VHS to that of streaming content. Mooney's VHS collection inspired the show, but the true inspiration is that of the recorded TV show instead of the retail VHS tapes that fill his shelves. His choices disrupt the psychology of binge-watching, disrupting the flow of the generalized streaming show. In particular, the segments include credits. I use theories of paratext and deconstruction to demonstrate that these credits physically engage the viewer trained to skip the credits, forcing them to recognize to what extent their viewing habits differ from those associated with childhood. The episodes' paratext place the adult viewer in somewhat of a parental role, seeing the show from an alienated perspective. Through Derrida's work on difference, I challenge the idea that this perspective is lesser than that intended for the audience; the comedy of the show features a playfulness of form rather than a recreation of childhood entertainment. The show remediates the childhood morning show in the algorithmically-optimized space of Netflix, and studying the false disruption of the credits shows a replicatable example of how to play with the streaming service medium.

Identifying Media Bias in Japan's Local Newspapers

Akio Torii, Professor, Faculty of Global Management, Chuo University, Tokyo, Japan

A media bias is empirically identified in the page space allocation for news articles in Japanese local newspapers. The existence of such bias can be empirically identified by the correlation between an index representing a characteristic of the selected articles and external factors, indicating that the appearance of reality is subject to change depending on external factors. Identifying the correlation needs an econometric model because the level of bias is determined endogenously. The model constructed in this paper is a simultaneous equation model with two endogenously determined variables, level of bias and profit. The model is applied to explain large variance observed in a scandal reporting by 46 local newspapers in Japan. The scandal concerned the former Minister of South Korea. There is a reason to assume that the articles are not to convey the information about international affairs but to entertain readers. Papers that devoted more spaces for the scandal reporting should have abandoned the opportunity to convey the reality in the globe as faithfully as possible. The empirical result shows that readers in Japan tend to appreciate less informative news and the directors/editors face trade-off between conveying more information and earning more profit. The higher voter turnout for the ruling conservative party shifts the preference of the paper in the direction for more intense reporting, while the larger circulation number tends to make the paper strive to avoid over-reporting. Thus, observed structure of resource allocation for the scandal is considered to prove the existence of a bias.

How do Parasocial Relationships with Instagram Influencers Influence Consumer Habits of Female Saudi Followers with Special Reference to Luxury Brands

Shahla Mohammed A Geoffrey, Student, PhD, Queen Mary University of London, United Kingdom

This research provides insight into the complex dynamics of parasocial relationships between Instagram influencers (Instafamous) and consumers of luxury brands on social media. In so doing, it seeks to examine how these virtual relationships mediate the consumer habits of Saudi female with respect to luxury brands. Building on the convergence between theories of Social Influence and Parasocial Relationship, this research seeks to interrogate the social psychology of parasocial relationships between Instagram influencers and consumers to examine the positionality of influence in reconfiguring attitudes towards the marketplace and luxury goods employing qualitative methodology. This research is one of the few studies that focuses on parasocial relationships, Instafamous and consumer engagements with luxury brands in a Saudi Arabian context. Marketing practitioners can benefit from the findings of this research in improving customer engagements with luxury brands through hiring Instafamous who are more likely to develop parasocial relationships their followers to promote their brands.

Information and Advertiser's Media Decision: An Empirical Study of Oman Context

Fatma AL Kalbani, Commercial Manager, Marketing, Ministry of Information, Oman

The purpose of the study is to investigate the information utilization in advertising media decisions. The study uses content analysis from 135 programs/sections/advertisements of official newspaper, television, and radio. The results indicate a gap between media decision and information about media consumption rates. However, information about advertising function, programs content, target audience, and timing were reflected in advertiser's media decision. It is recommended that an independent official research center should provide periodic surveys on media consumption in Oman to support advertiser's media decisions.

Media Business in Uganda: A Case Study

Rehemah Nabbuye, Communication and Advocacy Officer, Communication, Ice Breakers Uganda, Kampala, Uganda

Mass media in Uganda includes print, television, radio and online sectors, and coverage is split between both state-run outlets and privately held outlets as well as English-language outlets and Luganda-language outlets. The Uganda communication commission launched access to digital TV, users purchase digital TV recorders from licenced firms. Radio has also dominated by the state owned Radio Uganda up until the early 1990s when the first independent radio stations got licenses to operate. Radio is now embracing new kind of media and integrating with other communication channels. Radio stations in Uganda integrate mobile technology in their programming to increase on audience engagement. Currently about 5 million television are used. There are several digital channels viewed in Uganda including international news, music and film channels. By covering news, politics, weather, sports, entertainment, and vital events, the daily media shape the dominant cultural. Beyond the media networks, independent news sources have evolved to report in events which escape attention or underline the major stories. The internet as a media platform in Uganda is still quite new. Internet penetration levels are still very low when compared to other African countries. The recent Indian ocean fiber optic cable project brought a lot of optimism and lead to an increased interest in the internet as a media platform. It has led to investment with a number of local telecommunication companies investing into broadband and GPRS subscription services. The Uganda communication commission put mobile internet subscriptions at 4,196,133 compared to 106,900 fixed internet subscription.

Selling Democracy by Phonograph: Early Communication Technology and the Rise of the Mass Media Presidency

Susan Spellman, Chair and Associate Professor of History, Department of Humanities and Creative Arts, Miami University, Ohio, United States

John Forren, Associate Professor and Director, Justice and Community Studies/Menard Family Center for Democracy, Miami University (Ohio), Ohio, United States

Do corporate interests participate in American elections in pursuit of profits? Undoubtedly so – but the profit-driven selling of candidates and issue positions by “big business” is hardly a new thing in American politics. Indeed, as far back as 1900, “big media” firms – most notably, Thomas Edison’s National Phonograph Company, the Victor Talking Machine Company, and the Columbia Phonograph Company – were already leveraging technological advances in mass communication to derive profits from American political campaigning. Foreshadowing the rise of for-profit American political broadcasting by several decades, phonograph companies generated enormous profits by selling wax cylinders featuring presidential candidates’ speeches. Intended to “multiply the candidate,” as one Edison advertisement claimed, these ready-to-play “canned speeches” featuring the voices of William Jennings Bryan, William Howard Taft, and Theodore Roosevelt transformed campaign tactics by allowing contenders to “speak” directly to individual voters through a machine. Edison boasted of selling upwards of 600,000 of Bryan’s recordings alone, making clear both the democratic potential and financial profitability of broadcasting candidates’ messages through mass media. Drawing on letters, advertisements, newspaper articles, and other period sources, this paper explores the rise and development of phonographic mass political communication in early twentieth-century America and how it both shaped electoral politics and foreshadowed current political communications companies. More broadly, the paper examines the ethical dilemmas posed by these technological innovations, questioning whether American corporations should play a direct role in American elections or if candidates themselves should derive profits from their campaigning.

Competitive Analysis of South Korean Real Variety Show: Case Study of Grandpas over Flowers

Pei Tsai, Professor, Department of Radio, Television and Film, Shih Hsin University, Taipei, Taiwan

Ming-Jay Chang, Adjunct Assistant Professor, Radio TV Film, Shih Hsin University, Taiwan

The “real variety show” is a new genre of TV format created in Korea by combining local variety shows and imported reality shows. Grandpas over Flowers has a competitive advantage in terms of intellectual property in the following three key factors of reality shows: casting, setting, and editing. First, Grandpa over Flowers has been innovative since its planning phase. A new element of “old people” was introduced to the common formula of backpacking programs. Producer Na Young-seok followed “the logic of subtraction” and focused only on the essentials of the program, which means “people” who are travelling. The programs were able to present contrasts between the actors’ true personal feelings and their public images on TV. Secondly, the role of the “scriptwriter” was stressed in the variety show. The documentary clips in the “live variety show” were enhanced with a moving plot, and the “scriptwriter” who knows how to “tell good stories” can successfully create a personality for each character in the variety show that appeals to the audience. Thirdly, innovation was integrated in both production and post-production. Hidden cameras were used to capture the most realistic and natural appearance of the actors and to create surprises and add more fun. The editors sifted out interesting clips from the vast amount of raw footage so as not to miss any trivial laughing moments. Subtitles were no longer “just subtitles”, but were specially designed so that they can express emotions, narrate as hosts, or invite the audience into a dialogue.

Attendance List

Fatma Al Kalbani, Ministry of Information
Khalid Al Mkhlaafy, Lasalle College of the Arts
Ramaris Albert Trinidad, University of Puerto Rico
Jonathan Albright,
Paulo Bruno Alves, Viseu Higher School of Education – Polytechnic Institute of Viseu
Susanne Ardisson, Hochschule Fresenius
Susanne Ardisson, Hochschule Fresenius
Richard Arias Hernandez, University of British Columbia
Lance Arnold, Nicholls State University
Wesley Leon Aroozoo, LASALLE College of the Arts
Beth Austin, University Wisconsin – Superior
Arianna Avalle, University of Texas at Austin
Kirubel Tadesse Ayetenfisu, American University
Peter Ayolov, Sofia University St. Kliment Ohridski
Virginia H. Balfour, University of New South Wales
Jakub Bandoch, Doctoral School of Social Sciences
Emily Bell, Columbia Journalism School
Alonit Berenson, Zefat Academic College
Lori Bindig Yousman, Sacred Heart University
Jenna Bluedorn, Indiana University of Pennsylvania
Jacob Boivin, Université du Québec à Montréal
Melinda Booze, Evangel University
MyAun Boyd, Evangel University
Marcus Breen, Boston College
Nora Buckbee, National University of Galway, Ireland
Jim Carney, Lehman College – City University of New York
Jaclyn Carroll, Boston College
Patricia Cavazos, Washington University School of Medicine
Bingyu Chen, Nanyang Technological University
Matteo Ciccognani, University of Leicester
Emily Connelly, Evangel University
Meghan Conroy, Select Committee to Investigate the January 6th Attack on the US Capitol
Michael Crawford, UA Local 190 Pipefitters Ann Arbor MI
Anne Cronin, Lancaster University
Moirá Day, University of Saskatchewan
Adam Dean, Lincoln Memorial University
Noémie Déom, University College London
Essien Essien, Drexel University
Tom Felle, NUI Galway
Kelly Fincham, National University Ireland Galway
Julie Fisher Rowe, The Opportunity Agenda
Kahlan Foland-Hollinger, Evangel University
John Forren, Miami University (Ohio)
Eric Freedman, Columbia College Chicago
Laurence French, University of New Hampshire
Gustavo Fuchs, University of Texas at Austin
Ana Fuentes, Universidad Complutense de Madrid
Jo Temah Gabrielski, New York University
Mendkhuu Ganbaatar, National University of Mongolia
Ryan Geesaman, Regent University

Shahla Mohammed A Geoffrey, Queen Mary University of London
Tamsyn Gilbert, Common Ground Research Networks
Hailey Gillen Hoke, Weber State University
Francisca Greene, Universidad de los Andes, Chile
Laurence Grondin-Robillard, Université du Québec à Montréal, École des médias
Qiuyan Guo, University of Illinois at Urbana-Champaign
Ufuk Gürbüzdal, Middle East Technical University
Sarah Halford, Brandeis University
Brady Hammond, Quinsigamond Community College
Amber Hardiman, University of Michigan
Kirsten Catriona Hawson, McGill
Yi He, Brandeis University
Seán Hickey, Digital Journalist
Leslie Howerton, Weber State University
Gabriel S Huland, SOAS University of London
Bibiana Ineji, Cross River University of Technology
Neda Jahanbani, New York University
Priyanshi Jain, Room to Read
Gerald Jeschke,
Irina Kalinka, Brown University
Christiana Karayianni, University of Cyprus
Mark Kelton, Evangel University
Laura Kobsch, Hochschule Fresenius
Naomi Kooker, Regis College
Leila Kubesch, Norwood City School District
Ki Sung Kwak, University of Sydney
Allison LaBrot, Evangel University
Michael Lechuga, The University of New Mexico
Thomas Leitch, University of Delaware
Mo Li, Polytechnic University of Valencia
Eason Lu, Columbia University
Agata Lulkowska, Staffordshire University
Memory Mabika, University of Venda
Aileen Macalintal, University of the Philippines Los Baños
Uinsionn MacDubhghail,
Nissim Mannathukkaren, Dalhousie University
Gabriela Martin, FECAP
Muhammad Mashhood, Department of Journalism & Mass Communication, University of Peshawar
Suzanne Mc Bride, Columbia College Chicago
Pete Mc Cauley, University of Minnesota
James Mc Manus, Emerson College
Kali McCroskey, Evangel University
Fiona McGarry, NUI Galway
Mario Minichiello, The University of Newcastle
Rehemah Nabbuye, Ice Breakers Uganda
Jennifer Nilsen, Harvard University
Shiza Nisar, Lahore School of Economics
Ariunzaya Norovsuren, National University of Mongolia
Conall Ó Fátharta, National University of Ireland, Galway
Kara Ortiga, Macquarie University
Wisnique Panier, Permanent Mission of Haiti to the United Nations
Jacob Pardo, Regis College
Alex Pate, Common Ground Research Networks

Porshea Patterson Hurst, The Opportunity Agenda
Zach Pearl, University of Waterloo
Debora Pfaff, Office of the Director of National Intelligence
Katrina Phidd, Chicago Votes
Amoolya Rajappa, Florida State University
David Raskin, Community College of Philadelphia
Emily Reed, Penn State University
Nathan Rodriguez, Weber State University
Alexander Rojavin, Vannevar Labs
Diego Romeo, University of Wisconsin-Madison
Sara Ross, Sacred Heart University
Kaila Ryan, Common Ground Research Networks
Mistura Adebisola Salaudeen, School of Communication and Film, Hong Kong Baptist University
Jillian Salomon, Common Ground Research Networks
Leonard Shedletsky, University of Southern Maine
Sunka Simon, Swarthmore College
Andrew Simoncelli, Nicholls State University
Sati Siroda, Turiba University
Helen Smith, University of Wisconsin-Madison
Francesca Sobande, Cardiff University
Susan Spellman, Miami University
Hanah Stiverson, University of Michigan
Dana C. Sultanescu, SNSPA
Julija Surikova, Turiba University
Mustafa Taha, American University of Sharjah
Margaret Tally, State University of New York, Empire State College
Urwa Tariq, United Arab Emirates University
Gavan Titley, Maynooth University
Akio Torii, Chuo University
Theodore Trost, University of Alabama
Pei Tsai, Shih Hsin University
Unursaikhan Tugj, National University of Mongolia
Samantha Vanderslott, Oxford
Hannah Scheffer Wentz, University of North Dakota
Olga White, San Jose State University
Eric Williams, The Ohio State University
Shuxi Wu, University of Oregon
Bill Yousman, Sacred Heart University
Sindhu Zagoren, Community College of Philadelphia
Yue Zhao, Graduate School of Asia- Pacific Studies, Waseda University
Tiantian Zheng, SUNY Cortland



Common
Ground
Research
Networks

COMMON GROUND

Founded in 1984, Common Ground is 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 that 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--these are deeply important questions of our time that 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.

MEMBERS OF THE FOLLOWING ORGANIZATIONS



Common Ground Research Networks is not-for-profit corporation registered in the State of Illinois, USA, organized and operated pursuant to the General Not For Profit Corporation Act of 1986, 805 ILCS 105/101.01, et seq., (the "Act") or the corresponding section of any future Act.

www.cgnetworks.org



@



The Common Ground Media Lab is the research and technology arm of Common Ground Research Networks. Common Ground Research Networks has been researching knowledge ecologies and building scholarly communication technologies since 1984.

Since 2009, we have had the fortune of being based in the University of Illinois Research Park while building our latest platform – CGScholar. This is a suite of apps based on the theoretical work of world-renowned scholars from the College of Education and Department of Computer Science at the University of Illinois Urbana-Champaign. CGScholar has been built with the support of funding from the US Department of Education, Illinois Ventures, and the Bill and Melinda Gates Foundation.

The CGScholar platform is being used today by knowledge workers as diverse as: faculty in universities to deliver e-learning experiences; innovative schools wishing to challenge the ways learning and assessment have traditionally worked; and government and non-government organizations connecting local knowledge and experience to wider policy objectives and measurable outcomes. Each of these use cases illustrates the differing of knowledge that CGScholar serves while also opening spaces for new and emerging voices in the world of scholarly communication.

We aim to synthesize these use cases to build a platform that can become a trusted marketplace for knowledge work, one that rigorously democratizes the process of knowledge-making, rewards participants, and offers a secure basis for the sustainable creation and distribution of digital knowledge artifacts.

Our premise has been that media platforms—pre-digital and now also digital—have often not been designed to structure and facilitate a rigorous, democratic, and a sustainable knowledge economy. The Common Ground Media Lab seeks to leverage our own platform – CGScholar – to explore alternatives based on extended dialogue, reflexive feedback, and formal knowledge ontologies. We are developing AI-informed measures of knowledge artifacts, knowledge actors, and digital knowledge communities. We aim to build a trusted marketplace for knowledge work, that rewards participants and sustains knowledge production.

With 27,000 published works and 200,000 users, we have come a long way since our first web app twenty years ago. But we still only see this as the beginning.

As a not-for-profit, we are fundamentally guided by mission: to support the building of better societies and informed citizenries through rigorous and inclusive social knowledge practices, offering in-person and online scholarly communication spaces

Supporters & Partners

As they say, “it takes a village.” We are thankful for the generous support of:



And to our Research Network members!

www.cgnetworks.org/medialab



Climate change is one of the most pressing problems facing our world today. It is in the interests of everyone that we engage in systemic change that averts climate catastrophe. At Common Ground Research Networks, we are committed to playing our part as an agent of transformation, promoting awareness, and making every attempt to lead by example. Our Climate Change: Impacts and Responses Research Network has been a forum for sharing critical findings and engaging scientific, theoretical, and practical issues that are raised by the realities of climate change. We've been a part of global policy debates as official observers at COP26 in Glasgow. And we are signatories of the United Nations Sustainability Publishers Compact and the United Nations Climate Neutral Now Initiative.

Measuring

In 2022 we start the process of tracking and measuring emissions for all aspects of what we do. The aim is to build a comprehensive picture of our baselines to identify areas where emissions can be reduced and construct a long-term plan of action based on the GHG Emissions Calculation Tool and standard established by the United Nations Climate Neutral Now Initiative.

Reducing

At the same time, we are not waiting to act. Here are some of the "low hanging fruit" initiatives we are moving on immediately: all conference programs from print to electronic-only; removing single-use cups and offering reusable bottles at all our conferences; working closely with all vendors, suppliers, and distributors on how we can work together to reduce waste; offering robust online options as a pathway to minimize travel. And this is only a small sample of what we'll be doing in the short term.

Contributing

As we work towards establishing and setting net-zero targets by 2050, as enshrined in the Paris Agreement and United Nations Climate Neutral Now Initiative, and to make further inroads in mitigating our impacts today, we are participating in the United Nations Carbon Offset program. As we see climate change as having broad social, economic, and political consequences, we are investing in the following projects.

- Fiji Nadarivatu Hydropower Project
- DelAgua Public Health Program in Eastern Africa
- Jangi Wind Farm in Gujarat

Long Term Goals

We're committing to long-term science-based net-zero targets for our operations – and we believe we can do this much sooner than 2050. We'll be reporting annually via The Climate Neutral Now reporting mechanism to transparently communicate how we are meeting our commitments to climate action.

Desorden democrático: Desinformación, medios de comunicación y crisis en tiempos de cambio



Cartas de bienvenida

Dear Delegates,

A very warm welcome to the Seventh International Conference on Communication and Media Studies, held this year in the beautiful setting of Galway. I would like to thank our host, National University Ireland and all the delegates drawn from every part of the world for their efforts to make this a successful event.

As the conference title, themes and abstract suggest, we meet at a time of tremendous change. Here to examine the opportunities and challenges facing us and to think about the positive role our disciplines can play in the wider world.

We are moving through a testing and uncertain period of history towards the 4th industrial revolution (IR4.0). We will need clear-thinking scholars who are articulate in their arguments, relentless in their search for truth and good-natured in their interaction with others.

I, therefore, welcome all participants from various academic and professional fields and encourage you to engage with each other in supportive and scholarly discourse to address the range of global challenges. I look forward to meeting you all and enjoying your company soon.

Regards,

Professor Mario Minichiello

PhD, Future Arts Science and Technology Lab, Cambridge, UK
University of Newcastle, NSW, Australia

Dear Conference Delegates,

From wherever you've come, in which way your participating, welcome to the Seventeenth International Conference on Interdisciplinary Social Sciences. I am grateful to all of you for sharing your work at this conference.

For over 30 years, Common Ground has invested in developing technologies that seek to break down barriers of access in scholarly communication. In each phase, we've built spaces to support interdisciplinary dialogue, before such approaches were in vogue; connected international voices when disciplines were too often isolated in national silos; and supported an agenda of access and equality, by offering pathways and opportunities for diverse voices. We now propose another kind of intervention -- to build a scholarly communication infrastructure for a blended future. Our blended model seeks to transcend physical boundaries by offering a space to extend in-person conference content online while ensuring online-only delegates are afforded equal participatory and experiential spaces within the platform. At the same time, the model offers participants a legacy resource to which they can return, with access to a social space where fellow participants can keep connected long after the conference ends.

But for us "blended" is more than an approach to technology. We're using this conceptual filter to consider our mission:

- Blended disciplines as an approach to interdisciplinary research practices
- Blended affinities as a way to approach a shared politics for paradigms of recognition and redistribution
- Blended voices as a way to consider where research happens in and outside of academia
- Blended ideas as the common ground for a new sense of civics

We're also committed to being industry leaders. In 2021 we became a signatory to the United Nations Sustainable Development Goals Publishers Compact. Launched in collaboration with the International Publishers Association, the compact "features 10 action points that publishers, publishing associations, and others can commit to undertaking in order to accelerate progress to achieve the Sustainable Development Goals (SDGs) by 2030. Signatories aspire to develop sustainable practices and act as champions of the SDGs, publishing books and journals that will help inform, develop and inspire action in that direction.

Alongside becoming a signatory to the UN Sustainability Publishers Compact. I had the honor of leading Common Ground Research Networks delegation to COP26 in Glasgow late last year. We are measuring current emissions in all aspects of what we do to identify areas where emissions can be reduced. And we're committing to long-term science-based Net-Zero targets for our operations. We'll be sharing a report of our activities and progress annually, so watch this space.

I thank our partners and colleagues who have helped organize and produce this meeting with great dedication and expertise.

Warm Regards,



Dr. Phillip Kalantzis Cope

Chief Social Scientist, Common Ground Research Networks



**Red de
Investigación de
Estudios sobre
Medios de
Comunicación**



Fundada en 2015, la **Red de Investigación de Estudios sobre Medios de Comunicación** constituye un foro –de naturaleza interdisciplinar– donde se debate acerca del papel que desempeñan los medios de comunicación en la sociedad. Buscamos construir una comunidad epistémica donde se puedan establecer relaciones transdisciplinarias, geográficas y culturas. Como Red de Investigación, nos definimos por nuestro enfoque temático y la motivación para construir estrategias de acción determinadas por los temas comunes.

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

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

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

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



Culturas mediáticas

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

Cuestiones actuales:

- 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 medio.
- (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.

Teoría de medios

Sobre las teorías de los medios y comunicaciones.

Cuestiones actuales:

- 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

Tecnología y procesos

Sobre las tecnologías de los medios y las comunicaciones.

Cuestiones actuales:

- 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.



Negocio mediático

Sobre el negocio de los medios de comunicación.

Cuestiones Actuales:

- 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

Alfabetización mediática

Sobre los idiomas y el aprendizaje de los medios.

Cuestiones actuales:

- 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



Jesús Miguel Flores Vivar

Profesor Titular, Departamento de Periodismo y Nuevos Medios, Universidad Complutense de Madrid, Madrid, España



Doctor por la Universidad Complutense de Madrid. Con experiencia de más de dos décadas como profesor, investigador, visitante y conferenciante en diversas universidades: UOC, Nebrija y Complutense de Madrid (España); Università di Roma, Università degli Studi Firenze, Università di Perugia y Università degli Studi di Siena (Italia); UNESP (Brasil); UPB (Colombia) y UNMSM (Perú), entre otras. En 2015, fue Invited Professor en el RCC Harvard University. Ha sido Investigador principal y liderado una veintena de proyectos de investigación e innovación. Es autor, coautor y editor de más de veinticinco libros así como de una centena de artículos en revistas indexadas y especializadas en comunicación, periodismo, internet y tecnologías; ha sido Co-fundador y Coordinador (2005-08) del Observatorio de Periodismo en Internet y promotor de la Red ITC (Red de Investigación Interdisciplinar en Tecnología y Comunicación, Cibercultura y Nuevos Géneros Audiovisuales). Es miembro-experto de la Asociación Española de Investigación de la Comunicación (AE-IC).

Mario Minichiello

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



He went to art and design school to explore an irrepressible instinct to question the culture in which we live and to communicate ideas through his own visual language. He studied graphic design because he wanted to be a disruptive influence on the established hierarchies of power and control in society and help change the world for the better. Design and visual communication not only provides solutions to problems, but remediates experience, promotes clarity of thinking, and encourages creative ideas.

La **Red de Investigación de Estudios sobre Medios de Comunicación** agradece las contribuciones para su fundación, el apoyo constante y la asistencia continua de los siguientes expertos y académicos de renombre mundial.

- **Jesús Miguel Flores Vivar**, Universidad Complutense de Madrid, España (presidente de la Red de Investigación)
- **Piero Dominici**, Università degli Studi di Perugia, Italia
- **Juan Carlos García Vargas**, Universidad de Lima, Perú
- **Ana María Zaharí**, Universidad Rey Juan Carlos, España
- **Fátima Martínez**, Universidad del Rosario, Colombia
- **Javier Gil Quintana**, Universidad Católica de Ávila, España
- **Carmen Marta Lazo**, Universidad de Zaragoza, España
- **Laura Caballero Trenado**, Universidad Internacional de La Rioja, España
- **Salvador Carreño González**, Universidad Nacional Autónoma de México, México
- **Iuliana Botezan**, Universidad Complutense de Madrid, España
- **Denis Renó**, Universidade Estadual Paulista, Brasil
- **Lorena Busto Salinas**, Universidad de Burgos, España
- **Félix Ortega**, Universidad de Salamanca, España
- **Mario Giampaolo**, Università di Siena, Italia
- **Rosa Zeta**, Universidad de Piura, Perú
- **Santiago Tejedor**, Universitat Autònoma de Barcelona, España
- **Guadalupe Aguado**, Universidad Carlos III de Madrid, España
- **Teresa Sandoval**, Universidad Carlos III de Madrid, España
- **Carmen Salgado**, Universidad Complutense de Madrid, España
- **Jorge Clemente**, Universidad Complutense de Madrid, España
- **Javier Contreras**, Universidad Autónoma de Chihuahua, México
- **Pastora Moreno**, Universidad de Sevilla, España
- **Inmaculada Berlanga Fernández**, Universidad Internacional de la Rioja, España

Visite: <https://medios-comunicacion.com/acerca-de/comite-cientifico>



VII Congreso Internacional de Estudios sobre Medios de Comunicación

Durante más de 30 años, Common Ground se ha dedicado a desarrollar tecnologías que buscan romper con las barreras de acceso a la comunicación académica. En cada fase, hemos construido plataformas mediáticas que apoyan espacios de diálogo interdisciplinar, antes incluso de que estas estrategias de aproximación estuvieran en boga; conectando voces internacionales, pese a la frecuencia con la que las diferentes disciplinas se han aislado en espacios nacionales; y apoyando una agenda de acceso e igualdad al ofrecer vías y oportunidades para una diversidad de voces.

Ahora proponemos un nuevo tipo de intervención – construir una infraestructura de comunicación académica para un futuro mixto.

Nuestro modelo combinado busca trascender los límites físicos ofreciendo una plataforma que extiende el contenido de los congresos presenciales al formato en línea, al mismo tiempo que se asegura de que los delegados cuya asistencia es únicamente online disfruten de una participación igualitaria y de espacios experienciales dentro de la plataforma. Al mismo tiempo, este modelo ofrece a los participantes recursos a los que pueden acceder con la aplicación "Event", así como un espacio social en la aplicación de nuestra comunidad académica donde los miembros que han participado pueden permanecer en contacto después de que el congreso haya finalizado.

En este futuro, apostamos por un itinerario bilingüe.

Apoyamos la presentación, publicación, y creación de redes sociales de los delegados de habla inglesa y española. De esta manera buscamos ofrecer espacios donde podamos "hablar nuestro idioma" al mismo tiempo que interactuar juntos.

Nuestro modelo mixto va más allá de la tecnología

El modelo mixto es más que un acercamiento tecnológico. Utilizamos este filtro conceptual para reflexionar sobre nuestros objetivos iniciales: disciplinas mixtas con las que aproximarnos a las prácticas de investigación interdisciplinaria; afinidades mixtas para abordar una política compartida de reconocimiento y redistribución; voces mixtas como la manera de considerar dónde transcurre la investigación fuera de la academia; ideas mixtas como el terreno común para un nuevo sentido de civismo.



Fundado en 2015, el **Congreso Internacional de Estudios sobre Medios de Comunicación** constituye un foro –de naturaleza interdisciplinar– donde se debate acerca del papel que desempeñan los medios de comunicación en la sociedad.

Congresos anteriores

- 2016 - University Center Chicago, Chicago, EEUU
- 2017 - University of British Columbia - Robson Square, Vancouver, Canadá
- 2018 - University of California, Berkeley, EEUU
- 2019 - Universidad de Bonn, Bonn, Alemania
- 2020 - Universidad de Toronto, Toronto, Canadá (congreso virtual)
- 2021 - Universidad de Toronto, Toronto, Canadá (congreso virtual)

Tom Felle

Head of Journalism and Communication Studies, NUI Galway, Ireland



Sede del Congreso





Desorden democrático: Desinformación, medios de comunicación y crisis en tiempos de cambio

La sociedad globalizada combate con múltiples crisis, incluyendo una pandemia global, el cambio climático y la creciente agitación democrática producida por la desigualdad y el populismo. La desinformación, normalmente difundida en las redes sociales por influencers, alimentan las crisis, igual que los antivacunas, los negadores del cambio climático y los populistas protestan contra las medidas de salud pública, los movimientos para proteger el entorno y los resultados de las elecciones. Los medios de noticias también afrontan múltiples crisis existenciales: crisis de confianza en los medios, crisis de legitimidad en cuanto que intentan mantener la imparcialidad ante el populismo y crisis financieras, dado que el modelo de negocio de las noticias se ha visto golpeado por el cambio en el comportamiento del consumidor, el duopolio digital de las tecnológicas y el fracaso en la innovación, lo que amenaza su futuro. Estas dos crisis interrelacionadas amenazan a la democracia misma: sin medios independientes en los que se confíe no puede haber democracia. Sin medios en los que se tenga confianza, el mundo afronta un futuro distópico donde la información se convierte en armamento de la lucha por la supremacía. Los plenarios tratarán todos estos temas en el Congreso Internacional de Estudios sobre Medios de Comunicación (25 y 26 de Agosto, 2022) que tendrá lugar en la Universidad Nacional de Irlanda, Galway. Este congreso internacional e interdisciplinar reunirá investigadores, expertos y académicos pertenecientes a un amplio rango de disciplinas, con intereses comunes en los temas de la red de investigación. Por lo tanto, se tratarán los temas desde una gran variedad de perspectivas, se fomentará la metodología interdisciplinar, así como el respeto mutuo y la colaboración. El comité del congreso acepta propuestas iniciales para ponencias y paneles.

Gavan Titley

Senior Lecturer, Department of Media Studies, Maynooth University, Ireland



"Anxiety and Noise in Public Culture: Thinking Free Speech and Abundant Communication"

Gavan Titley is Senior Lecturer in the Department of Media Studies, Maynooth University. He is also a Docent in the Swedish School of Social Science, University of Helsinki. His books include *Is Free Speech Racist?* (Polity, 2020), *Racism and Media* (Sage, 2019), *After Charlie Hebdo: Terror, Racism, Free Speech* (edited, Zed Books 2017) and *The Crises of Multiculturalism: Racism in a Neoliberal Age* (with Alana Lentin, Zed Books 2011). He is currently working on a book about free speech and communicative abundance.

26 de agosto - 9:10 (GMT+01:00) Dublín

Emily Bell

Director, Tow Center for Digital Journalism, Columbia Journalism School, USA



"Reporting on the Information War in the U.S."

Emily Bell is Founding Director of the Tow Center for Digital Journalism at Columbia Journalism School, Leonard Tow Professor of Journalism, and a leading thinker, commentator, and strategist on digital journalism. The majority of Emily's career was spent at Guardian News and Media in London working as an award-winning writer and editor both in print and online. As editor-in-chief across Guardian websites and director of digital content for Guardian News and Media, Emily led the web team in pioneering live blogging, multimedia formats, data, and social media ahead, making the Guardian a recognized pioneer in the field. She is co-author of *Post Industrial Journalism: Adapting to the Present* (2012) with C.W. Anderson and Clay Shirky. Emily is a trustee on the board of the Scott Trust, the owners of The Guardian, a member of Columbia Journalism Review's board of overseers, an adviser to Tamedia Group in Switzerland, chair of the World Economic Forum's Global Advisory Council on social media, and a member of Poynter's National Advisory Board. She lives in New York City with her husband and children.

25 de agosto - 16:15 (GMT+01:00) Dublín

Martha Molina

Profesora, Facultad de Comunicación de la Universidad Francisco de Vitoria



"Retos de los medios digitales en la era de la desinformación"

A los 15 años, empezó a colaborar con Tony Aguilar en uno de sus programas de radio de los 40 Principales, realizando una revista mensual del programa. Se licenció en Periodismo en la Universidad Complutense de Madrid (España), con un título propio de Comunicación Integral en la Universidad Francisco de Vitoria. Durante casi 10 años trabajó en el departamento de comunicación y marketing de un laboratorio farmacéutico, siendo responsable de la comunicación digital y encargada de la implementación de la estrategia de redes sociales. Ha sido directora de marketing y comunicación de diferentes empresas del sector sanitario y actualmente CEO de Creaciones y Servicios. Desde hace más de 10 años se dedica a la comunicación digital, tanto en medios como corporativa, estando al día de las últimas tendencias, herramientas y plataformas digitales.

En 2017 empezó mi carrera académica en la Facultad de Comunicación de la Universidad Francisco de Vitoria, impartiendo asignaturas de Periodismo Multimedia y Nuevas Tecnologías aplicadas al Periodismo (Verificación, Gamificación, Periodismo Inmersivo, Periodismo de Datos). Actualmente se encuentra trabajando en su tesis doctoral "La realidad inmersiva aplicada al periodismo", donde analiza la necesidad de la formación reglada de las nuevas herramientas para poder aplicar la realidad inmersiva al periodismo, pudiendo facilitar la difusión y contextualización de la información a las nuevas generaciones (realidad virtual, realidad aumentada, realidad mixta, 360°).

25 de agosto - 11:30 (GMT+01:00) Dublín

Francesca Sobande

Senior Lecturer in Digital Media Studies, Cardiff University, UK



"Consuming Crisis: Commodifying Care and COVID-19"

Francesca Sobande is a senior lecturer in digital media studies at Cardiff University. She is the author of *The Digital Lives of Black Women in Britain* (Palgrave Macmillan, 2020) and *Consuming Crisis: Commodifying Care and COVID-19* (SAGE, forthcoming 2022). Francesca is also co-editor with Akwugo Emejulu of *To Exist is to Resist: Black Feminism in Europe* (Pluto Press, 2019), and is co-author with layla-roxanne hill of *Black Oot Here: Black Lives in Scotland* (Bloomsbury, forthcoming 2022).

26 de agosto - 15:30 (GMT+01:00) Dublín

Mario Minichiello

Director of FASTlab, Cambridge, UK and Honorary Professor, University of Newcastle, Australia



"Chaos Democratic Disorder: Disinformation, the Media and Crisis in a Time of Change"

I went to art and design school to explore an irrepressible instinct to question the culture in which we live and to communicate ideas through my own visual language. I studied graphic design because I wanted to be a disruptive influence on the established hierarchies of power and control in society and help change the world for the better. Design and visual communication not only provides solutions to problems, but remediates experience, promotes clarity of thinking, and encourages creative ideas.

In this way we are developing the human capacity to meet the challenges of our future. The chance to influence how people in any society think and behave, even for a brief moment, is a positive intervention in a world that is increasingly concerned with mindless celebrity, consumerism, and self-interest. We have to strive to make life better and not merely make ourselves financially richer.

25 de agosto - 9:30 (GMT+01:00) Dublin

Cada año se otorga un mínimo de Becas para Investigadores Emergentes a estudiantes de posgrado e investigadores que tienen interés en los temas del congreso. Aquí les presentamos a los ganadores de beca de 2022.

Cristina Cruz González

Universidad de Granada,
España



Lucía Varrela Monterroso

Universidad de Sevilla, España



Tamara Ormeño

Universidad Nacional de Chilecito,
Argentina



Carmen Lucena Rodríguez

Universidad de Granada,
España



Mario Zaragoza

Universidad Nacional Autónoma
de México, México





Resúmenes de 2022

Tema destacado 2022 - Desorden democrático: Desinformación, medios de comunicación y crisis en tiempos de cambio

¿El autoritarismo digitalmente implantado?: Un análisis de las páginas y grupos conservadores de Facebook y Telegram en Brasil

Natasha Bachini, Postdoctoral Researcher, Sociology, USP, São Paulo, Brazil

Pablo Almada, Post-Doctoral Researcher, Department of Sociology / Center for the Study of Violence, University of São Paulo, São Paulo, Brazil

El artículo analiza la transposición del discurso autoritario en Brasil para las medias sociales, empezando una observación de sus enunciadores en dos plataformas digitales distintas: el Facebook y el Telegram. Para obtener una visión amplia de las matices, estrategias e del papel de los diferentes actores en la composición del discurso, vamos a analizar y comparar las publicaciones de las páginas oficiales de políticos conservadores y también los perfiles no oficiales y de sus partidarios en relación a los marcos atribuidos a las cuestiones de los derechos humanos, a las instituciones democráticas y a la violencia del Estado, así como las interacciones resultantes de este proceso. Esta propuesta forma parte de los esfuerzos del proyecto CEPID "Construir la democracia en la vida cotidiana: derechos humanos, violencia y confianza institucional", desarrollado por el NEV-USP y financiado por la FAPESP. En continuidad con las investigaciones del núcleo, trataremos de observar cómo se construyen o desvirtúan tales cuestiones a partir de la comunicación digital y en qué medida sus características favorecen la perpetuación del autoritarismo socialmente implantado en Brasil, a partir de medios nativamente digitales. Partimos de las hipótesis: i) las diferentes plataformas y actores componen una ecología informativa que confiere una mayor plasticidad al discurso autoritario; ii) los recursos simbólicos de estas plataformas tienden a suavizar el discurso violento y desigual de los argumentos autoritarios; iii) las dificultades para controlar los contenidos que circulan en estas redes y para responsabilizar a sus autores favorecen el recrudecimiento de este discurso.

Disfemismos en la prensa española de cobertura de extrema derecha

Sonia Madrid, Senior Lecturer, Spanish Language and General Linguistics, University of Murcia, Murcia, Spain

Existen numerosos estudios que destacan la influencia que los medios de comunicación ejercen sobre los resultados electorales y también los que lo relacionan con el ascenso del populismo de derecha en Europa, con una mayor cobertura de temas relacionados con su discurso y, lo que resulta especialmente de interés para nuestro objetivo, con un encuadre específico con el que se abordan tales temas. El objetivo de nuestro trabajo es demostrar cómo los medios contribuyen a legitimar un discurso y, fundamentalmente, un estilo de discurso con una retórica del "hablar claro", lo que se traduce en un abuso de disfemismos, un registro impropio de la prensa escrita. Analizamos los disfemismos presentes en un corpus de 1170 noticias en la prensa española que dio cobertura al partido de ultraderecha Vox en las elecciones andaluzas de 2018 para demostrar los desplazamientos discursivos que se producen en esta época de desorden democrático en el que los medios se "contagian" de las formas del decir.

Representación de los manifestantes en la movilización social: Ecuador 2019 y Colombia 2021

Lenin Miranda Maldonado, Teacher, PhD. Candidate, Faculty of Social Sciences, Universidad Central del Ecuador, Pichincha, Ecuador

A partir del 2019 América Latina vivió una ola de intensas manifestaciones en varios países de la región. En este contexto de efervescencia social, varios organismos han denunciado casos de violaciones de derechos humanos por agentes del Estado hacia manifestantes. Este trabajo analiza las estrategias de representación de actores, así como la relación agente - paciente, implementadas en las portadas de dos medios escritos: Diario El Expreso de Ecuador y Revista Semana de Colombia. En términos metodológicos, se utiliza las herramientas propuestas por Van Leeuwen en su modelo de Red de Actor Social. Esta aproximación metodológica, muy reconocida en la literatura académica, nos permite iluminar un aspecto central de todo fenómeno político: cómo se construye al "Otro" a través de prácticas discursivas. Concluimos que existió un claro encuadre en los dos medios analizados por mostrar al manifestante como una amenaza; esto contribuiría a deshumanizar a los participantes y justificar las acciones de los agentes del Estado.

Combatir la desinformación desde los marcos éticos de la IA: Un análisis exploratorio y comparativo

Teresa Sandoval Martin, Full Professor, Communication Department, Universidad Carlos III de Madrid, Madrid, Spain
Victoria Moreno Gil, Professor, Communication and Arts, Nebrija University, Spain

Desde la década de 1960 y hasta hoy, el desarrollo y la discusión sobre la IA ha estado marcada por sus implicaciones éticas. Cuestiones relacionadas con la salud, la guerra o los derechos laborales, pasando por la discriminación de determinados colectivos, la violación de la privacidad o la propagación de la desinformación, han sido abordadas en la literatura científica y los foros internacionales. En los últimos años, la desinformación ha tenido un papel fundamental en este debate, ya que su uso malicioso ha puesto en jaque a las democracias en todo el mundo. Dentro de ese contexto, se han elaborado diferentes marcos internacionales y tanto expertos como organizaciones abogan por construir una IA centrada en el ser humano, una IA "humanizada" frente al uso indiscriminado de la tecnología, generalmente a favor de unos pocos privilegiados. Cabe preguntarse entonces en qué medida los principales marcos internacionales y la normativa propuesta por la Unión Europea abordan temas relacionados con la desinformación (fake news y deep fakes) y en su caso, si esta regulación es efectiva. Entre las conclusiones del análisis cualitativo realizado, destaca la insuficiencia de las medidas incorporadas para proteger el derecho a la información, derecho fundamental de los ciudadanos y uno de los pilares sobre los que descansa el sistema democrático.

Irrupciones digitales: De la productividad exacerbada en los espacios virtuales a las redes solidarias de apropiación

Mario Zaragoza, Full Time Professor, CECC, UNAM, Distrito Federal, Mexico

En un contexto digital complejo y constituido sobre la base de la desigualdad y la exclusión, los fenómenos que ahí suceden como la productividad exacerbada, el desgaste y el estrés provocados por las dinámicas de producción que irrumpieron junto con el espacio público en el espacio privado de las personas durante la contingencia sanitaria, pueden comprenderse como fenómenos comunicativos que no son propicios para la convivencia y la vida cotidiana. Frente a ello, se tejieron redes y acciones comunicativas que se muestran como una alternativa. Así, en un periodo temporal que va de marzo de 2020 a marzo de 2022, se propone problematizar sobre las dificultades que trajo consigo la pretensión de productividad en los trabajos y la escuela en casa, durante los meses de los confinamientos generalizados. Y la salida que representaron los lazos de apoyo/solidaridad y la apropiación de espacios virtuales.

Biopolítica y control: Las trampas del capitalismo cibernético

Natalia Angulo Moncayo, Docente, Facultad de Comunicación Social, Universidad Central del Ecuador, Pichincha, Ecuador

Este artículo analiza al capitalismo cibernético como un fenómeno parte de un modelo de desarrollo del que casi todas las sociedades se han apropiado como signo de civilización, y que tiene como punta de lanza a la tecnología y sus artefactos. Esto lo convierte en un sistema que perfecciona, todo el tiempo, sus dispositivos de control en las llamadas sociedades de la información. En el análisis dialogan información estadística y apuestas teóricas desde la crítica de la teoría del capital humano y la compatibilización de los cuerpos con las tecnologías. Esto permitió observar las fisuras del capitalismo cibernético, expresadas en formas explícitas en las que se van modelando corporeidades y subjetividades, así como también analizar al conocimiento, la productividad y la innovación como elementos relacionantes, presentes en los sistemas sociales, simbólicos y tecnológicos en donde se construye la ficción de que la tecnología es capaz de resolverlo todo.

El arte pictórico como medio de divulgación del edadismo

Sandra Leal, Docente, Programa de Comunicación social - Periodismo, Universidad del Quindío, Quindío, Colombia

Las obras pictóricas son un conjunto de observaciones de un pintor que recoge sentires y constructos sociales sobre edad, género o costumbres, para divulgar no solo su mirada estética sobre los temas sino la de su tiempo. La evolución de los signos iconográficos que representan las distintas edades a través de las épocas, funcionan como registro sociológico de cómo se ha construido la imagen de los niños y los adultos mayores, permitiendo reconocer cómo la influencia del contexto sociocultural afecta la aceptación o el rechazo de las personas en función de su edad. De Lemus y Expósito explican el concepto de edad como "una marca social que estructura la forma en que somos percibidos" o cómo percibimos a los demás, demarcando así el tipo y la calidad de nuestras interacciones. Cuando este tratamiento por edad marca distancias sociales, genera prejuicios y termina por conducir a un aislamiento social sectorizado se llega al edadismo. Según un informe realizado por las Naciones Unidas en el 2021, este comportamiento, que no está siendo reconocido, afecta a las personas mayores y también a los más jóvenes, poniendo en riesgo su salud y sus derechos. Es por eso que en esta investigación quisimos averiguar cómo se representa este proceder y la forma cómo cambia a través de las distintas etapas históricas.

La red social Twitter: Claves para investigar a partir de narrativas digitales

Carmen Lucena Rodríguez, PDI, Didáctica y Organización Escolar, Universidad de Granada, Spain
Javier Mula-Falcón, PhD Student, Didáctica y Organización Escolar, University of Granada, Spain
Cristina Cruz González, Personal Docente e Investigador, Didáctica y Organización Escolar, Universidad de Granada, Granada, Spain

Twitter es una red social democrática y participativa que da la posibilidad de dar voz a los ciudadanos independientemente de su condición personal, política y social. Algunos autores lo consideran el boca a boca digital. Este medio de comunicación proporciona espacios para expresar todas las necesidades, frustraciones o disconformidades y su uso se ha incrementado principalmente tras la situación de pandemia. Por tanto, ante esta situación, en los últimos años existe un interés creciente por investigar la circulación de las narrativas digitales que los tuit generan. Esta comunicación pretende dar claves para investigar a partir de las DST (Digital StoryTelling). Proponemos un protocolo metodológico y recopilamos investigaciones llevadas a cabo con esta metodología.

El uso de plataformas digitales en las protestas ciudadanas: El verano en que los puertorriqueños lograron la renuncia de su gobernador

Ramaris Albert Trinidad, Assistant Professor, College of Communication and Information, University of Puerto Rico, Puerto Rico

Génesis N. Dávila Santiago, Student, Master of Arts, University of Puerto Rico, Rio Piedras Campus, Puerto Rico
Adriana D. Díaz Tirado, Grad Student, College of Communication and Information, University of Puerto Rico Rio Piedras Campus, Puerto Rico

Puerto Rico vivió en julio de 2019 doce jornadas históricas de protestas conocidas como el “Verano 2019”. A raíz de la revelación de un chat de Telegram entre el entonces gobernador, Ricardo Rosselló Nevares, y colaboradores, contratistas y cabilderos, la ciudadanía exigió su renuncia a través de manifestaciones diarias hasta lograr la primera renuncia de un gobernador en la historia del país caribeño. Esta investigación cuantitativa explora las principales causas que impulsaron a los ciudadanos a protestar masivamente. Asimismo, estudia a través de qué plataformas fueron convocados e informados sobre estos eventos. Para ello, se elaboró un cuestionario que fue completado por una muestra de 435 sujetos voluntarios. Los resultados indicaron que las principales causas de las protestas fueron la corrupción política en la administración del gobernador y su equipo de trabajo y el mal manejo y despilfarro de fondos públicos. La publicación de mensajes del chat, que incluían burlas entre los miembros del gobierno hacia las personas fallecidas tras el paso del huracán María por la isla, y la incapacidad de ese mismo gobierno para responder a la devastación del ciclón también provocaron las manifestaciones. Por otro lado, las redes sociales fueron el principal canal de información sobre estos hechos, muy por encima de los medios periodísticos tradicionales. Sin embargo, la audiencia sigue sin otorgarles el mismo grado de veracidad en comparación con los medios de comunicación convencionales.

¿Cuerpos moldeables? Transexualidad y deporte: La polifonía mediática de la “normalización” en el caso de tres mujeres deportistas transexuales

Azul Kikey Castelli Olvera, Profesora investigadora, Área Académica de Comunicación, Universidad Autónoma del Estado de Hidalgo, Hidalgo, Mexico

Beatriz Méndez De Dios, Student, Maestrante, Universidad Autónoma del Estado de Hidalgo, Hidalgo, Mexico

Objetivo: Analizar la representación de las mujeres deportistas transexuales construida en medios periodísticos digitales como El País, La Vanguardia y la BBC, a partir de discursos de múltiples actores, que propugnan por la “normalización” de los cuerpos de las deportistas para enclavarlas en categorías determinadas históricamente, por cuestiones de género, clase y raza, establecidas en la legislación deportiva, tal es el caso de Laurel Hubbard, Alba Palacios y Lía Thomas. Metodología: Lo anterior se sostiene en la revisión y análisis de discurso con perspectiva género de notas periodísticas digitales que han dado cobertura a los eventos deportivos donde participaron estas deportistas y que centran su discurso en la discusión en torno al cuerpo de las mismas. Esto se sustenta en la categoría teórica de polifonía propuesta por Mijail Bajtín, las propuestas de Miquel Missé y Gerard Coll-Planas en torno a la transexualidad y la perspectiva de género e interseccionalidad desarrollada por Judith Butler.

El cómic Priya's Shakti y la representación de la violencia contra las mujeres en India

Sarahi Isuki Castelli Olvera, Profesor investigador de tiempo completo, Facultad de comunicación, Benemérita universidad autónoma de Puebla, Puebla, Mexico

En este trabajo argumentamos que el cómic Priya's Shakti, escrito por Ram Devineni y Vikas K. Menon e ilustrado por Dan Goldman en 2014, cuenta con una estructura compleja que juega con la estética posmoderna para generar a través de su temática, gráfica y difusión; conciencia y emancipación sobre la violencia a las mujeres en India. Fundamentamos lo anterior en lo siguiente: primero, temática y gráficamente, en este cómic se mezclan elementos procedentes de la religión hindú en un contexto en donde las violaciones y los ataques con ácido a las mujeres son el problema principal. Además de lo anterior, presenta juegos que mezclan espacios y tiempos distintos: lo digital y lo real. Finalmente, es un producto gráfico y narrativo que se vale de distintos medios de comunicación para generar una toma de conciencia y promover un cambio y movilización. Analizamos lo anterior por medio de detalles, presentes en la iconografía y temática del cómic, al retomar el paradigma de inferencias indiciales de Carlo Ginzburg, quien propone un método interpretativo basado en lo secundario. En relación a la teoría, retomamos la teoría de la posmodernidad como la estética dominante del capitalismo tardío, propuesta por Frederick Jameson; aunado a lo anterior, nos es útil el planteamiento de Néstor García Canclini, quien propone una noción de posmodernidad híbrida culturalmente. Finalmente, retomamos el planteamiento de Damián Pachón Soto, quien expresa que la emancipación implica la conmoción de todo orden y la liberación de la humanidad.

El sentimiento de nostalgia en el marketing del siglo XXI

Coral Cenizo, Responsable de Marketing, Departamento de Publicidad y Marketing, Grupo Munreco (Viceroy, Mark Maddox y Sandoz), Madrid, Spain

La tendencia retro inunda numerosos aspectos de la sociedad del siglo XXI; desde la política hasta la arquitectura, es difícil no toparse con alguna manifestación que no nos recuerde a tiempos pasados. No obstante, es en el sector del marketing donde verdaderamente se aprecia esta influencia; el mercado está lleno de productos relanzados, packagings que recuperan diseños antiguos o incluso tiendas que nos recuerdan a otros tiempos. Pero ¿de qué forma se construye la nostalgia en los productos de marketing? Para dar respuesta a este interrogante hemos analizado los elementos que se utilizan en la película "Ready Player One" para transmitir nostalgia al espectador y de qué forma estos son utilizados para generar este sentimiento. Para ello, hemos llevado a cabo un análisis de contenido de cuatro componentes de la mencionada ficción audiovisual: situaciones dramáticas, personajes, escenarios y objetos. Los resultados demuestran que estos cuatro elementos se utilizan de forma constante para transmitir nostalgia. Su asociación con hechos u objetos del pasado crea a lo largo de toda la cinta una permanente nostalgia que permite al espectador construir un vínculo emocional más fuerte con la historia y los personajes por el recuerdo evocador que le provocan.

Análisis de tendencias emergentes en los medios comunicación y redes sociales que fortalecen la relación y diálogo entre familia-escuela: CPA

Cristina Cruz González, Personal Docente e Investigador, Didáctica y Organización Escolar, Universidad de Granada, Granada, Spain

Javier Mula-Falcón, PhD Student, Didáctica y Organización Escolar, University of Granada, Spain

Carmen Lucena Rodríguez, PDI, Didáctica y Organización Escolar, Universidad de Granada, Spain

En la sociedad actual cada vez es más necesario e imprescindible establecer lazos de comunicación mediante redes sociales. En la esfera educativa, todas estas características sociales conviven con las respuestas que el profesorado debe asumir. Como se ha investigado a lo largo de varias décadas, la comunicación familia-escuela, o más abiertamente, comunidad educativa, es esencial. Por ello, en esta comunicación presentamos distintas estrategias que se han desarrollado con el fin de facilitar la comunicación entre los distintos agentes implicados en el centro educativo, además de puntualizar en distintas apps y recursos virtuales que hacen de esta comunicación un proceso fácil e intuitivo.

Diversas miradas a las imágenes del horror: La alusión del horror en el film de László Nemes "El hijo de Saúl"

Luis Fernando Roza Velásquez, Profesor Titular, Departamento Humanidades y Artes, Universidad del Tolima, Tolima, Colombia

El filme "El hijo de Saúl" de László Nemes (2018) asume una elección estética filmando en primer plano la mayoría de sus escenas con la finalidad de no mirar de frente las imágenes del horror de los campos de concentración nazi. De esta manera se alude a estas imágenes eludiendo la relación que ellas tienen con las matrices geopolíticas que las provocaron. Sin embargo, en el cuerpo mismo de la película hallamos una secuencia que contraría esta mirada indirecta a dichas imágenes. Es la parte donde Saúl con un compañero de prisión toman con la famosa cámara Leika las fosas comunes donde incineran los cadáveres para enviar estas fotografías al mundo exterior y enterarse así de las atrocidades que están cometiendo los nazis en estos campos de exterminio; de tal modo que, dentro del mismo filme, existe un "enunciado" que contradice la apuesta estética del realizador Nemes. Ahora bien, en la ponencia se citan dos filmes que están en la dirección de elucidar la necesidad de mirar de frente el horror de estas imágenes para disolver la nube que invisibiliza las matrices estructurales que las generan. A saber, la película "Encuesta factual de los campos de concentración alemanes" producida por Sidney Bernstein y asesorada por Alfred Hitchcock, utilizada para confrontar y acusar a los jefes nazis en el juicio de Nuremberg (Göring bajó la mirada). El otro filme "Ni vencedores ni vencidos" de Stanley Kramer en el que se muestran las relaciones de las potencias occidentales con el nacionalsocialismo.

El profesional del fact checking en Chile: Atributos y competencias

Claudia Tapia, Académica, Departamento de Ciencias de la Comunicación, Universidad Católica de la Santísima Concepción, Bío-Bío, Chile

Chile es el país que tiene, comparativamente hablando, la mayor cantidad de plataformas de fact checking activas en América Latina. Esta propuesta es el resultado de un estudio que, basándose en esa particularidad, ha identificado las cualidades profesionales y metodológicas de los y las periodistas que ejercen en iniciativas de verificación chilenas. Del cruce de la información obtenida se ha logrado relevar un perfil que considera aspectos éticos, de cultura general, habilidades tecnológicas y digitales, capacidades de gestión de grupos y financiera, conocimientos matemáticos, iniciativa y liderazgo, etc. Lo anterior da cuenta de un profesional integral, propositivo y permeable a los cambios.

Dinámicas de poder en el campo audiovisual y la expansión del grupo de comunicación privado chino Shanghai Media Group: ¿Cuál es el secreto de su crecimiento mundial?

Lucía Varela Monterroso, Student, Periodista, Universidad de Sevilla, A Coruña, Spain

Los medios de comunicación chinos están en plena fase expansionista a nivel internacional. Esto ha derivado de la puesta en marcha por el Partido Comunista Chino de una estrategia de apertura a nivel comunicativo de las fronteras de su país a partir del año 2001, la cual se ha ido renovando con el paso de los años. Shanghai Media Group presenta un titularidad privada y una actuación que rompe fronteras ejecutando contratos colaborativos con las empresas audiovisuales más importantes del mundo. Para analizar este fenómeno en su amplitud se utilizará una metodología dual, partiendo de la Economía Política de la Comunicación (EPC), para comprender así las dimensiones que tiene Shanghai Media Group a todos los niveles tanto del mercado doméstico televisivo chino como internacional. Seguidamente, para poder llevar a cabo una aproximación audiovisual de su extensión se observarán los contratos firmados por parte de este grupo de comunicación con el resto de empresas del mismo sector, ofreciendo así un mapa visual completo, concreto y accesible. En cuanto a los grandes conglomerados comunicativos sigue existiendo una preponderancia estadounidense de gran relevancia a nivel internacional, pero poco a poco China está adquiriendo importancia en el mercado, no sólo a nivel económico o tecnológico, sino también a nivel geopolítico. De este modo se está produciendo una cierta disociación entre los paradigmas marcados por las empresas estadounidenses, modificándose en cierto modo la forma y el formato a la hora de hacer televisión.

Voces mediadas por pantallas: La enunciación en el ecosistema virtual

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Este trabajo propone la identificación y categorización de quienes enuncian en el ecosistema virtual. Las Tecnologías de Información y Comunicación (TIC) han contribuido a transformar la producción y distribución de contenidos en el mundo digital. Las prácticas discursivas mediadas por pantallas surgen desde nuevos lugares de enunciación. La multiplicación de estos espacios asociada al aumento de soportes y canales de comunicación, que se presentan como convergentes, hiper y transmediáticos, ha favorecido la emancipación de voces, antes limitadas a la recepción de contenidos. Estos lugares de expresión han expandido el ecosistema de enunciación mediática. Al mismo tiempo, los discursos contruidos desde espacios de privilegio, tales como la ciencia, la política y los medios de comunicación, han reinventado estrategias para mantener y perpetuar sus voces dominantes en la virtualidad. Los discursos que circulan en medios y redes sociales están contruidos sobre la multimodalidad, la inmediatez y la interactividad, atravesando así las diversas esferas de la vida en sociedad, entre las que se encuentra el ejercicio de las profesiones de la comunicación. Se plantea en este trabajo, observar y establecer categorías que contemplen diversos lugares de la enunciación mediada por pantallas, con sus respectivas identidades digitales, para contribuir con herramientas de análisis a los estudios críticos del discurso y de la comunicación social.

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Fundada en 1984, Common Ground Research Networks está comprometida con la construcción de nuevos tipos de Redes de Investigación, es innovadora en sus medios de comunicación y con una visión a futuro en sus mensajes. Los sistemas de patrimonio del conocimiento se caracterizan por sus separaciones verticales:

de disciplina, asociación profesional, institución y país. Common Ground Research Networks toma algunos de los retos fundamentales de nuestro tiempo y construye comunidades de conocimiento 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 interdisciplinario, conversaciones globales y colaboraciones intelectuales 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 la diferencias tiene lugar –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.

MEMBERS OF THE FOLLOWING ORGANIZATIONS



Common Ground Research Networks es una organización sin ánimo de lucro registrada en el estado de Illinois, EEUU, organizada y regida de conformidad con el General Not For Profit Corporation Act de 1986, 805 ILCS 105/101.01, et seq.

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El equipo de desarrollo de Common Ground Media Lab ha estado trabajando incansablemente para crear una plataforma web de última generación adecuada para un congreso mixto. El componente online es un pilar de comunicación, dado que permite a los ponentes y oyentes asistir de modo presencial u online.

La plataforma de CGScholar está desarrollada por Common Ground Media Lab, la rama de investigación y tecnología Common Ground Research Networks.

Common Ground Research Networks ha desarrollado ecologías de conocimiento y tecnologías de comunicación sobre la investigación académica desde 1984.

Nuestra premisa ha sido que las plataformas mediáticas –pre digitales y ahora también digitales– a menudo no han sido diseñadas para estructurar y facilitar una economía de conocimiento rigurosa, democrática y sostenible.

CGScholar es una plataforma que busca convertirse en un espacio de mercado confiable para el trabajo relativo al conocimiento, uno en el que los procesos de democratización rigurosos en la generación de conocimiento, recompense a los participantes y ofrezca una base segura para la creación y distribución sostenible de artefactos de conocimiento digital.

La plataforma de CGScholar es hoy en día usada por trabajadores del conocimiento tales como facultades universitarias para transmitir experiencias de e-learning; escuelas innovadoras que desean desafiar los métodos de aprendizaje y evaluación usados tradicionalmente; organizaciones gubernamentales y no gubernamentales que conectan el conocimiento local y la experiencia con objetivos de políticas más amplias y resultados mensurables. Cada uno de estos casos ilustra las diferentes comunidades del conocimiento que CGScholar sirve, al mismo tiempo que abre espacios para voces nuevas y emergentes en el mundo de la comunicación académica.

Con más de 27.000 trabajos publicados y 200.000 usuarios, hemos recorrido un largo camino desde nuestra primera aplicación web veinte años atrás. Pero todavía consideramos que esto es únicamente el principio.

Como una organización sin ánimo de lucro, la misión que guía a Common Ground Research Networks es la de apoyar la creación de una sociedad mejor e informar a los ciudadanos a través del rigor y del desarrollo de prácticas del conocimiento caracterizadas por la inclusión social, ofreciendo para ello espacios académicos de comunicación presenciales y online.

Colaboradores

Agradecemos el generoso apoyo de:



¡Así como a los miembros de la Red de Investigación!

<https://cgespanol.org/medialab>



El cambio climático es uno de los problemas más apremiantes a los que nos enfrentamos hoy día. Es de interés común que todos participemos en un cambio sistémico con el que evitar la catástrofe climática. En Common Ground Research Networks, nos comprometemos a desempeñar nuestro papel como agente de transformación, promoviendo la concienciación y haciendo todo lo posible para liderar con nuestro ejemplo. Nuestra Red de Investigación "Climate Change: Impacts and Responses" ha sido un foro en el que compartir hallazgos críticos y donde involucrarse en cuestiones científicas, teóricas y prácticas que surgen de las realidades del cambio climático. Hemos sido parte del debate político global como observadores oficiales de la COP26 en Glasgow. Y somos signatarios de los "Objetivos de Desarrollo Sostenible de la ONU – Convenio de editores" y de la iniciativa de las Naciones Unidas "Neutralidad Climática Ahora".

Medición

En 2022 comenzamos un seguimiento y medición de las emisiones que producimos en todas las fases de nuestra actividad. El objetivo es conseguir hacernos una imagen completa de nuestras bases para identificar las áreas donde las emisiones pueden ser reducidas y construir un plan de acción a largo plazo basado en la herramienta de cálculo de emisiones GEI y en el estándar establecido por la iniciativa "Neutralidad Climática Ahora" de las Naciones Unidas.

Reducción

Mientras tanto, no nos limitamos a esperar. Estamos avanzando rápidamente con algunas de las iniciativas que se encuentran a nuestro alcance: hemos modificado los programas de nuestros congresos, pasando de imprimirlos a usar el formato electrónico; hemos dejado de usar vasos desechables y comenzado a ofrecer botellas reutilizables en todos los congresos; colaboramos estrechamente con todos los vendedores, proveedores y distribuidores para encontrar formas de reducir residuos; ofrecemos una opción online completa como una manera de disminuir el número de viajes. Todo esto es solo una pequeña muestra de lo que hacemos a corto plazo.

Contribución

Al mismo tiempo que trabajamos en establecer y fijar objetivos de cero emisiones netas para 2050, tal como se consagra en el Acuerdo de París y la iniciativa "Neutralidad Climática Ahora" de las Naciones Unidas, así como en disminuir nuestro impacto actual, participamos en el programa de compensación de carbono de las Naciones Unidas. Como consideramos que el cambio climático tiene amplias consecuencias sociales, económicas y políticas, estamos invirtiendo en los siguientes proyectos:

- Proyecto hidroeléctrico en Nadarivatu, Fiji
- Programa de Salud Pública DelAgua en África Oriental
- Parque eólico Jangi en Gujarat

Objetivos a largo plazo

Nos comprometemos con el objetivo a largo plazo de alcanzar cero emisiones netas de base científica en nuestras operaciones –y creemos que podemos lograrlo mucho antes de 2050. Informaremos anualmente a través del mecanismo de informes de "Neutralidad Climática Ahora" para comunicar de manera transparente cómo estamos cumpliendo con nuestros compromisos relativos a la acción climática.

Proceedings of the Seventh International Conference on Communication & Media Studies, hosted by the NUI Galway, Ireland, 25-26 August 2022. The conference featured research addressing the following special focus: “Democratic Disorder: Disinformation, the Media and Crisis in a Time of Change” and annual themes:

- Theme 1: Media Cultures.
- Theme 2: Media Theory.
- Theme 3: Media Technologies and Processes.
- Theme 4: Media Business.
- Theme 5: Media Literacies.

