

ECREA
2010
HAMBURG

3rd European Communication Conference
12–15 October 2010

PROGRAMME

WELCOME

Dear participants,

Every two years, ECREA invites communication scholars from Europe and beyond to gather, share, debate, learn and socialize. The European Communication Conferences have become one of the major conventions in the area of media and communication research, worldwide. It is also one of the flagship activities of ECREA and a unique rare to meet a wide range of communication scholars of the highest level.

Because many attendees of the ECC are also members of ECREA, it is the best possible opportunity to physically gather and greet a large proportion of the ECREA community. This is why we have programmed business meetings for all our networks and thematic sections, not to mention a General Assembly of the entire membership. The European Communication Conferences are first and foremost about excellent research. The call for proposals was met with great enthusiasm and attracted a staggering amount of applications. Each section managed the evaluation of papers in their thematic area and selected the best to fill the limited number of slots available in the programme.

I want to express my personal gratitude, and that of ECREA, to the hosts of this conference, the Hans Bredow Institute for Media Research, in cooperation with the Research Center for Media and Communication and the University of Hamburg with its Institute for Journalism and Communications and the Institute for Media and Communication as well as the Hamburg Media School. Many people have worked very hard to make this conference possible, and among them, very special thanks go to Uwe Hasebrink, Anja Herzog, Nico Carpentier, Tamara Witschge and the chairs, vice-chairs and the crowd of devoted reviewers of all sections and networks of ECREA, for an outstanding job.

I welcome you to the 3rd European Communication Conference and trust you will enjoy a memorable time, made of academic, thought-provoking exchanges as well as pleasurable and fond moments with colleagues and friends.

François Heinderyckx
ECREA President

Dear participants,

It is a great pleasure for us welcoming you to Hamburg for the 3rd European Communication Conference!

In saying “us” I refer to Hamburg’s dedicated and lively scientific community in media and communication studies, working at different institutions such as the Hans Bredow Institute for Media Research, the Institute for Journalism and Communications and the Institute for Media and Communication at the University of Hamburg, and the Hamburg Media School. These institutions all have a joint agenda: Last year we founded the Research Center for Media and Communication (RCMC), which provides a platform for collaborative and interdisciplinary research, and the Graduate School Media and Communication (GMaC) with currently more than 30 doctoral students. And this year’s “big project” is the ECREA conference. We have quite a lot of visions linked to this event: to elicit inspiring papers and posters about innovative research; to provide convenient space and time to meet old and new friends; to support ECREA’s objective to strengthen collaboration and networking between European communication researchers; and to proudly show you our beautiful city.

We hope that we were able to arrange the best possible conditions for all of you to enjoy a good time in Hamburg. For their financial support we would like to express our gratitude to the German Research Foundation, the ZEIT Foundation Ebelin and Gerd Bucerius, and Google Germany; special thanks also go to Dunja Meyer and her team of University of Hamburg Marketing Ltd. for professionally organising everything that needs to be organised when dealing with such a major conference.

Uwe Hasebrink
Chair of the Local Organising Committee



GENERAL INFORMATION



ABOUT ECREA 2010—3rd EUROPEAN COMMUNICATION CONFERENCE

THE FOCUS OF THE CONFERENCE: “TRANSCULTURAL COMMUNICATION—INTERCULTURAL COMPARISONS”

As for the research topics to be discussed the ECC 2010 in Hamburg will offer a combination of two principles: On the one hand it will provide an opportunity to present a wide range of innovative research from all parts of the field as it is represented by the sections of ECREA. Accordingly, the selection of papers has been organised by the sections; they have composed the section panels, which will make up for the biggest part of the conference.

On the other hand there will be an overarching perspective which will help to frame and integrate the whole event and to set a joint agenda for the participants: The focus of the conference will be on “Transcultural communication and intercultural comparisons”. This focus emphasizes a perspective, which is closely linked to ECREA’s general objectives: ECREA in general and the ECCs in particular try to provide a platform for communication scholars, who have an interest in transcultural communication phenomena—within European countries, across Europe, and beyond Europe—and in intercultural comparisons. Thus, the Call for Papers explicitly invited conceptual, empirical, and methodological papers on inter- and transcultural communication phenomena and/or on comparative research.

This focus will be supported by two elements of the conference programme: Firstly, the plenary sessions will assemble key experts who will present an up-to-date synthesis of current research into these fields of research and inspire new research activities. Secondly, there will be a thread of Special ECREA Workshops throughout the conference, which will deal with specific challenges of communication research in Europe. \



ECREA—EUROPEAN COMMUNICATION AND EDUCATION ASSOCIATION

ECREA is the learned society for communication scholars across Europe and beyond. Individuals, institutions and associations have chosen to become members of ECREA to join a large community devoted to the development and the quality of communication research and higher education in Europe.

ECREA hosts three networks (Central and East-European (CEE) Network, Women's Network and Young Scholars Network (YECREA)) as well as 17 thematic sections, each developing their own sets of activities. Every year, dozens of PhD students gather together with leading scholars during the ECREA Summer School. ECREA also manages its own Book Series which publishes at least one volume of original and innovative academic work every year.

ECREA welcomes individual as well as institutional members. The fee structure offers specific rates for new members, for young scholars and for members from soft-currency countries.

All activities within ECREA are developed and organised to serve the community, enhance the quality of communication research and higher education, provide opportunities to exchange, share and collaborate, and to promote the interests of communication scholars. More importantly, ECREA is a bottom up organisation where various projects and ideas are emerging and materialising, driven by the energy and enthusiasm of the members. www.ecrea.eu \

SECTIONS

AUDIENCE AND RECEPTION STUDIES

CHAIR: Geoffroy Patriarche (Brussels, Belgium)

VICE CHAIR: Helena Bilandzic

(Zeppelin University, Friedrichshafen, Germany)

VICE CHAIR: Cristina Ponte (Universidade Nova de Lisboa, Portugal)

ECREA 2010 SECTION PROGRAMME CHAIR: Cristina Ponte

COMMUNICATION AND DEMOCRACY

CHAIR: Bart Cammaerts

(London School of Economics, United Kingdom)

VICE CHAIR: Jeffrey Wimmer (TU Ilmenau, Germany)

VICE CHAIR: Iñaki García-Blanco (Cardiff University, UK)

ECREA 2010 SECTION PROGRAMME CHAIR: Jeffrey Wimmer

COMMUNICATION HISTORY

CHAIR: Klaus Arnold

(Catholic University Eichstaett-Ingolstadt, Germany)

VICE CHAIR: Paschal Preston (Dublin City University, Ireland)

VICE CHAIR: Susanne Kinnebrock

(RWTH Aachen University, Germany)

ECREA 2010 SECTION PROGRAMME CHAIR: Klaus Arnold

COMMUNICATION LAW AND POLICY

CHAIR: Katharine Sarikakis (University of Leeds, United Kingdom)

VICE CHAIR: Peter Humphreys

(University of Manchester, United Kingdom)

VICE CHAIR: Caroline Pauwels (Free University Brussels, Belgium)

ECREA 2010 SECTION PROGRAMME CHAIRS:

Peter Humphreys, Katharine Sarikakis

DIASPORA, MIGRATION AND THE MEDIA

CHAIR: Olga Guedes Bailey

(Nottingham Trent University, United Kingdom)

VICE CHAIR: Eugenia Siapera (Leicester, United Kingdom)

VICE CHAIR: Sonja de Leeuw (Utrecht, Netherlands)

ECREA 2010 SECTION PROGRAMME CHAIR: Olga Guedes Bailey

DIGITAL CULTURE AND COMMUNICATION

CHAIR: Caroline Bassett (University of Sussex, United Kingdom)

VICE CHAIR: Kate O'Riordan (University of Sussex, United Kingdom)

VICE CHAIR: Elisenda Ardèvol (Catalonia Open University, Spain)

ECREA 2010 SECTION PROGRAMME CHAIRS:

Elisenda Ardèvol, Kate O'Riordan

FILM STUDIES

CHAIR: Philippe Meers (Antwerp, Belgium)
 VICE CHAIR: Mark Jancovich (East Anglia, United Kingdom)
 VICE CHAIR: Vinzenz Hediger (Bochum, Germany)
 ECREA 2010 SECTION PROGRAMME CHAIR: Philippe Meers

GENDER AND COMMUNICATION

CHAIR: Claudia Alvares (Lusofona, Portugal)
 VICE CHAIR: Tonny Krijnen (Rotterdam, Netherlands)
 VICE CHAIR: Sofie Van Bauwel (Ghent, Belgium)
 ECREA 2010 SECTION PROGRAMME CHAIR: Sofie Van Bauwel

INTERNATIONAL AND INTERCULTURAL COMMUNICATION

CHAIR: Leo Van Audenhove (Brussels, Belgium)
 VICE CHAIR: Rico Lie (Wageningen, the Netherlands)
 VICE CHAIR: Luciano Morganti (Brussels, Belgium)
 ECREA 2010 SECTION PROGRAMME CHAIR: Luciano Morganti

INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

CHAIR: Pekka Isotalus (Tampere, Finland)
 VICE CHAIR: Owen Hargie (Ulster, Northern Ireland)
 VICE CHAIR: Maarit Valo (Jyväskylä, Finland)
 ECREA 2010 SECTION PROGRAMME CHAIR: Pekka Isotalus

JOURNALISM STUDIES

CHAIR: George Terzis (Brussels, Belgium)
 VICE CHAIR: John O'Sullivan (Dublin, Ireland)
 VICE CHAIR: Ramón Salaverría (Universidad de Navarra, Spain)
 ECREA 2010 SECTION PROGRAMME CHAIR: George Terzis

ORGANISATIONAL AND STRATEGIC COMMUNICATION

CHAIR: Arlette Bouzon (Toulouse III Paul Sabatier, France)
 VICE CHAIR: Adela Luminita Rogojinaru (Bucarest, Romania)
 VICE CHAIR: Lars Thøger Christensen
 (University of Southern Denmark, Denmark)
 ECREA 2010 SECTION PROGRAMME CHAIR: Arlette Bouzon

PHILOSOPHY OF COMMUNICATION

CHAIR: Johan Siebers (London and Lancashire, United Kingdom)
 VICE CHAIR: Bart Vandenabeele (Ghent, Belgium)
 VICE CHAIR: Vivienne Boon
 (Rijksuniversiteit Groningen, The Netherlands)
 ECREA 2010 SECTION PROGRAMME CHAIR: Johan Siebers

POLITICAL COMMUNICATION

CHAIR: Sophia Kaitatzi-Whitlock
 (Aristotle University of Thessaloniki, Greece)
 VICE CHAIR: Katrin Voltmer (Leeds, United Kingdom)
 VICE CHAIR: Jesper Strömbäck (Mid Sweden University, Sweden)
 ECREA 2010 SECTION PROGRAMME CHAIR: Sophia Kaitatzi-Whitlock

RADIO RESEARCH

CHAIR: Guy Starkey (Sunderland, United Kingdom)
 VICE CHAIR: Angeliki Gazi (Athens, Greece)
 VICE CHAIR: Stanislaw Jedrzejewski (Lublin, Poland)
 ECREA 2010 SECTION PROGRAMME CHAIR: Guy Starkey

SCIENCE AND ENVIRONMENT COMMUNICATION

CHAIR: Anabela Carvalho (Minho, Portugal)
 VICE CHAIR: Julie Doyle (Brighton, UK)
 VICE CHAIR: Louise Phillips (Roskilde, Denmark)
 ECREA 2010 SECTION PROGRAMME CHAIR: Julie Doyle

TELEVISION STUDIES

CHAIR: Lothar Mikos
 (Hochschule für Film und Fernsehen, Potsdam, Germany)
 VICE CHAIR: Elke Weissmann
 (Edge Hill University, Ormskirk, England)
 VICE CHAIR: Manuel José Damásio
 (Universidade Lusófona, Lisboa, Portugal)
 ECREA 2010 SECTION PROGRAMME CHAIR: Lothar Mikos

NETWORKS

CENTRAL AND EASTERN EUROPEAN NETWORK

CHAIR: Tomas Trampota (Charles University, Czech Republic)
 VICE CHAIR: Aukse Balcytiene
 (Vytautas Magnus University, Lithuania)
 VICE CHAIR: Epp Lauk (University of Jyväskylä, Finland)

WOMENS NETWORK

CHAIR: Núria Simelio Solà
 (Autonomous University of Barcelona, Spain)
 VICE CHAIR: Sinikka Torkkola (University of Tampere, Finland)
 VICE CHAIR: Clara Sarmento
 (Polytechnic Institute of Oporto, Portugal)

YECREA (YOUNG SCHOLARS NETWORK)

CHAIR: Benjamin De Cleen (VUB, Brussels, Belgium)
 VICE CHAIR: Alenka Jelen
 (University of Central Lancashire, Preston, UK)
 VICE CHAIR: Joanna Redden (Goldsmiths College, London, UK)

LOCAL ORGANISERS



HANS BREDOW INSTITUTE FOR MEDIA RESEARCH

In 1950, the Hans Bredow Institute was founded as an independent non-profit organisation by the German broadcasting house Nordwestdeutscher Rundfunk, in co-operation with the University of Hamburg. The research conducted at the Hans Bredow Institute traditionally concentrates on mediated public communication. Today, the different types of mass media shape people's everyday life and impact on politics, the economy and the specific culture of a nation to a greater extent than ever before. The main aims of the Institute are to understand the underlying aspects determining these relationships, assess opportunities and risks with regards to future developments, and provide orientation to those involved. The Hans Bredow Institute places strong emphasis on its role as an independent observer; combining sociological, legal, economic and pedagogical approaches. It strongly believes that the challenges of contemporary media developments call for interdisciplinary and cross-national comparative perspectives in research. Hence, the Institutes's fundamental values include the constant cooperation and exchange with different actors in the media sphere. In particular, the transfer of results via publications and conferences to related fields such as the journalistic profession, politics and the public sphere is an important goal. The Hans Bredow Institute's work is widely acknowledged today. The German Science Council has stressed the Institute's high level of quality in research, and declared it one of Germany's most distinguished research institutions. For more information about the Institute, its current research endeavours, as well as the staff please visit the website at www.hans-bredow-institut.de. ↘



THE RESEARCH CENTER FOR MEDIA AND COMMUNICATION

The Research Center for Media and Communication Studies (RCMC) combines a wide range of media-oriented research from four faculties at the University of Hamburg, coordinates existing projects with scholarly activities at the Hans-Bredow-Institut, and develops new initiatives in the field. The RCMC is the largest media studies network in Germany and among the largest in Europe. Aside from setting up interdisciplinary research projects, the RCMC regularly initiates events and publications; sustaining the scholarly exchange across national boundaries. More than 40 members from several different institutes belong to the RCMC, including the Institute for Journalism and Communication Studies, the Hamburg Media School, the Institute for Media and Communication, and the Research Group European Media and Public Spheres EuroMaPS. Shortly after it was founded, the RCMC established itself through successfully applying to be recognised in the context of Hamburg's Excellency Initiative in 2009. In October the same year, the Graduate School Media and Communication went into service; offering a three-year PhD course including eight modules. Today more than thirty PhD students from different disciplines are enrolled in the programme. International scholars have been contributing to the curriculum; institutionalised partnerships with similar schools in other countries are currently being negotiated. www.rcmc-hamburg.de. ↘

CONFERENCE HOSTS

STEERING GROUP

Prof. Dr. Uwe Hasebrink (HBI)
Anja Herzog (HBI)
Dunja Meyer (University of Hamburg Marketing Ltd.)
Prof. Dr. François Heinderyckx (ECREA president)
Prof. Dr. Nico Carpentier (ECREA Vice-President & Treasurer)
Dr. Tamara Witschge (ECREA General Secretary)

PROFESSIONAL CONFERENCE ORGANISER

University of Hamburg Marketing Ltd.

LOCAL ORGANISING COMMITTEE

CHAIR: Prof. Dr. Uwe Hasebrink (HBI)
ASSISTANT TO THE CHAIR: Anja Herzog (HBI)
Christiane Matzen (HBI)
Stephan Dreyer (HBI)
Suzan Rude (HBI)
Bente Piecyk (HBI)
Dr. Roberto Suárez Candel (HBI)
Prof. Dr. Sabine Trepte (HMS)
Dr. Elke Grittmann (IJK)
Prof. Dr. Hans J. Kleinstaub (IJK)
Prof. Dr. Irene Neverla (IJK)
Inga Schlichting (IJK)
Dr. Monika Taddicken (IJK)
Juliane Finger (RCMC)
Prof. Dr. Joan Bleicher (IMK)
Prof. em. Dr. Wolfgang Settekorn (IMK)
Dunja Meyer (University of Hamburg Marketing Ltd.)

SPONSORS



THE GERMAN RESEARCH FOUNDATION (DFG)

The DFG (Deutsche Forschungsgemeinschaft) is the largest public research-funding organisation in Europe and the central self-governing body of science and research in Germany. Under its Statutes, the DFG is responsible for “promoting all branches of science and humanities”.

With an annual budget of more than two billion Euros, the DFG and its numerous programmes fund and coordinate more than 20,000 research projects, centrally on basic research in all areas of science and humanities. All academics, scientists and researchers working at universities and research institutions in Germany may submit funding proposals to the DFG. The proposals are assessed by reviewers based on the criteria of scientific quality and are presented to the Review Boards that Germany’s scientists and researchers have elected for a four-year term of office.

The DFG attaches particular attention to promoting young scientists, to equal opportunity in science, as well as to extending scientific relations with countries abroad. In addition, the DFG finances measures to expand the scientific library system and the computer centres, as well as to fund major instrumentation in research. The DFG performs a further key role in advising parliaments and public authorities on questions of science and research. It also runs the Excellence-Initiative to promote outstanding research projects at German universities.

The present 96 members of the DFG include, above all, universities, non-university research organisations such as the Max Planck Society as well as Academies of Sciences. The DFG receives its financial resources largely from Federal Government and the Federal States. For detailed information see www.dfg.de ↗



THE ZEIT-STIFTUNG EBELIN UND GERD BUCERIUS

The German ZEIT-Stiftung Ebelin und Gerd Bucerius in Hamburg sets out to strengthen the development of civil society. The independent and charitable foundation generally aims at promoting knowledge, enriching cultural life, and providing opportunities. Its charitable activities extend to research and scholarship, art and culture as well as education and training.

The Gerd Bucerius Prize Free Press of Eastern Europe has been established to encourage individual journalists and media to speak

out in countries where freedom of speech is not a given right. One of the ZEIT-Stiftung’s main aims is to supply quality in reporting, to demonstrate professionalism and to strengthen civil courage. The prize is a co-operation of the ZEIT-Stiftung and the Norwegian foundation Institusjonen Fritt Ord. Both foundations wish to strengthen a democratic free press, and the establishment of independent media in Eastern Europe; encouraging those journalists who, despite official pressures and economic difficulties, defy censorship in all its manifestations, including self-censorship. The foundation’s Marion Gräfin Dönhoff Stipend is a two months exchange programme for young and talented journalists from Eastern Europe and Germany. Journalists taking part are able to become familiar with a different media system in their guest country. Thus, participants may obtain invaluable work experience, establish contacts across national boundaries, and gain insight into various democratic media fields. ↗



Google’s innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google’s targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit www.google.com. ↗

HAMBURG—THE CITY

Hamburg, the green city on the river, is one of the most beautiful cities in Germany and provides the perfect stage for the 3rd European Communication Conference. The city is known as one of the strongest media places in Germany; it hosts a number of media companies, including internationally renowned publishers, broadcasters, producers, news and advertising agencies. Hamburg is also the gateway to Europe; it offers quite a variety of cultural events, has an excellent infrastructure, convenient travel connections and a large selection of hotels within walking distance of the conference venue. ↘

GETTING AROUND

Getting around in Hamburg is very easy, either by public transport or bike. You can also explore the city and its interesting corners by walking from A to B.

Public transport is provided by the HVV, the Hamburg Transport Association. The public transport network consists of the Schnellbahn, the rapid transit rail services, (U-, S- and A-Bahn), regional rail (R-Bahn) and buses. In a port city like Hamburg you can also sail along to your destination on harbour and river ferries. The HVV also offers special tickets, such as day passes, group passes and the Hamburg Card (www.hvv.de/en/).

StadtRAD Hamburg offers more individual mobility. At many stations throughout the entire city you can hire a bike for a couple of hours or for the entire duration of your visit (<http://stadtrad.hamburg.de>).

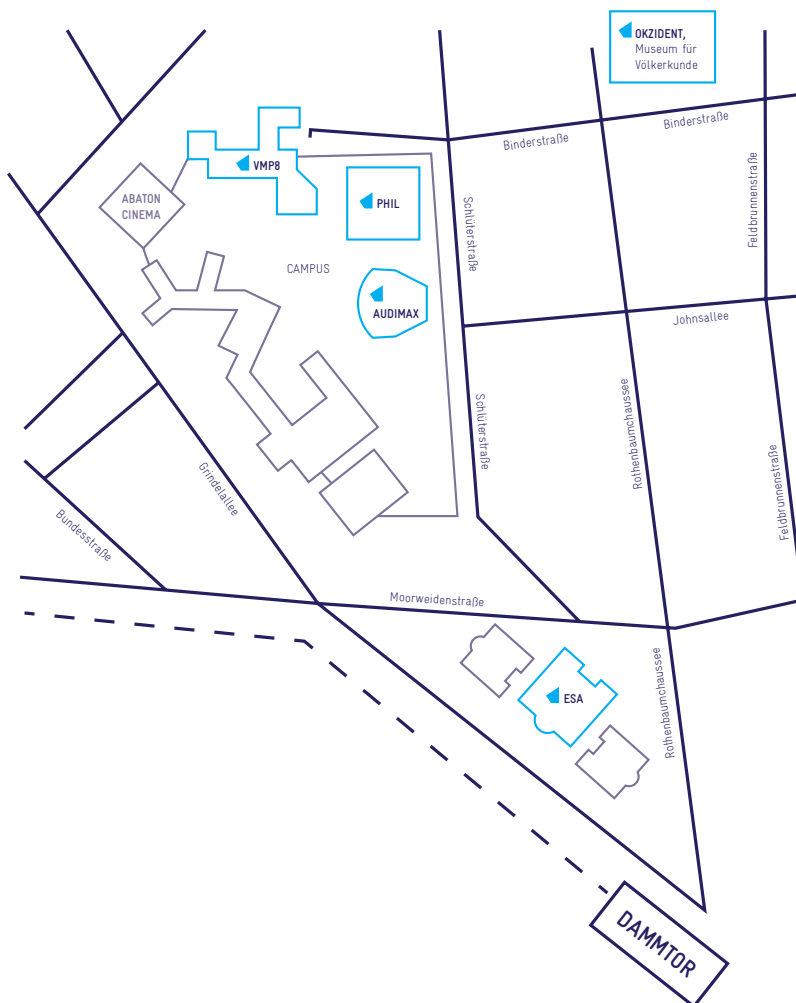
Taxis are ubiquitous in Hamburg's city centre and you will probably be able to stop one by flagging it down from the side of the road. However, you can also ring a taxi company and order a car by calling (+49-40) 211 211. ↘

CONFERENCE VENUE

The main building on the University campus (address: Von-Melle-Park) is the Audimax with its shell-shaped structure. It has an impressive foyer and its interior design is considered historical heritage. Registration and plenary sessions during ECREA 2010 will take place here. Section panels will be located in different buildings on campus with only short ways to walk.

The Grindel Quarter in which the University campus is located in Hamburg is a lively area, which used to be the centre of Jewish life in Hamburg. You can find many restaurants and bars around the Campus, as well as cinemas, theatres and museums. ↘

CAMPUS MAP



PHIL A-G = PHIL TURM, GROUND FLOOR

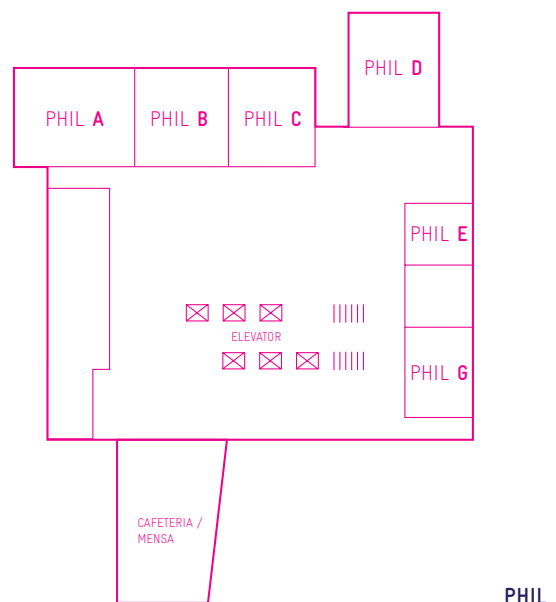
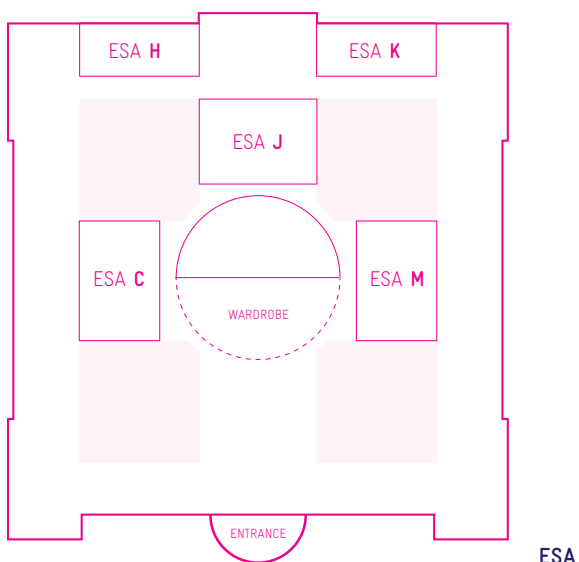
PHIL 1314, 1322, 1350 = 13TH FLOOR

ESA C, H, J, K, M = UNIVERSITY MAIN BUILDING,
EDMUND-SIEMERS-ALLEE

VMP8 ROOMS 05-08 = BUILDING OF INSTITUTES FOR
PEDAGOGICS AND PSYCHOLOGY, VON-MELLE-PARK 8

AUDIMAX

FLOOR MAPS



PROGRAMME

FRAME

GENERAL SCHEDULE FOR THE ECREA 2010 IN HAMBURG 12-15 OCTOBER 2010

	TUESDAY 12 OCTOBER	WEDNESDAY 13 OCTOBER	THURSDAY 14 OCTOBER	FRIDAY 15 OCTOBER	
8.30–9.15		Registration			
9.15–9.30		Plenary Session I	Parallel Panels 4	Parallel Panels 8	
9.30–9.45					
9.45–10.00					
10.00–10.15					
10.15–10.30		Break	Break	Break	
10.30–10.45					
10.45–11.00					
11.00–11.15					
11.15–11.30		Parallel Panels 1	Plenary Session II	Parallel Panels 9	
11.30–11.45					
11.45–12.00					
12.00–12.15					
12.15–12.30		Lunch Break	Lunch Break	Lunch Break	
12.30–12.45					
12.45–13.00					
13.00–13.15					
13.15–13.30	Registration	Business Meetings	Business Meetings	ECREA General Assembly	
13.30–13.45					
13.45–14.00					
14.00–14.15					
14.15–14.30		Parallel Panels 2	Parallel Panels 5	Parallel Panels 10	
14.30–14.45					
14.45–15.00					
15.00–15.15					
15.15–15.30		Break	Break	Break	
15.30–15.45					
15.45–16.00					
16.00–16.15					
16.15–16.30		Parallel Panels 3	Parallel Panels 6	Plenary Session III	
16.30–16.45					
16.45–17.00					
17.00–17.15					
17.15–17.30		Get-together			Break
17.30–17.45					
17.45–18.00					
18.00–18.15					
18.15–18.30	Reception at Town Hall		Parallel Panels 7	Farewell Party	
18.30–18.45					
18.45–19.00					
19.00–19.15					
19.15–19.30					
19.30–19.45					
19.45–20.00					
20.00–20.15					
20.15–...			Parallel cultural events		

DAILY PROGRAMME

WEDNESDAY 13 OCTOBER

	SECTION 1	SECTION 2	SECTION 3	SECTION 4	SECTION 5	SECTION 6	SECTION 7	SECTION 8	SECTION 9	
	AUDIENCE AND RECEPTION STUDIES	COMMUNICATION AND DEMOCRACY	COMMUNICATION HISTORY	COMMUNICATION LAW AND POLICY	DIASPORA, MIGRATION AND THE MEDIA	DIGITAL CULTURE AND COMMUNICATION	FILM STUDIES	GENDER AND COMMUNICATION	INTERNATIONAL AND INTER-CULTURAL COMMUNICATION	
9.15 – 10.45	Plenary Session I: Opening/ Transcultural Communication–Intercultural Comparisons Audimax									
10.45 – 11.15	Coffee Break									
LUNCH	11.15 – 12.45	Panel 1-1 Us and Them Phil D	Panel 2-1 Discourse, Identity and Public Spheres ESA M			Panel 5-1 Media Politics and Policies in Multicultural Societies Phil B	Panel 6-1 Making Sense of Virtual Worlds as Sites of Innovation in Communication Phil A	Panel 7-1 Film production, Exhibition and Programming Phil E	Panel 8-1 Screening Gender Phil C	Panel 9-1 Media, Social Change and the Representation of History Phil G
	12.45 – 13.30	Poster Session 1 Phil Foyer	Poster Session 2 ESA Foyer					Poster Session 7 Phil Foyer	Poster Session 9 Phil Foyer	
	13.30 – 14.30			Business Meeting Phil 1314	Business Meeting ESA K	Business Meeting Phil B	Business Meeting Phil A			
	14.30 – 16.00	Panel 1-2 Distance and Proximity Phil D	Panel 2-2 Democracy, Citizenship and Cultural Public Spheres ESA M	Panel 3-1 From Conver- gence to Inter- mediality: How to Approach Media Change Phil 1314	Panel 4-1 Structure, Content, Law and Regulation in International Media ESA K	Panel 5-2 Transcultural Online Communi- cation Phil B	Panel 6-2 Art Phil A	Panel 7-2 Space, Place and Cinema Phil E	Panel 8-2 Gendered Practics and Media Phil C	Panel 9-2 Communica- tion and the Construction of Identity Phil G
16.00 – 16.30	Coffee Break									
16.30 – 18.00	Panel 1-3 Identities Phil D	Panel 2-3 Media and Democracy: International Perspectives ESA	Panel 3-2 Journalism History: Case Studies and Long-Term Developments Phil 1314	Panel 4-2 The Position of the Media Policy Researcher in the Policy Process ESA K	Panel 5-3 Transnational Communication and National Contexts Phil B	Panel 6-3 History, Theory and Genealogies of the Digital Phil A	Panel 7-3 Film Reception Phil E	Panel 8-3 Gendered Journalism Phil C	Panel 9-3 The Tapestry of Mentoring Leaders in Transcultural Communication Contexts Phil G	
19.00 – 20.15	Reception at Town Hall									

SECTION 10	SECTION 11	SECTION 12	SECTION 13	SECTION 14	SECTION 15	SECTION 16	SECTION 17		
INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION	JOURNALISM STUDIES	ORGANISATIONAL AND STRATEGIC COMMUNICATION	PHILOSOPHY OF COMMUNICATION	POLITICAL COMMUNICATION	RADIO RESEARCH	SCIENCE AND ENVIRONMENT COMMUNICATION	TELEVISION STUDIES	SPECIAL ECREA WORKSHOPS	

Plenary Session I: Opening/ Transcultural Communication–Intercultural Comparisons **Audimax**

Coffee Break

Panel 10-1 Problems, Concerns and Conflicts & Social Interaction VMP8 06	Panel 11-1 Transnational Comparative Journalism Studies 1 ESA C		Panel 13-1 Unveiling Media–The Conceptual Scope of Mediality VMP8 08	Panel 14-1 Online and New Media Electoral Campaigning ESA J		Panel 15-1 Radio, Identity and Representation Phil 1322	Panel 16-1 Citizen Engagement in Science and Environment: Communities of Discourse and Knowledge Phil 1350	Panel 17-1 Transnationalisation through Formats Phil F	YECREA Workshop Planning an academic career: International perspectives VMP8 05	
Poster Session 10 VMP8 Foyer	Poster Session 11 ESA Foyer		Poster Session 13 Foyer VMP8			Poster Session 15 Phil Foyer 13th floor	Poster Session 16 Phil Foyer 13th floor			
Business Meeting VMP8 06	Business Meeting ESA C			Business Meeting ESA J				Business Meeting Phil F	Business Meeting Women's Network Phil C	Business Meeting YECREA Phil D
Panel 10-2 Communicating in Public VMP8 06	Panel 11-2 Transnational Comparative Journalism Studies 2 ESA C		Panel 13-2 Paradigmatic Approaches in the Philosophy of Communication VMP8 08	Panel 14-2a Euro-Elections and Other European Issues ESA J	Panel 14-2b Political Participation ESA H	Panel 15-2 Radio: Expression and Alternatives Phil 1322	Panel 16-2 Mediating Science and Environment: Scientists, Journalists and NGOs Phil 1350	Panel 17-2 The News of Globalisation and Convergence Phil F	ICA Panel: The quality of public discourse in times of Web 2.0: What evidence do we have? VMP8 05	

Coffee Break

Panel 10-3 Mobility and Interaction VMP8 06	Panel 11-3 Transnational Comparative Journalism Studies 3 ESA C		Panel 13-3 Inside Out, Outside In – Language, Movement, Objectivity, Representation VMP8 08	Panel 14-3a Electoral Campaigning in Traditional Media ESA J	Panel 14-3b Depoliticization ESA H	Panel 15-3 Radio: Freedoms and Expression Phil 1322	Panel 16-3 The Role of the Visual in Environmental Communication Phil 1350	Panel 17-3 Trans/National TV Phil F	Special ECREA Workshop Transnational Curricula VMP8 05	
---	---	--	---	--	--	---	--	---	--	--

Reception at Town Hall

DAILY PROGRAMME

THURSDAY 14 OCTOBER

	SECTION 1	SECTION 2	SECTION 3	SECTION 4	SECTION 5	SECTION 6	SECTION 7	SECTION 8	SECTION 9	
	AUDIENCE AND RECEPTION STUDIES	COMMUNICATION AND DEMOCRACY	COMMUNICATION HISTORY	COMMUNICATION LAW AND POLICY	DIASPORA, MIGRATION AND THE MEDIA	DIGITAL CULTURE AND COMMUNICATION	FILM STUDIES	GENDER AND COMMUNICATION	INTERNATIONAL AND INTER-CULTURAL COMMUNICATION	
9.15–10.45	Panel 1-4 Youth and Media Phil D	Panel 2-4 Media and Democracy in the Digital Age ESA M	Panel 3-3 Crossing the Borders: Historical Case Studies in Propaganda, Journalism and Advertising Phil 1314	Panel 4-3 Country Cases Studies of Important Law and Policy Issues ESA K	Panel 5-4 Diasporas and Transcultural Spaces and Places of Communication Phil B	Panel 6-4 New Technologies Applied to Education Phil A	Panel 7-4 Technologies of and on Film Phil E	Panel 8-4 Othering and Transgression Phil C	Panel 9-4 Media and Journalism: an International and Comparative Perspective Phil G	
10.45–11.15	Coffee Break									
11.15–12.45	Plenary Session II: Building European Research Networks. Promises and Pitfalls of Collaborative Research Audimax									
LUNCH	12.45–13.30			Poster Session 3 Phil Foyer 13th floor	Poster Session 4 ESA Foyer	Poster Session 5 Phil Foyer	Poster Session 6 Phil Foyer			
	13.30–14.30	Business Meeting Phil D	Business Meeting ESA M					Business Meeting Phil E	Business Meeting Phil C	Business Meeting Phil G
	14.30–16.00	Panel 1-5 Children and Media Phil D	Panel 2-5 Online Deliberation and Media Activism ESA M	Panel 3-4 Communication History and the History of Ideas: Theories and Methods Phil 1314	Panel 4-4 Topical European Policy Issues 1 ESA K	Panel 5-5 Migration from Turkey and the Communication Practices Phil B	Panel 6-5 Young People and Digital Exclusion in Europe Phil A	Panel 7-5 National, Third and Diaspora Cinema Reconsidered: The Cases of Turkey and India Phil E	Panel 8-5 Queer Theory & Media Studies Phil C	Panel 9-5 Values and Cultures in Intercultural and Transnational Public Spheres Phil G
16.00–16.30	Coffee Break									
16.30–18.00	Panel 1-6 Social Networks Phil D	Panel 2-6 E-democracy: International Perspectives ESA M	Panel 3-5 Remembering the Past: Social and Public Memory Phil 1314	Panel 4-5 Topical European Policy Issues 2 ESA K	Panel 5-6 Transnational Media: Diasporas & Identities Phil B	Panel 6-6 Dealing with the Social Web in Adolescence—Empirical Research Phil A	Panel 7-6 Analysing the Film Text: Approaches and Case Studies Phil E	Panel 8-6 Youth and Gendered Identities Phil C	Panel 9-6 The European Public Sphere: Between Myth and Reality Phil G	
18.00–18.30	Break									
18.30–20.00	Panel 1-7 Audience and Cross Media Phil D	Panel 2-7 Engagement, Public Spheres and Web 2.0 ESA M	Panel 3-6 NWICO and WSIS: A Historical Overview of Actors and Concepts	Panel 4-6 Media in Europe Today: Critical Reflections ESA K	Panel 5-7 Transcultural Media Representations of Otherness	Panel 6-7 Consumption and Everyday Life Phil A		Panel 8-7 Gendered Politics Phil C	Panel 9-7 Political Communication in International Perspective	
20.00	Parallel Cultural Events									

SECTION 10	SECTION 11	SECTION 12	SECTION 13	SECTION 14		SECTION 15	SECTION 16	SECTION 17	SPECIAL ECREA WORKSHOPS
INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION	JOURNALISM STUDIES	ORGANISATIONAL AND STRATEGIC COMMUNICATION	PHILOSOPHY OF COMMUNICATION	POLITICAL COMMUNICATION		RADIO RESEARCH	SCIENCE AND ENVIRONMENT COMMUNICATION	TELEVISION STUDIES	
Panel 10-4 Communication in Health Care VMP8 06	Panel 11-4 Transnational Media and Online Journalism ESA C		Panel 13-4 Method and Communicative Inquiry VMP8 08	Panel 14-4 Framing New Media vs Old Media ESA J	Panel 14-4b Civil Revival? Civil Society and New Media ESA H	Panel 15-4: Community Radio: Diversities and Commonalities Phil 1322	Panel 16-4 Assessing Communication Journals for a Better Knowledge of Communication Science Phil 1350	Panel 17-4 Power Works: Labour in the Current Television Industries Phil F	Special ECREA Workshop Women in European Communication Research: Representations, Practices, Difficulties, Achievements, Objectives, Realities VMP8 05

Coffee Break

Plenary Session II: Building European Research Networks. Promises and Pitfalls of Collaborative Research **Audimax**

Poster Session 10 VMP8 Foyer	Poster Session 11 ESA Foyer			Poster Session 14 ESA Foyer					
		Business Meeting VMP8 06	Business Meeting VMP8 08			Business Meeting Phil 1322	Business Meeting Phil 1350		Business Meeting CEE Network VMP8 05
Panel 10-5 Communication and Working Life VMP8 06	Panel 11-5 Online Journalism ESA C	Panel 12-1 Communication and Management VMP8 08		Panel 14-5a Power, Knowledge, and the Trivialisation of Politics ESA J	Panel 14-5b Changing European Integration from an Elite to a Citizens'-Project? ESA H	Panel 15-5 Radio Evolutions: Listening, Content and Platforms Phil 1322	Panel 16-5 Technologies of Risk: Governance, Communication and Perception Phil 1350	Panel 17-5 Commerce, the Market and Television Phil F	Special ECREA Workshop: CEE Network Communication Research in Central and Eastern Europe VMP8 5

Coffee Break

Panel 10-6 Interpersonal Communication in Different Contexts VMP8 06	Panel 11-6 International Reporting and Reporting the 'Other' ESA C	Panel 12-2 Culture and Identity VMP8 08		Panel 14-6a Illustrations of Political Leadership ESA J	Panel 14-6b Geopolitical Perspectives and Framing ESA H	Panel 15-6 Radio: Hispanic Perspectives Phil 1322	Panel 16-6 Governance and Environmental Communication: The role of Information, Education and Citizenship Phil 1350	Panel 17-6 Aesthetics and Representation beyond the Nation Phil F	IAMCR Panel: Comparative Global Media Research Case Studies and Issues VMP8 05
--	--	---	--	---	---	---	---	---	--

Break

	Panel 11-7 Theory and Methods ESA C	Panel 12-3 Case Study VMP8 08	Panel 13-5 Communication and Culture: Philosophical Explorations VMP8 06	Panel 14-7a Communicating the EU in a Transnational Environment ESA J	Panel 14-7b Power and Ideology in the Construction of the Mediated Ordinary ESA H	Panel 15-7: Radio in Transition: Europe and Beyond Phil 1322	Panel 16-7: Media(ted) Discourses of the Environment Phil 1350	Panel 17-7: Challenging Production Cultures Phil F	
--	---	---	--	---	---	--	--	--	--

Parallel Cultural Events

DAILY PROGRAMME

FRIDAY 15 OCTOBER

	SECTION 1		SECTION 2		SECTION 3		SECTION 4		SECTION 5		SECTION 6		SECTION 7		SECTION 8		SECTION 9		
	AUDIENCE AND RECEPTION STUDIES		COMMUNICATION AND DEMOCRACY		COMMUNICATION HISTORY		COMMUNICA-TION LAW AND POLICY		DIASPORA, MIGRATION AND THE MEDIA		DIGITAL CULTURE AND COMMUNICATION		FILM STUDIES		GENDER AND COMMUNICA-TION		INTERNATIONAL AND INTER-CULTURAL COMMUNICATION		
LUNCH	9.15 – 10.45	Panel 1-8a Media Emotions and Per-ceptions Phil D	Panel 1-8b Content Creation Phil C	Panel 2-8 Democracy, Participation and Participatory Media ESA M		Panel 3-7 Recent Developments in Canadian Communication Research Phil 1314		Panel 4-7 Media Policies: Theories, Concepts, Methods ESA K		Panel 5-8 Broadcasting Diversity Phil B		Panel 6-8a: Network Politics Phil A		Panel 6-8b: Politics of Production Phil E				Panel 9-8 New Directions in Intercultural Communication Phil G	
		10.45 – 11.15 Coffee Break																	
		Panel 1-9a Emotions and Mass Media: Interdis-ci-plinary Perspectives Phil D	Panel 1-9b Comparing the life histories of digital me-dia users in Portugal and the USA: What can we learn about digital inclusion processes? Phil C	Panel 2-9 Media's Toxic Knowledge – How Information Shapes Our Per-ception of Social Uncertainty ESA M		Panel 3-8 Media Change: New Tech-nologies and Politics Phil 1314		Panel 4-8 Promoting Pluralism, Creativity and Culture in the Media Industries ESA K		Panel 5-9 Media and Citizenship: Transnational Television Cultures Reshaping Poli-tical Identities in the European Union Phil B		Panel 6-9a Blog and Twitter Politics Phil A		Panel 6-9b Creativity Markets Phil E				Panel 9-9 Foreign Correspondence in a Changing Environment Phil G	
																Poster Session 8 Phil Foyer			
	12.45 – 13.30																		
13.30 – 14.30	ECREA General Assembly Audimax																		
14.30 – 16.00	Panel 1-10a Television Phil D	Panel 1-10b Audiences and Citi-zenship Phil C	Panel 2-10a Demo-cracy, Politics and Theo-retical Per-specti-ves ESA M	Panel 2-10b Poli-tical Com-muni-cation and Public Sphe-res ESA K				Panel 5-10a Media & Film: Pro-duc-tion, Practi-ces & Repre-senta-tions Phil B	Panel 5-10b Media, Film, and Memo-ries of Dias-poras Phil E	Panel 6-10 Mediatisation Phil A						Panel 9-10 Going Digital: Interculturality in Online Envi-ronments Phil G			
16.00 – 16.30	Coffee Break																		
16.30 – 18.00	Plenary Session III: European Media, European Public Spheres, European Identities Audimax																		
19.00 – 20.15	Farewell Party at Hamburg Harbour																		

SECTION 10	SECTION 11		SECTION 12	SECTION 13	SECTION 14	SECTION 15	SECTION 16	SECTION 17	
INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION	JOURNALISM STUDIES		ORGANISATIONAL AND STRATEGIC COMMUNICATION	PHILOSOPHY OF COMMUNICATION	POLITICAL COMMUNICATION	RADIO RESEARCH	SCIENCE AND ENVIRONMENT COMMUNICATION	TELEVISION STUDIES	SPECIAL ECREA WORKSHOPS
	Panel 11-8a Citizen/ Social Media 1 ESA C	Panel 11-8b Journalism Practice 1 ESA H	Panel 12-4: Brand(ing) and Organization VMP8 08		Panel 14-8 Late-Deciding and the Media. Media Election Coverage and its Differential Effects on Early and Late Deciders in the 2009 German National Election Campaign ESA J		Panel 16-8 Communicating and Enacting Public Health Phil 1350	Panel 17-8 Challenges to Public Service Television Phil F	Special ECREA Workshop Scholarly Journals for European Communication Research VMP8 05

Coffee Break

	Panel 11-9a Citizen/ Social Media 2 ESA C	Panel 11-9b Journalism Practice 2 ESA H	Panel 12-5 Case Study: Consumers and Publics VMP8 08		Panel 14-9 Comparing the Politics of Public Service Media in Europe ESA J		Panel 16-9 Framing Environment and Science: (National) News Media and Audience Reception Phil 1350	Panel 17-9 Challenging Methods to Representation Phil F	Special ECREA Workshop Networking European Communication Associations VMP8 05
			Poster Session 12 Foyer VMP8						

ECREA General Assembly Audimax

	Panel 11-10a Ethics/ Accountability ESA C	Panel 11-10b Economy/ Commercial/ Management ESA H	Panel 12-6 Case Study: Communication and Uncertainty VMP8 08		Panel 14-10 Political Explorations Beyond and Across Frontiers ESA J			Panel 17-10 Engaging Audiences Phil F	
--	---	--	--	--	--	--	--	---	--

Coffee Break

Plenary Session III: European Media, European Public Spheres, European Identities Audimax

Farewell Party at Hamburg Harbour

THE RESEARCHING AND TEACHING COMMUNICATION BOOK SERIES
& THE YECREA NETWORK

ISSN 1736-3918 (print) & ISSN 1736-4752 (online)

Series editors: Pille Pruulmann-Vengerfeldt and Nico Carpentier, published by TUP

Available online at <http://www.researchingcommunication.eu>



1/

RESEARCHING MEDIA, DEMOCRACY AND PARTICIPATION (2006)

Edited by Nico Carpentier, Pille Pruulmann-Vengerfeldt, Kaarle Nordenstreng, Maren Hartmann, Peeter Vihalemm and Bart Cammaerts

2/

MEDIA TECHNOLOGIES AND DEMOCRACY IN AN ENLARGED EUROPE (2007)

Edited by Nico Carpentier, Pille Pruulmann-Vengerfeldt, Kaarle Nordenstreng, Maren Hartmann, Peeter Vihalemm, Bart Cammaerts and Hanna Nieminen



3/

DEMOCRACY, JOURNALISM AND TECHNOLOGY: NEW DEVELOPMENTS IN AN ENLARGED EUROPE (2008)

Edited by Nico Carpentier, Pille Pruulmann-Vengerfeldt, Kaarle Nordenstreng, Maren Hartmann, Peeter Vihalemm, Bart Cammaerts, Hanna Nieminen and Tobias Olsson

4/

COMMUNICATIVE APPROACHES TO POLITICS AND ETHICS IN EUROPE (2009)

Edited by Nico Carpentier, Pille Pruulmann-Vengerfeldt, Richard Kilborn, Tobias Olsson, Hanna Nieminen, Ebba Sundin and Kaarle Nordenstreng.



5/

MEDIA AND COMMUNICATION STUDIES INTERSECTIONS AND INTERVENTIONS (2010) – Out in December

Edited by Nico Carpentier, Ilija Tomanic Trivundza, Pille Pruulmann-Vengerfeldt, Bart Cammaerts, Richard Kilborn, Hanna Nieminen, Tobias Olsson and Ebba Sundin



ECREA Book Series

publishers of original thinking | www.intellectbooks.com



***Finding the Right Place on the Map
Central and Eastern European Media
Change in a Global Perspective***

**Edited by Karol Jakubowicz and
Miklós Siklósi**

ISBN 9781851969922
Paperback | £39.95, \$40



***Cardinal Transformations
Theory and Practice in Gender
and Media***

**Edited by Tonny Krijnen, Claudia
Alvares and Solle Van Bavel**

ISBN 9781851969660
Paperback | £39.95, \$40



***Press Freedom and
Pluralism in Europe
Concepts and Conditions***

**Edited by Andreea Czepiet, Melanie
Helmig and Eva Nowak**

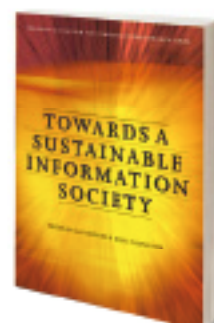
ISBN 9781851962434
Paperback | £39.95, \$40



***Reclaiming the Media
Communication Rights and
Democratic Media Reform***

**Edited by Nico Carpentier and
Bart Cammaerts**

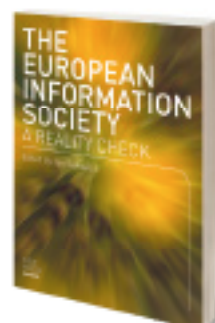
ISBN 9781851969635
Paperback | £39.95, \$40



***Towards a Sustainable
Information Society
Deconstructing RIFIT***

**Edited by Jan Servaes and
Nico Carpentier**

ISBN 9781851969398
Paperback | £39.95, \$40



***The European
Information Society
A Reality Check***

Edited by Jan Servaes

ISBN 9781851961062
Paperback | £39.95, \$40

The ECREA series makes a major contribution to the theory, research, practice and/or policy literature in the field of Communication and Media Studies. The ECREA series is European in scope and represents a diversity of paradigms, perspectives, and cultures. Each book is edited by one or more acknowledged authorities in the field and the contributors have been selected to provide a broad overview and breadth of understanding of the concerns in question. Book proposals are refereed. Although the ECREA series is clearly embedded in the ECREA membership, a degree of openness towards non-ECREA members is considered to add value to the series.

Series Editors:

Nico Carpentier
nico.carpentier@vub.ac.be

François Heinderyckx
Francois.Heinderyckx@ulb.ac.be



To view our catalogue or order our books and journals visit www.intellectbooks.com or E-mail orders@intellectbooks.com
Intellect, The Mill, Farnell Road, Fishponds, Bristol, UK, BS26 3JG. | Telephone: +44 (0)117 9589930 | Fax: +44 (0)117 9589931

PLENARY SESSIONS

PLENARY SESSION I

OPENING | TRANSCULTURAL COMMUNICATION—INTERCULTURAL COMPARISONS

WED 13 OCT | 9.15–10.45 | AUDIMAX

The opening session is meant to introduce the general thematic framework of the conference: “Transcultural Communication—Intercultural Comparisons”. Each of the two parts of this title will be dealt with in one keynote. The two speakers, Kevin Robins and Paolo Mancini, have published outstanding research on these topics and will comment upon the current state of international research and outline perspectives for the future.

OPENING

Rosemarie Mielke, Vice-President of the University of Hamburg
François Heinderyckx, President of ECREA
Uwe Hasebrink,
 Chair of the Local Organising Committee

KEYNOTE 1

Kevin Robins: Transcultural communication: achievements and challenges of a research field

KEYNOTE 2

Paolo Mancini: Comparing comparative research in social studies and in media studies

PLENARY SESSION II

BUILDING EUROPEAN RESEARCH NETWORKS. PROMISES AND PITFALLS OF COLLABORATIVE RESEARCH

THUR 14 OCT | 11.15–12.45 | AUDIMAX

This session will provide a forum for discussing one of the key objectives of ECREA: to support international collaborative research—within Europe and beyond. In the last years many communication scholars have been engaged in drafting proposals for the EU Framework Programmes, the European Science Foundation or COST, some of the most important funding sources for research in Europe. Only a few of them succeeded in receiving this kind of funding and in collecting rich experiences with international research networks. However, little is known about these concrete experiences. Therefore this session shall provide an insight in the reality of European research networks. The session will start with a keynote by Peter Golding, former Co-Director of the “Changing Media, Changing Europe” programme for the European Science Foundation; he will reflect on achievements and shortcomings of collaborative communication research in Europe. This impulse will be deepened by a panel discussion with representatives of ongoing European projects who will shortly present their projects and comment on their concrete experiences with collaborative research. In all, the session sets out to stimulate an academic discourse on which kinds of collaborative communication research turn out to be more or less fruitful and which kind of funding is needed to organise innovative and efficient projects.

KEYNOTE

Peter Golding: Building European research networks. Promises and pitfalls of collaborative research

ROUNDTABLE

with **Peter Golding** and representatives of ongoing collaborative research projects:
Susanne Fengler, Coordinator of the FP7 Project “Media Accountability and Transparency in Europe (MediaAcT)”
Geoffroy Patriarche, Chair of the COST Action “Transforming Audiences, Transforming Audiences”
Christina Slade, Coordinator of the FP7 Project “Media & Citizenship: Transnational Television Cultures”
Roberto Suárez Candel, Marie Curie Fellow, Post-Doctoral Research Project “Redefining and Repositioning Public Service Broadcasting”

PLENARY SESSION III

EUROPEAN MEDIA, EUROPEAN PUBLIC SPHERES, EUROPEAN IDENTITIES

FRI 15 OCT | 16.30–18.45 | AUDIMAX

This closing session will focus on one particularly important topic of European communication research: communication in Europe. In the first keynote, Ruth Wodak uses her work on the discursive construction of European crises to redefine the European public sphere. In the second keynote, Beata Klimkiewicz will discuss the role of communication research in Central and Eastern Europe in a context of changing media systems in order to show the particular nature of resonance between the two.

KEYNOTE 1

Ruth Wodak: The Discursive Construction of European Crises — Redefining the ‘European Public Sphere’

KEYNOTE 2

Beata Klimkiewicz: Media and communication in CEE: Achievements and challenges for communication research

INVITATION ECREA 2012

CLOSING

François Heinderyckx, President of ECREA
Uwe Hasebrink,
 Chair of the Local Organising Committee

SPECIAL ECREA WORKSHOPS, ICA & IAMCR PANEL

In addition to section panels, there will be a series of workshops, which provide opportunities for discussion on specific aspects of the European scientific community, its collaboration across Europe, and its infrastructures. Thus, we try to take the opportunity of many ECREA members being at one place to have a dense discussion on the core issues of ECREA's work. Most of the proposed workshops correspond to specific objectives and tasks of ECREA.

SPECIAL ECREA WORKSHOPS

PLANNING AN ACADEMIC CAREER: INTERNATIONAL PERSPECTIVES. A WORK- SHOP FOR YOUNG SCHOLARS (YECREA)

WED 13 OCT | 11.15-12.45 | ROOM: VMP8 05

This workshop aims primarily at young scholars, and addresses pan European similarities and differences in planning academic trajectories. The session addresses this broader theme by focusing on what 'counts' as important in building an academic CV. Organised around an 'experience panel' with ten early career as well as experienced senior scholars sharing experiences from their own career trajectories, the session asks which choices must take precedence over others, which decisions might be pre-planned, how much planning is needed? In what ways and to what extent do employer preferences and institutional priorities differ across Europe? How is funding generated in different national and institutional settings? What are the emerging trends as we prepare trans-national job applications? The purpose is to open up a conversational space between young scholars and academic researchers at diverse points in their careers, coming from a range of histories, disciplines and institutions.

CHAIRS: Ranjana Das, Julie Uldam

SPEAKERS: Bart Cammaerts, Nico Carpentier, Uwe Hasebrink, Saila Poutiainen, Nuria Simelio, Roberto Suarez Candel, Michele Sorice, Tomas Trampota, Elena Vartanova, Tamara Witschge

TRANSNATIONAL CURRICULA

WED 13 OCT | 16.30-18.00 | ROOM: VMP8 05

The workshop will discuss the competence-based development of transnational communications curricula in the first and second cycle (bachelor & masters). Two presentations from the EU-funded project Curriculum Development Communication Sciences (CDCS) will introduce the competence-based (TUNING) approach, discussing (i) students' and professionals' views on general and communications-specific competences and the extent to which they are achieved in current local curricula, and (ii) how the approach can be used to compare and eventually interweave programs and create a balance of shared and complementary competences in a joint, transnational bachelor curriculum. Representatives from two international masters programs in journalism and in international communication will then reflect on the different demands in the second cycle, where transnational programs derive their added value from exploiting complementarities between the participating partners.

CHAIRS: Monika Pater & Gisela Redeker

SPEAKERS: Dejan Jontes & Andrea Trdina; Rimke Groenewold, Gisela Redeker & Costantino Marmo; Hans-Henrik Holm; Lekje Smit & John R. Smyth

WOMEN IN EUROPEAN COMMUNICATION RESEARCH: REPRESENTATIONS, PRACTICES, DIFFICULTIES, ACHIEVEMENTS, OBJECTIVES, REALITIES (WOMEN'S NETWORK)

THUR 14 OCT | 9.15-10.45 | ROOM: VMP8 05

The ECREA Women's Network Workshop analyses the actual situation of gender in European communication research, within universities, polytechnics, colleges, and research centres. The workshop intends to offer an inter-disciplinary and inter-cultural approach to the issues of gender in communication related academia in order to grant visibility to women from every social background, age, ethnicity, and orientation. Therefore, the workshop would render the actual situation of women in academia visible and, as a result, facilitate their institutional participation. We are interested in identifying differences, strengths, weaknesses and areas of good practice in order to stimulate the exchange of ideas, the development of expertise and insights across national borders, as well as the effective discussion and comparison of case studies, methodologies and materials.

CHAIRS: Núria Simelio (Chair of ECREA's Women's Network); Sinikka Torkkola (Vice-Chair of ECREA's Women's Network); Clara Sarmento (Vice-Chair of ECREA's Women's Network)

SPEAKERS: Laura Aymerich (Moderator); Ana Azevedo: *Research in Information Systems and Technologies: An Empirical Study about Gender Issues*; Núria Simelio: *Academic Women in Spanish Universities: Work Positions and Career Perspectives*; Helena Tendra: *Problems of the Polish Women Scientist in the Universities*; Sinikka Torkkola: *Tenure track and gender equality*; Iolanda Tortajada, Arantxa Capdevila, Assumpció Huertas and Cristina Rodríguez: *Challenges and strategies for the diffusion of equal opportunity policies at Catalan universities*

COMMUNICATION RESEARCH IN CENTRAL AND EASTERN EUROPE (CEE NETWORK)

THUR 14 OCT | 14.30-16.00 | ROOM: VMP8 05

The workshop will briefly introduce the newly established CEE Network, its principles and general strategies and goals. The main issue of the workshop will be to focus on the development of media research and research conditions within the last 20 years in the CEE countries with a special focus on Baltic, Visegrad and Balkan countries. Online database mapping research and educational institutions and activities of media and communication scholars and researchers within CEE countries, which should help to stimulate international cooperation, will be introduced. The second part of the panel will be devoted to the discussion of problematic aspects of CEE research and prospective support of CEE Network to the scholars and researchers of the region within the ECREA.

CHAIRS: Tomas Trampota

VICE-CHAIRS: Aukse Balcytiene (responsible ECREA Board member) and Epp Lauk

SPEAKERS: Brindusa Armanca, Aukse Balcytiene, Beata Klimkiewicz, Irena Reifová

SCHOLARLY JOURNALS FOR EUROPEAN COMMUNICATION RESEARCH

FRI 15 OCT | 9.15–10.45 | ROOM: VMP8 05

The workshop deals with the situation of European scholarly journals. We find a multiplicity of academic journals in Europe. They focus on cultural and media studies as well as communication studies. They tend to share their close ties to local, regional, national cultures or even to the European scholarly tradition as a whole. Despite this common base, we naturally find a lot of differences as well, such as different languages or genres; an online or offline distribution; the non-/existence of a peer-review-process; open access vs. payment structures, etc. The workshop wishes to discuss these issues and generate communication between the scholarly driven journals in media, communication and culture in Europe. Also the changing conditions of academic work in Europe and the changing media conditions for scholarly publications will be a topic of discussion. We aim at exchanging ideas both about the content and the organisation of the journals, at discussing common problems and looking for solutions as well as at participating in the overall development.

CHAIRS: Friedrich Krotz & Maren Hartmann

SPEAKERS: Central European Journal of Communication, Poland (Bogusława Dobek & Michal Glowacki); Communications: The European Journal of Communication Research (Friedrich Krotz); Intellect publishers (Masoud Yazdani); Javnost, Slovenia (Slavko Splichal); Westminster Papers in Communication and Culture, UK (Carolyn Dover) and N.N.

NETWORKING EUROPEAN COMMUNICATION ASSOCIATIONS

FRI 15 OCT | 11.15–12.45 | ROOM: VMP8 05

The workshop will provide a forum for representatives of European Communication Associations, most of them already being associate members of ECREA. ECREA would like to take the opportunity to strengthen the links between the national associations, to exchange experiences and to develop new forms of collaboration between the national and the European level.

CHAIR: Uwe Hasebrink

PARTICIPANTS: Thomas Steinmaurer (Österreichische Gesellschaft für Kommunikationswissenschaft, Austria), Ulla Carlsson (Nordicom, Nordic Countries), Epp Lauk (Baltic Association for Media Research, Baltic Countries), Leena Mikkola (Prologos – Finnish Association of Speech Communication, Finland), Klaus-Dieter Altmeppen (Deutsche Gesellschaft für Publizistik- und Kommunikationswissenschaft, Germany), Irina Rozina (Russian Communication Association, Russia), Vinzenz Wyss (Schweizerische Gesellschaft für Medien- und Kommunikationswissenschaft, Switzerland), Nurcay Turkoglu & Ozden Cankaya (Communications Research Association /ILAD-Iletisim Arastirmalari Dernegi, Turkey)

MAPPING EUROPEAN COMMUNICATION RESEARCH

FRI 15 OCT | 14.30–14.00 | ROOM: VMP8 05

Mapping existing research within the European communication studies landscape represents one of the most challenging, yet important tasks. There have been many attempts at providing an overview of the field, yet drawing a complete and comprehensive map of communication research is a daunting task. The workshop—triggered by the ECREA initiative to map European communication research—focuses on past and present endeavours to map the communication studies landscape. It brings together scholars who have been involved in research mapping of some kind and have an overview of the field. The panellists will share their experience and outline directions for future mapping projects.

CHAIR: Alenka Jelen

PARTICIPANTS: Kaarle Nordenstreng; Georgios Terzis; Liina Puustinen (tbc); NN

ICA PANEL

THE QUALITY OF PUBLIC DISCOURSE IN TIMES OF WEB 2.0: WHAT EVIDENCE DO WE HAVE?

WED 13 OCT | 14.30–16.00 | ROOM: VMP8 05

CHAIRS: Wolfgang Donsbach, François Heinderyckx

PANELLISTS: Aukse Balcytiene, Miriam Meckel, Klaus Schönbach, Jesper Strömbäck

IAMCR PANEL

COMPARATIVE GLOBAL MEDIA RESEARCH: ISSUES AND CASE STUDIES

THUR 14 OCT | 16.30–18.00 | ROOM: VMP8 05

Research on global media inevitably requires comparison, argument about definitions, clarity concerning issues of scale, and empirical study. In this panel, four active members of the International Association for Media and Communication Research present varied approaches to some of the many facets of the issues involved.

CHAIR: John Downing

PANELLISTS: Claudia Padovani: *Addressing the methodological challenges of mapping the global: words, frameworks, networks*; Kaarle Nordenstreng: *Searching for the constituents of media systems*; Sophia Kaitatzi-Whitlock: *Frontierless political liquidity and the ideology of unity in diversity*; John Downing: *Transnational social movement media*

PROGRAMME SECTION 1

AUDIENCE AND RECEPTION STUDIES

PANEL 1-1

US AND THEM

WED 13 OCT | 11.15-12.45 | ROOM: PHIL D

PANEL CHAIR: **Denise Sommer**,
University of Leipzig, Germany

Rolf Halse, University of Bergen, Norway
Negotiating borders between ingroups and outgroups: Ethnic Norwegians and Norwegian Muslims speak out about the Muslim-American neighbour as terrorist in 24

Alexander Dhoest, **Nele Simons**, University of Antwerp, Belgium
We're here, but are we queer? Exploring gay and lesbian media use

Nitida Sangsingkeo, University of Surrey, United Kingdom
Hearing audiences: an analysis of the dynamic constructions of "mental illness" in the Thai cultural context

Veronika Krönert, University of Bremen, Germany
Celebrities as transcultural brand symbols? The case of the Pope as a religious media star

Philipp Müller, Ludwig Maximilian University of Munich, Germany

Ralf Hohlfeld, University of Passau, Germany
The macro-level third-person effect and its social consequences

POSTER SESSION 1

WED 13 OCT | 12.45-13.30 | ROOM: PHIL FOYER

Beate Wellnitz, Berlin, Germany,
Jana Scheerer, University of Potsdam, Germany
"If I were you, I'd stay outside": Online fan communities between affirmation and subversion. A case study of law and order SVU (NBC)

Stephanie Geise, University of Erfurt, Germany
"Vision that matters": Insights in processes of visual perception and its effects—results of an experimental eye tracking study using the example of election posters

Ines Vogel, **Uli Gleich**, University of Koblenz-Landau, Germany
What makes a good drama? Audience evaluations of emotionally challenging movies

Stijn Reijnders, Erasmus University, Rotterdam, Netherlands
On the trail of 007: Places of the imagination in the world of James Bond

Nicholas Bowman, Young Harris College, United States, **Daniel Schultheiss**, Ilmenau University of Technology, Germany, **Christina Schumann**, Ilmenau University of Technology, Germany
"I feel, therefore I play (and pay)": The influence of character attachment on Internet game play motivations and economic structures

Reint Jan Renes, Wageningen University, Netherlands, **Karen Mutsaers**, Dutch Youth Institute, Germany, **Cees Van Woerkum**, Wageningen University, Netherlands
Entertaining and educating the audience: A qualitative evaluation of a Dutch lifestyle documentary series

PANEL 1-2

DISTANCE AND PROXIMITY

WED 13 OCT | 14.30-16.00 | ROOM: PHIL D

PANEL CHAIR: **Alexander Dhoest**, University of Antwerp, Belgium

Philipp Niemann, **Martin Krieg**, University of Trier, Germany
"Starting from 24 pictures per second it becomes a movie"—Time as an influencing factor on the reception process of multi-modal scientific presentations

Hanna Domeyer, Graduate School Media and Communication, Hamburg, Germany
Between imagined communities and mediated networks—The array of belonging within media repertoires

Maria Kyriakidou, London, United Kingdom
Global memories—global publics? Exploring audience remembering of distant disasters

Nurcay Turkoglu, **Sevilen Toprak Alayoglu**, Marmara University, Istanbul, Turkey
Global media formats and neighbourhood mediators: "Far and near" revisited

Dorothee Hefner, University of Music, Drama and Media, Hanover, Germany, **Arthur Raney**, Florida State University, United States, **Christoph Klimmt**, University of Mainz, Germany
Response to (interactive) media characters: Evidence for video game identification across different culture

PANEL 1-3

IDENTITIES

WED 13 OCT | 16.30-18.00 | ROOM: PHIL D

PANEL CHAIR: **Caroline Dover**, University of Westminster, London, United Kingdom

Isabel Ferin Cunha, University of Coimbra, Portugal
Reception studies on Brazilian telenovelas in Portugal

Kathleen Arendt, University of Erfurt, Germany, **Matthias Hastall**, Zeppelin University Friedrichshafen, Germany
Origins of liking and disliking of fictional television characters

Matteo Stefanelli, Catholic University of Milan, Italy, **Luca Rossi**, University of Urbino, Italy
Media uses and discourses and generational identity: An empirical research

Anna Maria Lemor, Saarland University, Saarbrücken, Germany
Mass media and the project of the self

André Jansson, Karlstad University, Sweden
Intervallance and identity: The social forces of interactive surveillance

PANEL 1-4

YOUTH AND MEDIA

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL D

PANEL CHAIR: **Pille Runnel**,
University of Tartu, Estonia

Martin Danielsson, Halmstad University
College, Sweden
On the classified and classifying consumption of new media: initial findings from a comparative case study of young men in Sweden

Maria José Brites, New University of Lisbon,
Portugal
Making senses of old and new media as news providers: young people's (15–30 years old) perspectives and family contexts

Lonneke Van Leeuwen, Reint Jan Renes,
Wageningen University, Netherlands
Communicating health messages through entertainment-education: Testing and exploring the persuasive effects of a Dutch youth drama series

Caroline Dover, University of Westminster,
London, United Kingdom
Young people, digital media and social practices

Maddalena Fedele, Núria García-Nuñoz,
Autonomous University of Barcelona, Spain
Adolescents' reception of television fiction series. Series about young people targeted to young people

PANEL 1-5

CHILDREN AND MEDIA

THUR 14 OCT | 14.30–16.00 | ROOM: PHIL D

PANEL CHAIR: **Cristina Ponte**,
New University of Lisbon, Portugal

Tone Kristine Kolbjørnsen, University of
Bergen, Norway
12 year old fans: A reception analysis

Oscar Peters, University of Twente,
Enschede, Netherlands, **Eva Van Reijmersdal**,
University of Amsterdam, Netherlands,
Guda Van Noort, University of Amsterdam,
Netherlands
The effects of brand placement in an online game for girls

Maria Sanchez Martinez, Henar Alonso Mosquera, San Pablo University, Madrid,
Spain
Advertising strategies in food brands for children interactive websites

Christine Wijnen,
Aktion Film, Salzburg, Austria
Making sense of model castingshows

Ingunn Hagen, Norwegian University of
Science and Technology, Trondheim,
Norway
Having fun with friends online: An exploration of the role of Internet in the lives of 12 year olds

PANEL 1-6

SOCIAL NETWORKS

THUR 14 OCT | 16.30–18.00 | ROOM: PHIL D

PANEL CHAIR: **Lothar Mikos**, Film and
Television University, Potsdam, Germany

Ranjana Das, London School of Economics
and Political Science, United Kingdom
Modes of interpretation in youthful engagement with an online text: Children's interpretations of an online genre

Sabine Trepte, Leonard Reinecke, University
of Hamburg, Germany
The effects of social network use on privacy, social support, and well-being: A longitudinal study

Martins Kaprans, University of Latvia, Riga,
Latvia
Did we miss a social commentary? The reactions on Borat in YouTube

Cornelia Jers, University of Hohenheim,
Stuttgart, Germany
How to explain social web use—Outcome expectations and user personality as determinants of social web activity

Sascha Hölig, Graduate School Media and
Communication, Hamburg, Germany
It's how, not what we use that matters. Communication modes in the Internet

PANEL 1-7

AUDIENCE AND CROSS MEDIA

THUR 14 OCT | 18.30–20.00 | ROOM: PHIL D

PANEL CHAIR: **José Azevedo**,
University of Porto, Portugal

Tereza Pavlickova, London, United Kingdom
Patterns of cross media consumption: Users' encounters with authors in 'authorless' texts

Alberto García, Natalia Abuín, Raquel Vinader Segura, University of Madrid, Spain
The synergy between social networks and mass media: New tools to promote contents and increase ratings of television programs

Nicoletta Vittadini, Piermarco Aroldi,
Catholic University of Milan, Italy
Transnational digital audiences: "Moral economy of the households" and digital television

Laura Aymerich, Sallent, Spain
Analyzing users' motivations towards interactive advertising in television

Ana Adi, University of the West of Scotland,
United Kingdom
Framing the Beijing 2008 Olympics: Human rights, advocacy groups, international media and the online public

PANEL 1-8A

MEDIA EMOTIONS AND PERCEPTIONS

FRI 15 OCT | 9.15–10.45 | ROOM: PHIL D

PANEL CHAIR: **Helena Bilandzic**,
University of Augsburg, Germany

Juliane Finger, University of Hamburg,
Germany
Reconstructions of long-term media effects: Investigating Holocaust-related attitudes

Rebecca Preß, University of Erlangen-
Nuremberg, Germany
The effects of music in advertisement: An empirical approach towards the understanding of musical fit

Mascha Brichta, University of
Westminster, London, United Kingdom
The politics of reading tabloids: Cross-nationally shared modes of engagement with popular papers

David Giles, University of Winchester,
United Kingdom
Parasocial and human relationships: Testing a six-type model of media figures

Jesko Jockenhövel, Claudia Wegener,
Film and Television University, Potsdam,
Germany
"I see you"—Acceptance and perception of digital 3D-films

Mervi Pantti, University of Helsinki,
Finland
Disaster news and public emotions

Dagmar Unz, Saarland University,
Saarbrücken, Germany
*Media as emotional tools? The role of
presentation features for emotional
responses to TV news*

PANEL 1-8B

CONTENT CREATION

FRI 15 OCT | 9.15–10.45 | ROOM: PHIL C

PANEL CHAIR: Giovanna Mascheroni,
University of Turin, Italy

Pille Runnel, Pille Pruulmann-Vengerfeldt,
University of Tartu, Estonia
*Online content creation among young
people in Estonia*

Maria Isabel Orofino, School of Advertising
and Marketing, Sao Paulo, Brazil
*Reception and response: The production of
web series by Brazilian Internet users*

Daniel Schultheiss, Ilmenau University of
Technology, Germany, **Christina Schumann**,
Ilmenau University of Technology, Germany
Nicholas Bowman, Young Harris College,
United States
*“Entertainment for Retirement?”:
The Silvergamers—Elderly video gaming in
the Internet*

Barbara Scifo, Catholic University of
Milan, Italy
*The social practices of personal digital
photography in a cross-media ecology:
Self exhibition and sociability*

PANEL 1-9A

EMOTIONS AND MASS MEDIA: INTERDISCIPLINARY PERSPECTIVES

FRI 15 OCT | 11.15–12.45 | ROOM: PHIL D

PANEL CHAIR: Katrin Döveling,
Dresden University of Technology, Germany

Clemens Schwender, Business School
Potsdam, Germany, **Frank Schwab**, Saarland
University, Saarbrücken, Germany
*Darwin goes to Hollywood: Evolutionary
perspectives on mediated emotions*

Elly A. Konijn, Free University of
Amsterdam, Netherlands
*Emotion psychology and processing media
messages: Recent developments*

Arvid Kappas, Marion Müller,
Jacobs University Bremen, Germany
*Emotion, visuals, communication:
Myths and truths, promises and pitfalls*

PANEL 1-9B

COMPARING THE LIFE HISTORIES OF DIGITAL MEDIA USERS IN PORTUGAL AND THE USA: WHAT CAN WE LEARN ABOUT DIGITAL INCLUSION PROCESSES?

FRI 15 OCT | 11.15–12.45 | ROOM: PHIL C

PANEL CHAIR: Kim Schröder,
Roskilde University, Denmark

Joseph Straubhaar, University of Texas at
Austin, United States, **José Azevedo**,
University of Porto, Portugal
*Comparing the life histories of digital media
use in Portugal and the USA: What can we
learn about digital inclusion processes*

Joseph Straubhaar, **Laura Dixon**,
University of Texas at Austin, United States
*Gendered space: The digital divide between
male and female users in public libraries in
Austin, Texas*

Ana Jorge, New University of Lisbon,
Portugal
*Leisure is hard: Entertainment uses of the
media and digital inclusion in Portugal.*

Kárta Cristina Francisco, New University of
Lisbon, Portugal
*Mobile phones and their use by different
generations: An analysis of the use of media
by Portuguese families*

Isabel Dias, University of Porto, Portugal
*Variability in digital use between different
social groups of seniors*

PANEL 1-10A

TELEVISION

FRI 15 OCT | 14.30–16.00 | ROOM: PHIL D

PANEL CHAIR: Michele Sorice,
LUISS Guido Carli University, Rome, Italy

Veneza Ronsini,
Federal University of Santa Maria, Brazil
*The Latin American mediations perspective
and the encoding/decoding model in a com-
parative study of reception*

Merja Mahrt, Heinrich Heine University
of Düsseldorf, Germany, **Klaus Schönbach**,
Amsterdam School of Communications
Research, Netherlands
*Values, TV genre preferences and channel
choice*

Teresa K. Naab, University of Music,
Drama and Media, Hanover, Germany
*Habitual television viewing? Theoretical
conception and empirical exploration*

Jelena Kleut, University of Novi Sad, Serbia
Reality shows and Ex-Yugoslav audience

Constanze Rossman, Ludwig Maximilian
University of Munich, Germany
*Effects of television cooking shows on
viewers' intentions to provide a perfect
dinner. Integrating cultivation theory and
theory of planned behaviour*

PANEL 1-10B

AUDIENCES AND CITIZENSHIP

FRI 15 OCT | 14.30–16.00 | ROOM: PHIL C

PANEL CHAIR:
Geoffroy Patriarche, University Faculties of
Saint-Louis, Brussels, Belgium

Denise Sommer, University of Leipzig,
Germany *Manipulating, irrelevant, not
affecting me? Media criticism and lay
theorizing about journalism and media ef-
fects in peer conversations about TV news*

Kim Schröder, Roskilde University,
Denmark *Audiences as citizens: Insights
from three decades of reception research*

Jerome Bourdon, Tel Aviv, Israel, **Cecile
Meadle**, Mines ParisTech, Paris, France
Audience figures, the state, and democracy

Seija Ridell, University of Tampere,
Finland
Audiencing (in) the media city

Monika Taddicken, **Irene Neverla**,
University of Hamburg, Germany
*Climate change from the audience's
perspective. Theorizing empirical findings
on media usage and media effects between
routine and information seeking*

PROGRAMME SECTION 2

COMMUNICATION AND DEMOCRACY

PANEL 2-1

DISCOURSE, IDENTITY AND PUBLIC SPHERES

WED 13 OCT | 11.15-12.45 | ROOM ESA M

PANEL CHAIR: **Anu Kantola**,
University of Helsinki, Finland

Hartmut Wessler, Eike M. Rinke,
University of Mannheim, Germany
Political discourse cultures and the news media's democratic performance. A comparative approach

Lina Dencik, University of London,
United Kingdom
News practices and the problem of a "global civil society": The case of BBC World News

Leen Van Brussel, Free University of
Brussels, Belgium
The good death as a democratic right: A discourse-theoretical analysis of the representation of end-of-life care in the Belgian newspaper coverage

Elisabeth Klaus, Ricarda Drücke, University
of Salzburg, Austria
Politics of citizenship: media, migration and spaces of identity

**Frederic Morrison, Ian Somerville,
Andrew Purcell**, University of Ulster,
United Kingdom
The pedagogy of PR and terrorism in a post-conflict society

POSTER SESSION 2

WED 13 OCT | 12.45-13.30 | ESA FOYER

Agnes Aljas, Estonian National Museum,
Tartu, Estonia, **Pille Pruulmann-Vengerfeldt**,
University of Tartu, Estonia, **Pille Runnel**,
University of Tartu, Estonia
Cultural citizenship and development of democracy as frameworks for audience participation at the heritage institutions

Joan Ramon Rodríguez-Amat,
Universitat de Vic, Spain
The Europeanisation of Europe

Mary Weinstein, Federal University of Bahia,
Salvador, Brazil
The issue of historical and cultural patrimony protection approach at a local newspaper in Brazil and its reflections of the social dispute at A TARDE

John McHale, Illinois State University,
United States
Unreasonable doubt: Using video to promote social justice

Saltanat Kazhimuratova, Kazakhstan
Institute of Management, Economics and
Strategic Research, Kazakhstan
Blogging for democracy: Young citizens and new media in Kazakhstan

Marie Dufrasne, University Faculties of
Saint-Louis, Brussels, Belgium
More debate on Europe for more of implication of the citizens? Analysis of the "Debate Europe" forum

İtir Akdoğan, University of Helsinki, Finland
Information and communication technologies in local democracy: Connecting local and transnational networks in Istanbul

PANEL 2-2

DEMOCRACY, CITIZENSHIP AND CULTURAL PUBLIC SPHERES

WED 13 OCT | 14.30-16.00 | ROOM ESA M

PANEL CHAIR: **Jeffrey Wimmer**,
Ilmenau University of Technology, Germany

Tarmo Malmberg, University of Vaasa,
Finland
The connection between the political and the cultural public spheres—A neglected Habermasian problematic

Torgeir Uberg Nærland,
University of Bergen, Norway
The cultural public sphere—a critical discussion of the role of music in Jürgen Habermas' theory of deliberative democracy

Nicole Landeck, University of Mannheim,
Germany
European identities in the media—Public discourse on the European parliamentary elections and the Eurovision Song Contest 2009

Nathalie Claessens, Koen Panis, Hilde van den Bulck, University of Antwerp, Belgium
Putting the "fun" in fundraising: The Serious Request and Music For Life radio telethons, media and citizenship

Anne Kaun, Södertörn University, Sweden
Playful connectivity—Playful citizenship?

PANEL 2-3

MEDIA AND DEMOCRACY: INTERNATIONAL PERSPECTIVES

WED 13 OCT | 16.30-18.00 | ROOM ESA M

PANEL CHAIR: **Eva Nowak**,
Jade University, Wilhelmshaven, Germany

Colin Sparks, University of Westminster,
London, United Kingdom
Understanding media in transitional societies

Piet Bakker, University of Amsterdam,
Netherlands
Foreign newspaper ownership in central and eastern Europe—Consequences for journalism & society

Aleksandar Bogdanic, Banja Luka College
of Communications Kappa Phi, Bosnia and
Herzegovina
A refeudalization of public discourse in Bosnia and Herzegovina: Secularizing the ideology of nationalism and nationalizing the ideology of the secular

Albert Kulla, Imrich Gazda, Catholic
University, Ružomberok, Slovakia
Press law as political weapon of Slovak government

Oliver Leistert, University of Paderborn,
Germany
Mobile media practice and social movements in Pakistan and Seoul

PANEL 2-4

MEDIA AND DEMOCRACY IN THE DIGITAL AGE

THUR 14 OCT | 9.15-10.45 | ROOM: ESA M

PANEL CHAIR: **Des Freedman**, Goldsmiths, University of London, United Kingdom

James Curran, Goldsmiths, University of London, United Kingdom
Media and democracy: Key issues and contemporary concerns

Natalie Fenton, Goldsmiths, University of London, United Kingdom
Social networking, political citizenship and democracy

Des Freedman, Goldsmiths, University of London, United Kingdom
Outsourcing Internet regulation

Tamara Witschge, Cardiff University, United Kingdom
Putting the future of news up for discussion

Angela Phillips, Roskilde University, Denmark
Entrepreneurial journalism: A report from the front line

PANEL 2-5

ONLINE DELIBERATION AND MEDIA ACTIVISM

THUR 14 OCT | 14.30-16.00 | ROOM: ESA M

PANEL CHAIR: **Iñaki Garcia-Blanco**, Cardiff University, United Kingdom

Maria Francesca Murru, Catholic University of Milan, Italy
Living public spheres beneath the surface of deliberation. An analysis of online shared spaces becoming public agoras

Julie Uldam, Copenhagen Business School, Denmark, **Tina Askanius**, Lund University, Sweden

Using corporate media for civil disobedience: COP15 activism and the case of "Never Trust a Cop" on YouTube

Liesbet van Zoonen, **Sabina Mihelj**, **Farida Vis**, Loughborough University, United Kingdom

YouTube activists: Contesting Geert Wilders' Fitna with visual means

Vincent Doyle, IE University, Segovia, Spain
Global culture, local resistance? An ethnographic study of Madrid's Patio Maravillas

Patrick McCurdy, Erasmus University Rotterdam, Netherlands
Rethinking adaptation and abstention: Revising Rucht's "Quadruple A" framework for analysing the media strategies of social movements

PANEL 2-6

E-DEMOCRACY: INTERNATIONAL PERSPECTIVES

THUR 14 OCT | 16.30-18.00 | ROOM: ESA M

PANEL CHAIR: **Claudia Padovani**, Southern Illinois University Carbondale, United States

Marco Anderle, London School of Economics and Political Science, United Kingdom
The potential of local e-participation in Italy. An empirical angle for challenging the state of affairs

Maximillian Hänska-Ahy, London School of Economics and Political Science, United Kingdom
Twitter, Satellite TV and the vote in Iran: Media convergence in search for a democratic public sphere

Christian Christensen, Uppsala University, Sweden

The mobile vs. the sedentary: Social media and post-election Iran

Linje Manyozo, London School of Economics and Political Science, United Kingdom
Citizen engagement and the challenges of participation in the Brockley Assembly, London

Veronica Barassi, Regents College, London, United Kingdom
Political interactions in cross-cultural perspective: Social media and activism in Europe

PANEL 2-7

ENGAGEMENT, PUBLIC SPHERES AND WEB 2.0

THUR 14 OCT | 18.30-20.00 | ROOM: ESA M

PANEL CHAIR: **Julie Uldam**, Copenhagen Business School, Denmark

Auli Harju, University of Tampere, Finland
Where the entertaining and the civic meet. Linking college students' social media use with civic participation in an online campaign project

Michael Hallermayer, University of Augsburg, Germany
Placeblogs: Opportunities for emerging local public spheres

Tobias Olsson, Jönköping University, Sweden, **Fredrik Miegel**, Lund University, Sweden
A youth council and the Internet: Engaging youth in municipal politics

Fausto Colombo, **Matteo Vergani**, Catholic University of Milan, Italy
Old and new media, participation and the state of democracy: The Italian case

Annika Sehl, Dortmund University of Technology, Germany
Participatory journalism: Does it add to the diversity of reporting?

PANEL 2-8

DEMOCRACY, PARTICIPATION AND PARTICIPATORY MEDIA

FRI 15 OCT | 9.15-10.45 | ROOM: ESA M

PANEL CHAIR: **Bart Cammaerts**, London School of Economics and Political Science, United Kingdom

Iñaki Garcia-Blanco, **Karin Wahl-Jorgensen**, Cardiff University, United Kingdom
The illusion of the European public sphere: British political actors and their perception of citizens' political participation in EU politics

Kristoffer Holt, Mid Sweden University, Sundsvall, Sweden, **Michael Karlsson**, Karlstad University, Sweden
Edited participation—A comparative study of editorial influence on three online news media in Sweden

Norbert Wildermuth, Roskilde University, Denmark
Engaging community-based media for participatory communication and digital empowerment: Experiences made in the wake of Kenya's post-election violence

Arne Hintz, McGill University, Montreal, Canada
Policy agendas for participatory media: Comparing challenges and perspectives

Merja Porttikivi, Johanna Moisander, Aalto University, Helsinki, Finland
Legitimation and contestation of executive compensation in online discussion

PANEL 2-9

MEDIA'S TOXIC KNOWLEDGE—HOW INFORMATION SHAPES OUR PERCEPTION OF SOCIAL UNCERTAINTY

FRI 15 OCT | 11.15–12.45 | ROOM: ESA M

PANEL CHAIR: **Rita Figueiras**, Catholic University of Portugal, Lisbon, Portugal

Rowan Howard-Williams, University of Pennsylvania, United States
Challenges and contradictions in Television's portrayal of environmental problems

Carla Ganito, Cátia Ferreira, Catholic University of Portugal, Lisbon, Portugal
"No more toxic news! Now I have my mobile phone". Anticipating, filtering and sharing as new media literacies

Luca Camerini, Nicola Diviani, University of Lugano, Switzerland
Activism and the Net: Are new media shaping our perception of uncertainty?

Nelson Ribeiro, Catholic University of Portugal, Lisbon, Portugal
Objectivity as a weapon of propaganda: The case of the BBC Portuguese Service during World War II

Maria José Perez, San Jorge University, Zaragoza, Spain
Approach to the democratic principle of information freedom from the perspective of private Spanish communication groups

PANEL 2-10A

DEMOCRACY, POLITICS AND THEORETICAL PERSPECTIVES

FRI 15 OCT | 14.30–16.00 | ROOM: ESA M

PANEL CHAIR: **Hannu Nieminen**, University of Helsinki, Finland

Kari Karppinen, University of Helsinki, Finland
Uses of democratic theory in media studies

Fabro Steibel, University of Leeds, United Kingdom
Comparing media system and political communication studies: The normative bias

Isabel Awad, Erasmus University Rotterdam, Netherlands
Critical multiculturalism and deliberative democracy: Opening spaces for inclusive communication

Veva Leye, Ghent University, Belgium
Global multi-stakeholder ICT partnerships—A critical, conceptual examination

Joanna Redden, Goldsmiths, University of London, United Kingdom
Mediating immigration: The news, politics and policy

PANEL 2-10B

POLITICAL COMMUNICATION AND PUBLIC SPHERES

FRI 15 OCT | 14.30–16.00 | ROOM: ESA K

PANEL CHAIR: **Jens Lucht**, University of Zurich, Switzerland

Dennis Reineck, University of Hamburg, Germany
Untruthful mimicry in political communication. A case study from Germany

Frank Marcinkowski, André Donk, University of Münster, Germany
How politics, institutions and cleavages shape campaign coverage. The Swiss media and national referenda, 1983–2004

Jan Krecek, Charles University in Prague, Czech Republic, **Reimar Zeh**, University of Erlangen-Nuremberg, Germany
Covering China: Human rights, economy and the Olympics in Czech and German newspapers

Sarah Van Leuven, Karin Raeymaeckers, Ghent University, Belgium
Expansion or impoverishment of the public sphere? A look at the use of news sources in the Belgian press

Nicklas Håkansson, Halmstad University College, Sweden, **Elin Naurin**, University of Gothenburg, Sweden
News media in the election pledge chain

PROGRAMME SECTION 3

COMMUNICATION HISTORY

PANEL 3-1

FROM CONVERGENCE TO INTERMEDIALITY: HOW TO APPROACH MEDIA CHANGE

WED 13 OCT | 14.30–16.00 | ROOM: PHIL 1314

PANEL CHAIR: **Eli Skogerbø**,
University of Oslo, Norway

Juha Herkman, University of Helsinki, Finland
Political communication and intermediality: The Finnish presidential election of 2006

Maiju Kannisto, University of Turku, Finland
Intermediality in the transcultural programme formats: Finnish case of Dancing With The Stars

Paavo Oinonen, University of Turku, Finland
Intermedial host in the making: A case from the Finnish 1960s television

Seppo Kangaspunta, Taisto Hujanen, University of Tampere, Finland
Intermediality in discourses about digital television: A comparison of audiences and professionals

Arild Fetveit, University of Copenhagen, Denmark
The concept of medium in an era of convergence

PANEL 3-2

JOURNALISM HISTORY: CASE STUDIES AND LONG-TERM DEVELOPMENTS

WED 13 OCT | 16.30–18.00 | ROOM: PHIL 1314

PANEL CHAIR: **Klaus Arnold**,
University of Trier, Germany

Jorge Pedro Sousa, Sandra Tuna, University Fernando Pessoa, Porto, Portugal
The genesis of Portuguese journalism and the “Relações” by Manuel Severim de Faria

Frank Harbers, Marcel Broersma, University of Groningen, Netherlands
Obediently adopting objectivity? The transformation of reporting in Great-Britain and the Netherlands, 1880–2005

Ron Pushchak, Michal Bardecki, Alison Holmes, Ryerson University, Toronto, Canada
Green Waves: Periodicity, intensity and the changing communication of popular environmental concerns, 1956–2005

Selma Toktas, Ankara University, Turkey
The Union movement in Turkish media sector: History of the Journalists’ Union of Turkey (TGS)

PANEL 3-3

CROSSING THE BORDERS: HISTORICAL CASE STUDIES IN PROPAGANDA, JOURNALISM AND ADVERTISING

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL 1314

PANEL CHAIR: **Marcel Broersma**,
University of Groningen, Netherlands

Mercedes Montero, University of Navarra, Spain
Spanish advertising (1900–1936): Between the European vanguard and American pragmatism

Hendrik Wagner, Arnulf Kutsch, University of Leipzig, Germany
The Ausland-Pressbüro. A disguised institute of propaganda during the Nazi-dictatorship in Germany (1933–1945)

Nelson Ribeiro, Catholic University of Portugal, Lisboa, Portugal
Praising a dictatorship while defending democracy: The case of the BBC Portuguese Service during World War II

Aysun Akan, İzmir University of Economics, Turkey
A critical analysis of the editorial coverage of the 6/7 September 1955 riots in Turkey

POSTER SESSION 3

THUR 13 OCT | 12.45–13.30 |
ROOM: PHIL FOYER 13TH FLOOR

Joao Carrascoza, Tania Hoff, Superior School of Marketing and Propaganda, São Paulo, Brazil
Advertising and consumption practices in Brazil in the beginning of two centuries: 20th and 21st

Richard Solder, Vienna, Austria
Us and them in two imperial pasts

Silvia Pinto, University of Minho, Portugal
Binding logics in art

Aysecan Kartal, Galatasaray University, Turkey
Hero in the village? Turkish radio producers in the 1970s

Julia Pohle, Paris, France
UNESCO and the Intergovernmental Bureau of Informatics: A historical perspective on early discourses about digital technology

PANEL 3-4

COMMUNICATION HISTORY AND THE HISTORY OF IDEAS: THEORIES AND METHODS

THUR 14 OCT | 14.30–16.00 | ROOM: PHIL 1314

PANEL CHAIR: **Susanne Kinnebrock**,
RWTH Aachen University, Germany

Paschal Preston, Dublin City University,
Ireland
*Evolution of the “modern” model of journal-
ism—A long waves perspective*

Susann Trabert, Justus Liebig University,
Giessen, Germany
*Around the world: Transfer analysis as
a method to research cross-border commu-
nications flows in the Past*

Christian Schwarzenegger, RWTH Aachen
University, Germany, **Maria Löblich**,
Ludwig-Maximilians-University Munich,
Germany, **Susann Trabert**, Justus Liebig
University, Giessen, Germany
*Doing transcultural communication his-
tory —Past efforts, present developments
and future prospects*

Irina Privalova, Russian Communication
Association, Saratov, Russia
*Historical overview of the intercultural
communication studies development*

Michael Darroch, University of Windsor,
Canada
*1950s media theory in Canada: Explora-
tions across national and disciplinary
boundaries*

PANEL 3-5

REMEMBERING THE PAST: SOCIAL AND PUBLIC MEMORY

THUR 14 OCT | 16.30–18.00 | ROOM: PHIL 1314

PANEL CHAIR: **Farrel Corcoran**,
Dublin City University, Ireland

Vita Zelce, University of Latvia, Riga, Latvia
*The texture of memory: World War II
monuments in the Baltic states*

Pawel Surowiec, The Media School
at Bournemouth University, Poole,
United Kingdom
*“Freedom ’89: Made in Poland”:
Public diplomacy as a tool for official
representation of history*

Camila Guimarães Dantas, UNIRIO,
Rio de Janeiro, Brazil, **Marieta de Moraes
Ferreira**, Federal University of
Rio de Janeiro, Brazil, **Vera Dodebei**,
UNIRIO, Rio de Janeiro, Brazil
*Memory and History: Concepts and inter-
faces in digital archives*

Koenraad Du Pont, University College
Brussels, Belgium
*The memory of Tiananmen in “Le Monde”.
Talking about past or present? Thinking
about the other or about the self?*

Judith Lohner, University of Hamburg,
Germany
*Mass-mediated social memory as a central
category of Europeanized public spheres:
Theoretical reflections and empirical
illustrations*

PANEL 3-6

NWICO AND WSIS: A HISTORICAL OVERVIEW OF ACTORS AND CONCEPTS

THUR 14 OCT | 18.30–20.00 | ROOM: PHIL 1314

PANEL CHAIR: **Divina Frau-Meigs**, University
of the New Sorbonne, Paris, France

Divina Frau-Meigs, University of the
New Sorbonne, Paris, France
Civil society or civil societies?

Patricio Tupper, University of Paris VIII,
France
*Presentation of the NWICO-WSIS website:
Principles and challenges*

Camilla Laville, University of
Nice Sophia Antipolis, France
*From NWICO to WSIS: The role of radios
to go past the unbalanced information and
communication flows in the world*

Jeremie Nicey, University of the New
Sorbonne, Paris, France
*The notion of access to information and
knowledge: Sectors, limits and consequences
on citizenship and participation*

Julia Pohle, Paris, France
*Going “digital”: Evolution and usage in
international communication politics*

PANEL 3-7

RECENT DEVELOPMENTS IN CANADIAN COMMUNICATION RESEARCH

FRI 15 OCT | 9.15–10.45 | ROOM: PHIL 1314

PANEL CHAIR: **Michael Dorland**,
Carleton University, Ottawa, Canada

Michael Dorland,
Carleton University, Ottawa, Canada
*Breaking through institutional poverty in
Canadian communication historiography*

Roger de la Garde, Laval University, Québec,
Canada
Programming national audiences in Canada

Kim Sawchuk, Concordia University,
Montreal, Canada
*The part played by the Canadian Journal of
Communication*

Ira Wagman, Carleton University, Ottawa,
Canada
*Communication studies in Canada and the
policy orientation*

François Yelle, University of Sherbrooke,
Canada
*History, media, canadianness, and the
transnational sharing of knowledge*

PANEL 3-8

MEDIA CHANGE: NEW TECHNOLOGIES AND POLITICS

FRI 15 OCT | 11.15–12.45 | ROOM: PHIL 1314

PANEL CHAIR: **Paschal Preston**,
Dublin City University, Ireland

Lars Lundgren, Södertörn University,
Stockholm, Sweden
*Gagarin and the history of international
television*

Heidi Keinonen, University of Tampere,
Finland
*Early commercial television in Finland:
Transcultural influences and aspirations*

Jess Baines, London School of
Economics, United Kingdom
*Radical & community printshops (London)
1968–1998: Politics & technology*

Hannu Salmi, University of Turku, Finland
*Rethinking “World Television”: Intermedia-
lity and the future of television in the 1970s*

Silvio Santos, Isabel Ferin,
University of Coimbra, Portugal
*The Portuguese public service radio in
transition*

PROGRAMME SECTION 4

COMMUNICATION LAW AND POLICY

PANEL 4-1

STRUCTURE, CONTENT, LAW AND REGULATION IN INTERNATIONAL MEDIA

WED 13 OCT | 14.30–16.00 | ROOM: ESA K

PANEL CHAIR: **Peter Humphreys**,
University of Manchester, United Kingdom

Sandra Braman, University of Wisconsin-Milwaukee, United States
Technical Internet designers think about the law: The first ten years (1969–1979)

Robert Picard, Jönköping International Business School, Sweden, **Piet Bakker**, University of Amsterdam, Netherlands
Survival of free papers: A global study of market entries and exits

Hannes Cannie, Ghent University, Belgium
Categorical exclusion from free speech protection. A comparative analysis under the ECHR and the ICCPR

Maria Löblich, **Senta Pfaff-Rüdiger**, Ludwig Maximilian University of Munich, Germany
The protection of minors in the media from a network perspective. A study on Germany

Christian Wassmer, **Sara Signer**, **Manuel Puppis**, University of Zurich, Switzerland
Improving the quality of children's television: The role of regulation

PANEL 4-2

THE POSITION OF THE MEDIA POLICY RESEARCHER IN THE POLICY PROCESS

WED 13 OCT | 16.30–18.00 | ROOM: ESA K

PANEL CHAIR: **Hilde Van den Bulck**,
University of Antwerp, Belgium

Johannes Bardeol,
University of Amsterdam, Netherlands
Media policy making between compromise and academic design

Hallvard Moe, University of Bergen, Norway
Communicating with policy makers: Media policy scholars in "smaller" policy communities

Caroline Pauwels,
Free University of Brussels, Belgium
Media policy researchers contributing to a "balanced world and communication order"

Katharine Sarikakis,
University of Leeds, United Kingdom
Representation, recognition, redistribution: Speaking dirty to policymakers

Hilde Van den Bulck, University of Antwerp, Belgium
When the "outsider looking in" turns "insider"—Whether (s)he likes it or not

PANEL 4-3

COUNTRY CASES STUDIES OF IMPORTANT LAW AND POLICY ISSUES

THUR 14 OCT | 9.15–10.45 | ROOM: ESA K

PANEL CHAIR: **Caroline Pauwels**,
Free University of Brussels, Belgium

Pallavi Majumdar, Amity University, Noida, India
Content regulation on private television news channels: Evaluation of the regulatory framework in India

David Hutchinson, Glasgow Caledonian University, United Kingdom
The UK Press Complaints Commission— success or failure?

Sophia Kaitatzi-Whitlock,
Aristotle University of Thessaloniki, Greece
The nexus between communications policies and political communication: A vicious rather than a virtuous circle

Hannu Nieminen,
University of Helsinki, Finland
European media policy: A Finnish perspective

Mikko Sihvonen, Manchester Metropolitan University, United Kingdom
Comparing regulatory measures in catering for minority interests in public service broadcasting environments: The UK and Finland

POSTER SESSION 4

THUR 14 OCT | 12.45–13.30 | ROOM: ESA FOYER

Thomas Gibbons, **Peter Humphreys**,
University of Manchester, United Kingdom
Purposes and patterns of regional and local media regulation

Paolo Carelli,
Catholic University of Milan, Italy
Media systems beyond national boundaries. A comparative analysis of legislative evolution in Italy, France and Spain

Silvia Tarassi, Catholic University of Milan, Italy
Popular music policies and culture-led regeneration of Milan

Ricardo Carniel Bugs, Autonomous University of Barcelona, Spain
Supranational platforms of audiovisual regulation and their role in regional integration and co-operation: The European Platform of Regulatory Authorities (EPRA) and the Mediterranean Network of Regulatory Authorities (MNRA)

Benjamin Bates, University of Tennessee, Knoxville, United States
Creating value? European public service broadcasting and the WIPO broadcast treaty

Kristina Irion, Central European University, Budapest, Hungary
International communications surveillance: Feasibility and policy

Cristina González, University of Alicante, Spain
Spain and the European community regulations about nutritional and healthy property food declarations no. 194/2006: A study approach through advertising in the food sector

PANEL 4-4

TOPICAL EUROPEAN POLICY ISSUES 1

THUR 14 OCT | 14.30–16.00 | ROOM: ESA K

PANEL CHAIR: **Carmina Crusafon**, Autonomous University of Barcelona, Spain

Karen Donders, Caroline Pauwels, Free University of Brussels, Belgium
National broadcasting policy vs European state aid control: The benefits of introducing competition principles into the regulation of public service broadcasting

Stephan Dreyer, Hans Bredow Institute, Hamburg, Germany
Modular ICT regulation in the EU—Probing a hypothetical regulative framework

Cristina Cullell March, International University of Catalonia, Barcelona, Spain
The harmonization of the digital dividend in the European Union: Institutionalising the European radio spectrum policy

Bjarki Valtýsson, University of Copenhagen, Denmark
Locked between content and transmission: The EU's Audiovisual Media Services Directive and mass self-communication

PANEL 4-5

TOPICAL EUROPEAN POLICY ISSUES 2

THUR 14 OCT | 16.30–18.00 | ROOM: ESA K

PANEL CHAIR: **Caroline Pauwels**, Free University of Brussels, Belgium

Carmina Crusafon, Autonomous University of Barcelona, Spain
The external dimension of EU audiovisual policy: Concepts and instruments for international cooperation with Latin America and the Mediterranean

Maarja Siiner, University of Tartu, Estonia
Supranational language political intervention—an impossible task? An analysis of the EU's new strategy for multilingualism (2005) as an attempt to create a common European identity

Tarlach McGonagle, University of Amsterdam, Netherlands
Promoting intercultural dialogue via the media: Lessons from the Council of Europe's Framework Convention for the Protection of National Minorities

Sarah Broughton Micova, London School of Economics and Political Science, United Kingdom

Who gets the light touch: While implementing AVMSD how are states determining what is a channel in policy and in practise?

Elisabeth Staksrud, University of Oslo, Norway

Protecting children online—Does self-regulation of social networking services work?

PANEL 4-6

MEDIA IN EUROPE TODAY: CRITICAL REFLECTIONS

THUR 14 OCT | 18.30–20.00 | ROOM: ESA K

PANEL CHAIR: **Josef Trappel**, University of Salzburg, Austria

PANEL RESPONDENT: **Peter Humphreys**, University of Manchester, United Kingdom

Josef Trappel, University of Salzburg, Austria
Newspaper industries in Europe

Aukse Balcytytė, Vytautas Magnus University, Kaunas, Lithuania
Changing practices of journalism

Hannu Nieminen, University of Helsinki, Finland
Media serving democracy

Werner Meier, University of Zurich, Switzerland
From media regulation to democratic media governance

Barbara Thomaß, University of Bochum, Germany
Deficits and potentials of public sphere(s)

PANEL 4-7

MEDIA POLICIES: THEORIES, CONCEPTS, METHODS

FRI 15 OCT | 9.15–10.45 | ROOM: ESA K

PANEL CHAIR: **Hannu Nieminen**, University of Helsinki, Finland

Manuel Puppis, University of Zurich, Switzerland
Media governance: A new concept for the analysis of media policy and regulation

Helena Sousa, Manuel Pinto, Felisbela Lopes, Joaquim Fidalgo, Luisa Ribeiro, University of Minho, Braga, Portugal
Evaluating media policy: Lessons from the field

Christian Potschka, Loughborough University, United Kingdom
The liberal tradition and communications policy-making in the UK and Germany

Amit Schejter, Jonathan Obar, Penn State University, University Park, United States
Media ownership in a comparative perspective: When normative theory matters

Claudia Padovani, Southern Illinois University Carbondale, United States, **Arne Hintz**, McGill University, Montreal, Canada
Mapping global media policy: Towards a conversation on regional-global interactions

PANEL 4-8

PROMOTING PLURALISM, CREATIVITY AND CULTURE IN THE MEDIA INDUSTRIES

FRI 15 OCT | 11.15–12.45 | ROOM: ESA K

PANEL CHAIR: **Katharine Sarikakis**, **Peter Humphreys, Thomas Gibbons**, University of Manchester, United Kingdom
International deregulatory pressures and the “cultural policy toolkit” in Europe's small countries

Catherine Murray, Mirjam Gollmitzer, Simon Fraser University, Burnaby, Canada
From neo-liberalism to New Labour regulation: A policy framework for the creative industries in Europe and Canada

Erik Hitters, Erasmus University Rotterdam, Netherlands
Media cultures and creative networks: Formal and tacit knowledge transfers in the media industries

Carles Llorens, Autonomous University of Barcelona, Spain, **Ana Segovia**, Complutense University of Madrid, Spain, **Juan José Bas**, Cardenal Herrera University, Valencia, Spain, **Nuria Almiron**, Pompeu Fabra University, Barcelona, Spain, **Roberto Suárez Candel**, Hans Bredow Institute, Hamburg, Germany, **Natividad Ramajo**, Autonomous University of Barcelona, Spain, **Helena Puertas Grau**, Autonomous University of Barcelona, Spain
Communication policies and the protection of pluralism in the European Union and the United States

Christos Barboutis, University of Athens, Greece
Regulating for pluralism and diversity: Towards a content-biased, multi-disciplinary approach

PROGRAMME SECTION 5

DIASPORA, MIGRATION AND THE MEDIA

PANEL 5-1

MEDIA POLITICS AND POLICIES IN MULTICULTURAL SOCIETIES

WED 13 OCT | 11.15–12.45 | ROOM: PHIL B

PANEL CHAIR: **Olga Guedes Bailey**, Nottingham Trent University, United Kingdom

Tristan Mattelart, University of Paris VIII, France
National media policies in the transnational age. The French state and the immigration issue

Gavan Titley, National University of Ireland, Maynooth, Ireland
The crisis of European multiculturalism: Mediation and circuits of belief

Chris Gilligan, University of the West of Scotland, Paisley, United Kingdom
Mixed messages: Immigration, Northern Ireland and communicating ideas about British citizenship

Magdalena Ratajczak, University of Wrocław, Poland
Representation and visibility: Roma in the media

Kaarina Nikunen, University of Tampere, Finland
Angry and anonymous: Multicultural debate and the individualistic turn of the public sphere

PANEL 5-2

TRANSCULTURAL ONLINE COMMUNICATION

WED 13 OCT | 14.30–16.00 | ROOM: PHIL B

PANEL CHAIR: **Gunilla Hultén**, Stockholm University, Sweden

Ingegerd Rydin, Ulrika Sjöberg, Halmstad University, Sweden
Women in diasporic communities and their Internet practices. A matter of participation and citizenship

Miyase Christensen, Karlstad University, Sweden
Restructuring of the social sphere at the junction of mediatization, mediation and complicit surveillance: A study on transnational communities in Sweden

Olga Guedes Bailey, Nottingham Trent University, United Kingdom
Ethnic politics in online spaces

António Rosas, University of Beira Interior, Covilhã, Portugal
Goanet—Studying identities in a Goanese diasporic online mailing list

Gloria Macri, Dublin City University, Ireland
Logging into diaspora – Online identity narratives among Romanians in Ireland

PANEL 5-3

TRANSNATIONAL COMMUNICATION AND NATIONAL CONTEXTS

WED 13 OCT | 16.30–18.00 | ROOM: PHIL B

PANEL CHAIR: **Gavan Titley**, National University of Ireland, Maynooth, Ireland

Michael Rosie, University of Edinburgh, United Kingdom
Putting a kilt on it: “British” newspaper practices in Scotland

Enric Castelló, Arantxa Capdevila, University Rovira i Virgili, Tarragona, Spain
The independence frame: (Trans)national newspapers reporting on self-determination in the Scottish and Catalan elections

Sabina Mihelj, Loughborough University, United Kingdom
Responses to ethno-cultural diversity in European media systems

Vera Slavtcheva-Petkova, Loughborough University, United Kingdom
Europe – a default or a dream? Media and parents’ influence on children’s perceptions in two national contexts

PANEL 5-4

DIASPORAS AND TRANS-CULTURAL SPACES AND PLACES OF COMMUNICATION

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL B

PANEL CHAIR: **Miyase Christensen**, Karlstad University, Sweden

Sonja de Leeuw, Utrecht University, Netherlands
Contesting cultural boundaries: The practices of intercultural satire

Saskia Witteborn, The Chinese University of Hong Kong, Hong Kong
Local practices, translocal grouping: The case of Uyghurs in the U.S. and Germany

Cigdem Bozdogan, **Andreas Hepp**, **Laura Suna**, University of Bremen, Germany
The transcultural potential of diasporas: World oriented migrants and transcultural communication

Natasha Kelly, University Münster, Germany
Afroism. On the reconstruction of a culture programme

Didem Turkoglu, Bogazici University, Istanbul, Turkey
Borders of the nationhood in social networking sites

POSTER SESSION 5

THUR 14 OCT | 12.45–13.30 | ROOM: PHIL FOYER

Reeta Pöyhtäri, University of Tampere, Finland
Membership and pluralist societies in news magazines: “Bonding” and “bridging” of immigrants and ethnic minorities in Suomen Kuvalehti and Elsevier

Mari Maasilta, University of Tampere, Finland
Mediated stories of war and immigration— Opportunities for sharing and distancing

Christina Schaarup, **Marie Stoubaek**, Aarhus University, Denmark
Media intimacy in a transnational perspective

Athanasia Batziou, Panteion University of Social and Political Sciences, Athens, Greece
Media framing of immigrants from a comparative perspective: Press photographs in Greece and Spain

PANEL 5-6

TRANSNATIONAL MEDIA: DIASPORAS & IDENTITIES

THUR 14 OCT | 16.30–18.00 | ROOM: PHIL B

Shiella Balbutin, Xavier University—Ateneo de Cagayan, Cagayan de Oro, Philippines
Media consumption and cultural identity of Filipina diaspora in Denmark

Deborah Broos, Hilde Van den Bulck, University of Antwerp, Belgium
Exploring identity formation among second generation immigrant women (and the role of the media herein): A photographic approach

PANEL CHAIR: Sabina Mihelj, Loughborough University, United Kingdom

Romy Woehlert, Austrian Academy of Sciences, Vienna, Austria
The other “within” the self: Discourses on Arab and Muslim immigrants in German and U.S. print media around 9/11 as a way to reinforce national self concepts

Eylem Yanardagoglu, Bahcesehir University, Istanbul, Turkey
Challenges of sustaining cultural diversity within the realm of public service broadcasting: The example of TRT 6 in Turkey

Maria Holubowicz, Stendhal University, Grenoble 3, France
The role of the media in the identity construction: The case of the Polish community of Grenoble, France

Eva Bogнар, Judit Szakács, Central European University, Budapest, Hungary
Serve and protect—Use of Web 2.0 websites by minority groups

PANEL 5-7

TRANSCULTURAL MEDIA REPRESENTATIONS OF OTHERNESS

THUR 14 OCT | 18.30–20.00 | ROOM: PHIL B

PANEL CHAIR: Ingegerd Rydin, Halmstad University, Sweden

José Ricardo Carvalho, University of Beira Interior, Covilhã, Portugal
African sportsman or European national symbol? Media, sports and war in the representation of difference and unity in colonial times

Jessica Retis, California University Northridge, United States, **Paola Garcia**, University of Avignon, France
Young immigrants in the European public discourse: News coverage of social conflicts in French and Spanish newspapers

Audun Beyer, Kjersti Thorbjørnsrud, Tine Figenschou, University of Oslo, Norway
The media moral police: How media frames of integration and religion affect audience frames/schemata

Milena Marinkova, Fabro Steibel, University of Leeds, United Kingdom
Appraising the appraisal: A critique of the “Appraisal” variable in quantitative and qualitative approaches

Cecilia Gordano, Barcelona, Spain
Ethnic ads for transnational lives: Visual representations of immigrants in Spain

PANEL 5-8

BROADCASTING DIVERSITY

FRI 15 OCT | 9.15–10.45 | ROOM: PHIL B

PANEL CHAIR: Sonja de Leeuw, Utrecht University, Netherlands

Gunilla Hulten, Stockholm University, Sweden
The value of diversity: Managerial perspectives on cultural diversity policies in Swedish public service broadcasting

Karina Horsti, University of Helsinki, Finland
More colourful faces: Inclusion and cultural diversity in public service broadcasting

Marta Cola, University of Lugano, Switzerland
Cultural diversity in a “diverse” country. How public service media promote cultural diversity in Switzerland

Christine Horz, Frankfurt, Germany
Minority media participation in Germany – Iranian diasporic programming in local public access TV channels

Patricia González Aldea, Charles III University of Madrid, Spain
Analysis of contents in ethnic stations in Spain. A way to reinforce the immigrant’s identity

PANEL 5-5

MIGRATION FROM TURKEY AND THE COMMUNICATION PRACTICES

THUR 14 OCT | 14.30–16.00 | ROOM: PHIL B

PANEL CHAIR: Ricardo Carvalho, University of Beira Interior, Covilhã, Portugal

Bora Ataman, Dogus University, Istanbul, Turkey
The media’s role in “beings” and “becomings” of pre-migrants

Gokcen Karanfil, Izmir University of Economics, Turkey
“Tapping the diaspora”: The Turkish diaspora and the dynamics of transnational broadcasting from Turkey

Filiz Göktuna Yaylacı, Anadolu University, Eskisehir, Turkey
Reflections on localism in understanding the social communication processes of Turkish immigrants living in Belgium

Elif Olcum Alkan, University of Westminster, London, United Kingdom
Mapping transnational diasporic communication networks: The use of the Internet in the Turkish diaspora in Germany

Ilke Sanlier Yuksel, Dogus University, Istanbul, Turkey
A contribution to “transnational nationalism”: Turkish immigrants living in the USA and their media usage practices

PANEL 5-10A

MEDIA & FILM: PRODUCTION, PRACTICES & REPRESENTATIONS

FRI 15 OCT | 14.30-16.00 | ROOM: PHIL B

PANEL CHAIR: **Myria Georgiou**,
London School of Economics, United Kingdom

Arne Saeys, Kadir Has University,
Aalst, Belgium
*Imag(in)ed diversities. Transnational film
production in Europe*

Margreth Lünenborg, Katharina Fritsche,
Free University of Berlin, Germany
*How the media create the “Other”: The rep-
resentation of migrant women in German
newspapers*

Cilia Willem, University of Barcelona, Spain
*“Roots and Routes”. Self-representation
of young immigrants and ethnic minorities
through digital video*

Jasmijn Van Gorp, Utrecht University,
Netherlands
*Media use and networking practices of the
Yugoslavian diaspora in the Netherlands*

Assimina Gouma, University of Salzburg,
Austria
*Migrants, media and transnational-
ism—Reclaiming political meaning*

Catarina Valdigem,
University of London, United Kingdom
*Sensing memories and belongings through
media consumption among Portuguese
Muslims of Indian and Mozambican Origin*

Cornelia Brantner, Petra Herczeg,
University of Vienna, Austria
*“The life of a new generation”:
Production, content and cross-media
strategies of transcultural ethnic media in
majority language: An Austrian case*

Kevin Smets, University of Antwerp,
Belgium, **Iris Vandeveld**, University of
Antwerp, Belgium, **Philippe Meers**,
University of Antwerp, Belgium,
Roel Vande Winkel, University of Antwerp,
Belgium, **Sofie Van Bauwel**, Ghent Univer-
sity, Belgium
*Audiences of Turkish and Indian film in
Antwerp (Belgium): Comparative research
on two cinema-going cultures*

Clelia Clini, University of Naples—L’Orientale,
Italy
*“The Indias of the Mind” of the diaspora:
Watching Indian films a Sikh community
in Italy*

PANEL 5-10B

MEDIA, FILM, AND MEMORIES OF DIASPORAS

FRI 15 OCT | 14.30-16.00 | ROOM: PHIL E

PANEL CHAIR: **Christine Horz**,
Frankfurt, Germany

Helga Ólafss, University of Iceland,
Seltjarnarnes, Iceland, **Mari Maasilta**,
University of Tampere, Finland
*Negotiating transnational identifications
and needs of integration—Media use
of migrants in Finland and Iceland*

PANEL 5-9

MEDIA AND CITIZENSHIP: TRANS-NATIONAL TELEVISION CULTURES RESHAPING POLITICAL IDENTITIES IN THE EUROPEAN UNION

FRI 15 OCT | 11.15-12.45 | ROOM: PHIL B

PANEL CHAIR: **Andreas Hepp**,
University of Bremen, Germany

Christie Slade, City University, London,
United Kingdom
*Transcribing transnational television
cultures*

Faycal Najab, Chamia Ghanjaoui, University
of the New Sorbonne, Paris, France
Speaking Arabic languages in Europe

Leonor Camauer, Örebro University,
Sweden
*European Arabic-speakers’ media worlds:
Between the national and the transnational
media*

Myria Georgiou, London School of
Economics, United Kingdom
*Seeking ontological security beyond the
nation: The role of transnational television*

Ingrid Volkmer, University of Melbourne,
Australia
*Reterritorialized proximity – Transnational
discourse spaces among Arab communities
in Germany*

PROGRAMME SECTION 6

DIGITAL CULTURE AND COMMUNICATION

PANEL 6-1

MAKING SENSE OF VIRTUAL WORLDS AS SITES OF INNOVATION IN COMMUNICATION

WED 13 OCT | 11.15-12.45 | ROOM: PHIL A

PANEL CHAIR: **Dixi Louise Strand**,
Roskilde University, Denmark

PANEL RESPONDENT: **Louise Phillips**,
Roskilde University, Denmark

CarrieLynn D. Reinhard,
Roskilde University, Denmark
*The metaphors of virtual worlds:
How people make sense of a virtual
world via the physical world*

Ursula Plesner, Copenhagen Business
School, Denmark
*Involving real life clients in Second Life
Architecture: How actors develop, define
and dwell in new digital communication
environments*

Lisbeth Frølund, Roskilde University,
Denmark
*Machinima as a practice of meaning-
making: Exploring what interests
machinimators in Second Life*

Ates Gursimsek, Roskilde University,
Denmark
*Co-designing virtual worlds: Multi-disci-
plinary collaboration in design of an
immersive virtual laboratory (Metrotopia)*

Stina Bengtsson, Södertörn University,
Huddinge, Sweden
*Swedish and Estonian embassies in Second
Life: nationalism or nation branding?*

PANEL 6-2

ART

WED 13 OCT | 14.30-16.00 | ROOM: PHIL A

PANEL CHAIR: **Gemma San Cornelio Esquerdo**,
Open University of Catalonia,
Barcelona, Spain

Acilon Cavalcante, Federal University of
Pará, Belem, Brazil
*Among Soul and Flesh – An Essay of
Passion*

Florian Wiencek, Ognyan Seizov,
Marion G. Mueller, Jacobs University
Bremen, Germany
*Multimodal Online Mediation: a Typology
of Patterns for Media Art-Mediation*

Bridgette Wessels,
University of Sheffield, United Kingdom
*Transcultural and Intercultural Communi-
cation: artistic endeavour, multiple voices
and digital production, representation and
engagement*

Joke Beyl, **Joke Bauwens**, Free University of
Brussels, Belgium
*Performing authority: a study of blogging
artists and their audiences*

Gunnar Liestol, University of Oslo, Norway
*Mobile Augmented Reality, Media Studies &
Digital Genre Design*

PANEL 6-3

HISTORY, THEORY AND GENEALOGIES OF THE DIGITAL

WED 13 OCT | 16.30-18.00 | ROOM: PHIL A

PANEL CHAIR: **Caroline Bassett**,
University of Sussex, Brighton,
United Kingdom

Radhika Gajjala, Bowling Green State
University, United States
Placing Affect in Digital Diasporas

Serge Bouchardon, University of
Technology of Compiègne, France
Digital Literature and the Digital

Hagit Meishar Tal, Open University of
Israel, Raanana, Israel
*From Ptolemaeus to Google Earth:
World maps as representation of socio-
spatial change*

Jean-Christophe Plantin, University of
Technology of Compiègne, France
*Towards “digital becoming”: a new inter-
action between digital properties, digital
practices and culture*

Marcelo Träsel, Pontifical Catholic Univer-
sity of Rio Grande do Sul, Porto Alegre,
Brazil
*Cyberculture in Brazil and Germany: a study
of Veja and Der Spiegel from 1993 to 2008*

PANEL 6-4

NEW TECHNOLOGIES APPLIED TO EDUCATION

THUR 14 OCT | 9.15-10.45 | ROOM: PHIL A

PANEL CHAIR: **Hipólito Vívar Zurita**,
Complutense University of Madrid, Spain

PANEL RESPONDENT: **Karen Arriaza Ibarra**,
Complutense University of Madrid, Spain
Pilar Lacasa, University of Alcalá,
Madrid, Spain
Learn and play with commercial videogames

Enrique Barreiro Alonso, University of Vigo,
Spain, **Ruth Martínez López**, University of
Salamanca, Spain
*Second Life, Avatars: A Cultural and educa-
tional project entitled digital identity*

Hipólito Vívar Zurita, Spain, **Patricia Núñez**,
Alberto García García, **María Luisa García**
Guardia, **Natalia Abuján Vences**, **Raquel**
Vinader Segura, Complutense University of
Madrid, Spain
*New possibilities implied in introducing
social networks as an educational tool.
The case of Facebook*

PANEL 6-5

YOUNG PEOPLE AND DIGITAL EXCLUSION IN EUROPE

THUR 14 OCT | 14.30-16.00 | ROOM: PHIL A

PANEL CHAIR: **Jens Lucht**,
University of Zurich, Switzerland

Ellen Helsper, London School of Economics and Political Science, United Kingdom
Country and Individual Level Explanations for European Differences in the Relationship between Social and Digital Inclusion

Monica Barbovsky, Babes-Bolyai University Cluj, Romania
Adult-Child Digital Divides in Rural and Urban Areas in CEE Countries

Jos de Haan, Erasmus University Rotterdam, Netherlands, **Annette Roest**, The Netherlands Institute for Social Research, The Hague, Netherlands, **Anne Marike Lokhorst**, The Netherlands Institute for Social Research, The Hague, Netherlands
The closing divide: how diffusion ends inequality

Andrea Dürager, **Ingrid Paus-Hasebrink**, University of Salzburg, Austria
Access to and Use of the Internet with respect to Socially Disadvantaged Children and their Families

Olle Findahl, World Internet Institute, Gävle, Sweden
Does a Digital Divide Exist when Children Start to Use the Internet?

PANEL 6-6

DEALING WITH THE SOCIAL WEB IN ADOLESCENCE—EMPIRICAL RESEARCH

THUR 14 OCT | 16.30-18.00 | ROOM: PHIL A

PANEL CHAIR: **Ingrid Paus-Hasebrink**, University of Salzburg, Austria

PANEL RESPONDENT: **Sascha Trültzsch**, University of Salzburg, Austria

Giovanna Mascheroni, University of Torino, Italy
Remediating Participation and Citizenship Practices in Social Network Sites

Ingrid Paus-Hasebrink, University of Salzburg, Austria
Dealing with the Concepts of the Self—The Role of the Social Web in the Identity Construction of Young People

Francisco García García, Complutense University of Madrid, Spain, **Rogério García Fernández**, State University of Campinas, Brazil, **Karla Isabel De Souza**, State University of Campinas, Brazil, **Manuel Gertrudix**, Rey Juan Carlos University, Madrid, Spain
The interactive white board in the higher education: Skills and competences in the didactic interaction models

Jorge Mora Fernández, Complutense University of Madrid, Spain
The interface hypermedia

POSTER SESSION 6

THUR 14 OCT | 12.45-13.30 | ROOM: PHIL FOYER

Alena Černá, **Francesca Seganti**, **David Smahel**, Masaryk University, Brno, Czech Republic
Beyond Media Stereotypes: The Role of Emo Subculture in Czech and Italian Adolescents' Lives

Flavio Häner, University of Basel, Switzerland
HOME: An exhibition on digital culture

Carl Rosenqvist, **Johan Wessel**, **Kristoffer Holt**, Mid Sweden University, Sundsvall, Sweden
Photos on Facebook—24 youths about social visual communication on Facebook

Teresa De la Hera, University of Santiago de Compostela, Spain, **Xosé López García**, University of Santiago de Compostela, Spain, **Xosé Pereira Fariña**, University of Santiago de Compostela, Spain, **Idoia Portilla**, University of Navarra, Pamplona, Spain
An index to calculate the level of convergence of a medium. The Spanish case

Jos De Haan, Erasmus University Rotterdam, Netherlands, **Frank Huysmans**, University of Amsterdam, Netherlands
Information, media change and social inequality

Ulrike Rohn, University of Tartu, Estonia
Proximity in Social Network Sites: A Comparison between Estonia and Germany

Cédric Fluckiger, Charles de Gaulle University, Lille, France
Teenager's identity construction process on SNSs

Sascha Trültzsch, University of Salzburg, Austria
Private Information and Photo in Social Network Sites (SNS): New Modes of publicly presented privacy

Ulla P. Autenrieth, University of Basel, Switzerland
Images of Digitised Friendship Ties – On the Meaning of Photographic Practice of Adolescents and Young Adults on Social Network Site

PANEL 6-7

CONSUMPTION AND EVERYDAY LIFE

THUR 14 OCT | 18.00-20.30 | ROOM: PHIL A

PANEL CHAIR: **Axel Bruns**, Queensland University of Technology, Kelvin Grove, Australia

Christy Collis, **Tanya Nitins**, Queensland University of Technology, Kelvin Grove, Australia
Grounding digital culture: the new geographies of locative media

Karen Klitgaard Povlsen, Aarhus University, Denmark
Media Recipes: Food across new and old media

Erika G. Álvarez-Arámbula, Autonomus University of Barcelona, Spain
Elderly women and Internet uses in Barcelona City

José Simões, **Cristina Ponte**, New University of Lisbon
Cultures of digital inclusion and participation: contexts of media uses by Portuguese families

Laura Suna, University of Bremen, Germany
Cultural identities as media identities: identity construction of young people in mediated everyday life

Frauke Zeller, Marco Bräuer,
Ilmenau University of Technology, Germany
*Transcultural and Interdisciplinary
Collaborations*

Taina Bucher, University of Oslo, Norway
*Between culture and code: on the problems
and possibilities of software studies and the
implications for social media research*

Anders Sundnes Løvlie, University of Oslo,
Norway
*Design principles for user participation in
locative media*

PANEL 6-8A

NETWORK POLITICS

FRI 15 OCT | 9.15-10.45 | ROOM: PHIL A

PANEL CHAIR: **Maren Hartmann,**
Berlin University of the Arts, Germany

Sebastian Kubitschko,
University of Melbourne, Australia
*Networked Civic Life: Issue Publics During
Federal Elections in Germany*

Maria Xenofontos, University of Athens,
Greece, **Athanassios N. Samaras,**
University of Piraeus, Greece
*Frame the Blame: Analysis of the Discourse
on the Assassination of a Greek-Cypriot
Media Owner in a Facebook Group*

Aristea Fotopoulou, University of Sussex,
Brighton, United Kingdom
*Mapping feminist networks: issues and
identities*

Stefania Milan, European University
Institute, San Domenico di Fiesole, Italy
Stealing the fire: utopias in cyberspace

Gerit Götzenbrucker, Margarita Köhl,
University of Vienna, Austria
*Networked Youth—the effects of global
social media on social networks and
integration*

PANEL 6-8B

POLITICS OF PRODUCTION

FRI 15 OCT | 9.15-10.45 | ROOM: PHIL E

PANEL CHAIR: **Bridgette Wessels,**
University of Sheffield, United Kingdom

Alexander Unger, Otto von Guericke
University of Magdeburg, Germany
*Communication and the re-mix culture.
From consuming to re-mixing*

Smiljana Antonijevic, Royal Netherlands
Academy of Arts and Sciences, Netherlands
*Scholarly collaboration, affective labour
and digital technologies*

PANEL 6-9A

BLOG AND TWITTER POLITICS

FRI 15 OCT | 11.15-12.45 | ROOM: PHIL A

PANEL CHAIR: **Elisenda Ardevol,**
University of Catalonia, Barcelona, Spain

Stine Lomborg, Aarhus University, Denmark
*Produsage networks and relationality
on Twitter*

Jennifer Jones, University of the West of
Scotland, United Kingdom
*The Twitter Olympics – Stories from the
Closing Ceremony told by Athletes, Media
and Activists*

Jonathan Hickman, Birmingham City
University, United Kingdom
*What's the hash tag? Folksonomy,
brand, and control: organising and owning
conversations on Twitter*

Axel Bruns, Queensland University of
Technology, Kelvin Grove, Australia
*Key Events in Australian Blogging
during 2010*

Ilja Tomanic Trivundza, University of
Ljubljana, Slovenia
*Democratisation of Vernacular Photo-
graphy and Digital Flâneurism of Web 2.0*

PANEL 6-9B

CREATIVITY MARKETS

FRI 15 OCT | 11.15-12.45 | ROOM: PHIL E

PANEL CHAIR: **Smiljana Antonijevic,**
Royal Netherlands Academy of Arts and
Sciences, Netherlands

Marc Verboord,
Erasmus University Rotterdam, Netherlands
*Internet as publicity for cultural products.
Gender, genre and commercial success in
the U.S. book market*

Christian Pentzold, Chemnitz University of
Technology, Germany
*Markets, hierarchies or peers? Scrutinizing
peer produced governance of net-based
collective action*

Roddy Flynn, Dublin City University, Ireland
*Digital film-making in Europe—the saviour
of indigenous cinema or a calling card for
Hollywood?*

Göran Bolin, Södertörn University,
Huddinge, Sweden
*The Death of the Mass Audience Reconsid-
ered. Business models for the digital media
economy*

Andrew Dubber, Birmingham City
University, United Kingdom
*After shock: Mediating Live Music Events
Online*

PANEL 6-10

MEDIATISATION

FRI 15 OCT | 14.30-16.00 | ROOM: PHIL A

PANEL CHAIR: **Aristea Fotopoulou,**
University of Sussex, Brighton,
United Kingdom

Indrek Ibrus, London School of Economics
and Political Science, United Kingdom
*Towards a Multidisciplinary Approach
for Studying Interdependencies in Media
Evolution*

José Cláudio S. Castanheira, Fluminense
Federal University, Brazil
*Digital listenings: the numerical and the
fragmentation of reality*

Maren Hartmann, Berlin University of the
Arts, Germany
*Mobile Privacy? Definitions, settings and
actions*

Friedrich Krotz, University of Erfurt,
Germany
*From the Analysis of single Media
Use and its Meaning to the Analysis of
Mediatized Lifeworlds*

Johan Lindell, Karlstad University,
Sweden
*Media, power, and cosmopolitanism:
rethinking cosmopolitanism in a digital age*

PROGRAMME SECTION 7

FILM STUDIES

PANEL 7-1

FILM PRODUCTION, EXHIBITION AND PROGRAMMING

WED 13 OCT | 11.15–12.45 | ROOM: PHIL E

PANEL CHAIR: **Philippe Meers**,
University of Antwerp, Belgium

Lies Van de Vijver, Daniel Biltereyst, Ghent University, Belgium

Hollywood vs locality. A multi-methodological view on the offer and demand of American and European films in post-war Ghent, Belgium

Martin Loiperdinger, University of Trier, Germany

Asta Nielsen—A filmstar crossing borders and the making of the star system in the early 1910s

Ludek Havel, Lucie Cesalkova, Masaryk University, Brno, Czech Republic
Operation and visitors of Brno's cinemas from the employees' point of view, 1930s–1960s

Jeongmee Kim, Manchester Metropolitan University, United Kingdom
Selling in Europe or selling out? European film festivals and orientalism

Kathleen Lotze, Philippe Meers, University of Antwerp, Belgium
Cashing in on Brando. A multimethod approach to film-programming, box office and cinema going culture in Antwerp, Belgium in the 1950s and 1960s

POSTER SESSION 7

WED 13 OCT | 12.45–13.30 | ROOM: PHIL FOYER

Jaume Duran, University of Barcelona, Spain, **Sergi Villagrasa**, Ramon Llull University, Barcelona

Do avatars dream near the Tannhäuser gate?

Nikolai Endres, Western Kentucky University, Bowling Green, United States
Media and the (un)speakable: An intercultural comparison of Victorian literature and adult film

Anna Jurzik, Film and Television University, Potsdam, Germany, **Elizabeth Prommer**, University of Vienna, Austria,

Paula Syniawa, Film and Television University, Potsdam, Germany, **Phillip Lang**, Film and Television University, Potsdam, Germany

A typical German film? The image of German cinema productions and the audience

John McHale, Illinois State University, Normal, United States
4 Months, 3 Weeks and 2 Days as pro-choice text: Narrative as political statement

PANEL 7-2

SPACE, PLACE AND CINEMA

WED 13 OCT | 14.30–16.00 | ROOM: PHIL E

PANEL CHAIR: **Philippe Meers**,
University of Antwerp, Belgium

Maria Aparicio, New University of Lisbon, Portugal

Film, technology and imagination: From the first magical light devices to the contemporary visual effects

Rahoul Masrani, London School of Economics and Political Science, United Kingdom
Cities of desire: The cinematic city and the power of the normative image

Jacqui Miller, Liverpool Hope University, United Kingdom
The transculturality of Film Noir: British, European and American cinematic exchange

Seçil Büker, Gazi University, Ankara, Turkey, **Hasan Akbulut**, Kocaeli University, Turkey
Journey to the soul of the province

Unni Tandberg, Westerdals School of Communication, Oslo, Norway
Loaded sites: Outer and inner space in Isaac Julien's film installations

PANEL 7-3

FILM RECEPTION

WED 13 OCT | 16.30–18.00 | ROOM: PHIL E

PANEL CHAIR: **Philippe Meers**,
University of Antwerp, Belgium

Helle Kannik Hastrup, Roskilde University, Denmark
Communicating cross-media movie stars at the Oscars—From a live media event to online participatory culture

Victoria Fast, Ludwig Maximilian University of Munich, Germany, **Sebastian Scherr**, Ludwig Maximilian University of Munich, Germany, **Hannah Früh**, University of Erfurt, Germany, **Andreas Fahr**, Ludwig Maximilian University of Munich
A “closer” look at identity-building during media exposure

Paula Syniawa, Film and Television University, Potsdam, Germany, **Elizabeth Prommer**, University of Vienna, Austria, **Anna Jurzik**, Film and Television University, Potsdam, Germany, **Phillip Lang**, Film and Television University, Potsdam, Germany, **Andy Raeder**, Film and Television University, Potsdam, Germany
Cinema audiences crossing borders: Movie taste and motives of cinema attendance in the parted Berlin (1945–61)

Åsa Jernudd, Örebro University, Sweden
Locating (trans)national reflections in film memory

PANEL 7-4

TECHNOLOGIES OF AND ON FILM

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL E

PANEL CHAIR: **Mariana Liz**,
King's College London, United Kingdom

Pat Brereton, Dublin City University, Ireland
How new generational cineastes might think digitally: A case study of smart Irish DVDs and their bonus features

Emiliana De Blasio, LUISS Guido Carli University, Rome, Italy
Open cinema

Melita Zajc, University of Maribor, Slovenia
Some other stories

Aida Faizjafari, Stockholm University, Sweden
High-tech knights: A semiotic study of technology and power in contemporary Hollywood movies

Patrícia Castello Branco, New University of Lisbon, Portugal
“But where danger is, grows the saving power also”. A Heideggerian’s reading of Avatar

PANEL 7-5

NATIONAL, THIRD AND DIASPORA CINEMA RECONSIDERED: THE CASES OF TURKEY AND INDIA

THUR 14 OCT | 14.30–16.00 | ROOM: PHIL E

PANEL CHAIR: **Iris Vandeveld & Kevin Smets**,
University of Antwerp, Belgium

Behcet Guleryuz, Marmara University, Istanbul, Turkey
The Turkish national cinema in the nation-building process of Turkey (1923–1952)

Erol Nezh Orhon, Anadolu University, Eskisehir, Turkey
Portrayal of identities in contemporary Turkish cinema: “I Saw the Sun” and “White Angel”

Ayşe Koncavar, Marmara University, Istanbul, Turkey
Third Cinema and Turkey: The place of the Turkish cinema within the Third Cinema with examples from Yılmaz Güney to Metin Erksan

Çakır Süreyya, Mersin University, Turkey
Yeşim Ustaoglu’s cinema on the axis of identity and nationalism

Gauri Chakraborty, Amity School Of Communication, New Delhi, India
Influence of diasporic Indian cinema on contemporary homeland visual representations and narratives

PANEL 7-6

ANALYSING THE FILM TEXT: APPROACHES AND CASE STUDIES

THUR 14 OCT | 16.30–18.00 | ROOM: PHIL E

PANEL CHAIR: **Daniel Biltereyst**,
Ghent University, Belgium

Alev Degim, Bilkent University, Ankara, Turkey
Lawrence of Pandora: The orientalist view reproduced in the film Avatar

Constantin Parvulescu, University of Timisoara, Romania
Time, perspective and historicity in Roberto Rossellini’s television films

Freya Sukalla, **Helena Bilandzic**, University of Augsburg, Germany
Complexity of moral patterns in genre films

Mariana Liz, King’s College London, United Kingdom
Re-writing Europe’s history: The cases of Good Morning, Night and Good Bye Lenin!

Ognian Seizov, **Marion G. Müller**, **Florian Wiencek**, Jacobs University Bremen, Germany
Amok and film: A comparison of factual/fictional presentations of amok school shooters

PROGRAMME SECTION 8

GENDER AND COMMUNICATION

PANEL 8-1

SCREENING GENDER

WED 13 OCT | 11.15–12.45 | ROOM: PHIL C

PANEL CHAIR: **Sofie Van Bauwel**,
Ghent University, Belgium

Tonny Krijnen, Erasmus University Rotterdam, Netherlands

Display of gendered moral-emotional repertoires in American and Dutch television drama

Carolyn Michelle, University of Waikato, Hamilton, New Zealand

Co-constructions of gender and ethnicity in television advertising

Klinta Locmele, University of Latvia, Riga, Latvia

Nationalism and construction of an ideal Latvian woman: A case study of the women's magazine "Zeltene" (1926–1934)

Carla Cerqueira, Rosa Cabecinhas, University of Minho, Braga, Portugal

The news coverage of pseudo-events: The case of the International Women's Day

Susanne Kinnebrock, RWTH Aachen University, Germany, **Melanie Magin**, Austrian Academy of Sciences, Vienna, Austria, **Birgit Stark**, Austrian Academy of Sciences, Vienna, Austria

Puzzling gender differently? A comparative study of newspaper coverage in Austria, Germany and Switzerland

PANEL 8-2

GENDERED PRACTICES AND MEDIA

WED 13 OCT | 14.30–16.00 | ROOM: PHIL C

PANEL CHAIR: **Tonny Krijnen**,
Erasmus University Rotterdam, Netherlands

Claudia Alvares, Lusophone University of Humanities and Technologies, Lisbon, Portugal

Consumption practices in women's and men's lifestyle magazines: Analysing post-feminism's "others"

Brita Ytre-Arne, University of Bergen, Norway
Women's magazines and women's lives: An analysis of reading and identity

Sigrid Kannengießer, University of Bremen, Germany
Media—globalization—gender. The construction of transcultural gender through global communicative networks

Paula Lobo, University of Minho, Braga, Portugal, **José Azevedo**, University of Porto, Portugal
News culture: Understanding how people engaged with media news through gender lens

Corinna Peil, Jutta Röser, Leuphana University of Lüneburg, Germany
Doing and undoing gender in domestic Internet use. How everyday live levels and reproduces gender inequalities regarding media use in the home

PANEL 8-3

GENDERED JOURNALISM

WED 13 OCT | 16.30–18.00 | ROOM: PHIL C

PANEL CHAIR: **Claudia Alvares**,
Lusophone University of Humanities and Technologies, Lisbon, Portugal

Mehita Iqani, King's College London, United Kingdom
Sex on the shelf: The everyday spectacle of London's magazine newsstands

Carla Martins, Lusophone University of Humanities and Technologies, Lisbon, Portugal
Manuela Ferreira Leite: Media profile of a woman running for office

Laura Saarenmaa, University of Tampere, Finland
Women's magazines as sites of journalism and publicness

Martina Leonarz, University of Zurich, Switzerland
Female Journalists in Switzerland—Two steps forward, one step back

Thore Roksvold, Oslo University College, Norway
Gender differences in football journalism

PANEL 8-4

OTHERING AND TRANSGRESSION

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL C

PANEL CHAIR: **Tonny Krijnen**,
Erasmus University Rotterdam, Netherlands

Sander de Ridder, Frederik Dhaenens, Sofie Van Bauwel, Ghent University, Belgium
Queer theory and change: Towards a pragmatic approach of resistance and subversion in media research

Frederik Dhaenens, Ghent University, Belgium
Screening queered fantasy. Queer subtext, queer text and the renegotiation of genre conventions in Torchwood and True Blood

Pinar Tuzcu, Joscha-Nickolay Spoellmink, University of Kassel, Germany
Performative cultural brokering and vagina kunst—The role of sexuality as a means of transcultural communication in the videos of Lady Bitch Ray

Roddy Flynn, Debbie Ging, Dublin City University, Ireland

Written on the skin? A quantitative and qualitative analysis of Irish-mediated advertising's treatment of male and female ageing

Janina Maric, University of Erfurt, Germany
Electronic sport: Deconstructing "territorial belonging" and reinforcing "gender bias"

PANEL 8-5

QUEER THEORY & MEDIA STUDIES

THUR 14 OCT | 14.30-16.00 | ROOM: PHIL C

PANEL CHAIR: **Skadi Loist**, University of Hamburg, Germany,

Jan Pinseler, Magdeburg-Stendal University of Applied Sciences, Germany, **Uta Scheer**, University of Göttingen, Germany
Queer Dexter? Sexual politics in a hit serial (killer) drama

Glyn Davis, The Glasgow School of Art, United Kingdom
Andy Warhol's Bike Boy

Irmi Karl, University of Brighton, United Kingdom
On "how to be queer". Re-articulating (ethnographic) approaches towards the study of media audiences and ICT consumption

Susanne Lummerding, University of Vienna, Austria
Redefining mediality

Skadi Loist, University of Hamburg, Germany, **Jan Pinseler**, Magdeburg-Stendal University of Applied Sciences, Germany
Queering media studies. Potentials and consequences of applying a queer perspective to the study of media

PANEL 8-6

YOUTH AND GENDERED IDENTITIES

THUR 14 OCT | 16.30-18.00 | ROOM: PHIL C

PANEL CHAIR: **Sofie Van Bauwel**, Ghent University, Belgium

Yin-Han Wang, London School of Economics and Political Science, United Kingdom
"I'm not yet eighteen": Teenage girls' sexual self-representations online

Fien Adriaens, Ghent University, Belgium
A Cinderella story? Telenovela reception among diaspora girls in Flanders, Belgium

Cilia Willem, University of Barcelona, Spain, **Núria Araïna**, University Rovira i Virgili, Tarragona, Spain, **Lucrezia Crescenzi**, University of Barcelona, Spain, **Itxaso Tellado**, University of Vic, Spain, **Iolanda Tortajada**, University Rovira i Virgili, Tarragona, Spain
Sexual and gender identities on the Internet: How do teenagers portray themselves in order to look attractive?

Iolanda Tortajada, University Rovira i Virgili, Tarragona, Spain, **Arantxa Capdevila**, University Rovira i Virgili, Tarragona, Spain, **Mònica Figueras**, Pompeu Fabra University, Barcelona, Spain, **Núria Araïna**, University Rovira i Virgili, Tarragona, Spain
Sexual and affective relationship portrayals in the TV series 'Sin tetas no hay paraíso' and its reception by teenagers in Catalunya

Ardis Storm-Mathisen, National Institute for Consumer Research, Oslo, Norway
The gender and gendering of ICT practices at school and home—Preliminary results from a comparative Nordic project

PANEL 8-7

GENDERED POLITICS

THUR 14 OCT | 18.30-20.00 | ROOM: PHIL C

PANEL CHAIR: **Claudia Alvares**, Lusophone University of Humanities and Technologies, Lisbon, Portugal

Tanja Maier, Margreth Lünenborg, Free University of Berlin, Germany
Gender and power: How the media represent politicians

Annamari Huovinen, Johanna Moisander, Aalto University School of Economics, Helsinki, Finland
Representation of gender in political advertising: Acting men and posing women as candidates for members of European Parliament

Johanna Mäkelä, Pekka Isotalus, Merja Almonkari, University of Tampere, Finland
Women politicians in the Finnish media—Almost invisible leaders?

Elke Grittmann, Leuphana University of Lüneburg, Germany
Political leadership and gender hierarchy in news photography. The iconography of male and female political leaders in German newspapers and magazines

Kathrin F. Müller, Jutta Röser, Leuphana University of Lüneburg, Germany
Decoding media images of political leaders: The perspective of young adults on the relation of gender and power

POSTER SESSION 8

FRI 15 OCT | 12.45-13.30 | ROOM: PHIL FOYER

Tania Hoff, João Carrascoza, School of Advertising and Marketing, Sao Paulo, Brazil
Contemporaneous advertising, masculinity and consumption practices in Brazil

Panayiota Tsatsou, Swansea University, United Kingdom
Gender and sexuality in the Internet era

Núria Simelio Solà, Autonomous University of Barcelona, Spain
Content analysis of the portrayal of women and gender relations on television drama programmes

PROGRAMME SECTION 9

INTERNATIONAL AND INTERCULTURAL COMMUNICATION

PANEL 9-1

MEDIA, SOCIAL CHANGE AND THE REPRESENTATION OF HISTORY

WED 13 OCT | 11.15–12.45 | ROOM: PHIL G

PANEL CHAIR: **Rico Lie**,
Wageningen University, Netherlands

Farrel Corcoran, Dublin City University,
Ireland
*Post-Soviet Russia and the new Cold War
in American media*

Rosa Cabecinhas, University of Minho, Braga,
Portugal, **Júlio Mendes**, Higher Institute of
Education Science, Luanda, Angola
*“Remembering” the world history:
intercultural comparisons*

Messan Mawugbe, Central University
College, Accra, Ghana
*Why blaming the western media for nega-
tive African coverage? An analysis of intrinsic
and extrinsic factors in the coverage of
Africa in an African media: 2005–2009*

Katrin Döveling, **Susan Schenk**, **René
Jainsch**, Dresden University of Technology,
Germany
*Comparing communication in international
and intercultural contexts. The challenge of
equivalence*

POSTER SESSION 9

WED 13 OCT | 12.45–13.30 | ROOM: PHIL FOYER

Liudmyla Smokova, I. I. Mechnikov Odessa
National University, Ukraine, **Petia Genkova**,
University of Passau, Germany
*Intercultural competence as a key com-
ponent to positive acculturation and
cultural integration*

Cristina Grabovschi, **Milton N. Campos**,
University of Montreal, Canada
*Cultural background interferences in the
development of children’s representations
of food and nutrition*

Berna Hendriks, Radboud University
Nijmegen, Netherlands
*“Let’s talk business”. An experimental study
of the evaluation of Dutch-accented English
and Dutch compliance-gaining style by
English native speakers*

Anke Dunkel, **Peter J. Schulz**, University of
Lugano, Switzerland
*Micro-cultural differences in Switzerland:
The effectiveness of targeted promotional
messages in the field of organ donation*

Johanna Moeller, Jacobs University Bremen,
Germany
*Transcultural public actors as constituents
of transcultural publics?*

Mathis Danelzik, University of Tübingen,
Germany
*Coping with incommensurabilities in trans-
cultural communication—Praxeologic
observations of strategies within campaigns
to stop female genital cutting*

Joan Sabaté, **Ester Franquesa**,
Isabel Solanas, Ramon Llull University,
Barcelona, Spain
*English is not enough or how do we
communicate the value of a language?*

Reimar Zeh, **Robert Nehr**, University of
Erlangen, Germany
*CEOs, companies and crisis. A comparative
content analysis of German and US-
American magazines from 2007–2009*

Ayse Binay, Yeditepe University, Istanbul,
Turkey
The spectacle of intercultural bargaining

Athanassios N. Samaras, **Konstantinos
Balomenos**, University of Piraeus, Athens,
Greece
*The mediated nation-image of the USA
and the dynamic of events in the Obama
era; a quantitative content analysis in
the Greek press*

PANEL 9-2

COMMUNICATION AND THE CONSTRUCTION OF IDENTITY

WED 13 OCT | 14.30–16.00 | ROOM: PHIL G

PANEL CHAIR: **Luciano Morganti**,
Free University of Brussels, Belgium

Jon Dornaleteche, University of Valladolid,
Spain, **Irene Seara Oro**, Madrid, Spain,
Andrés Domínguez Sahagún, Complutense
University of Madrid, Spain
*Measurement of self-perceive communica-
tion empowerment in UNESCO youth media
project in Honduras*

Aparna Hebbani, University of Queensland,
St. Lucia, Australia
*Sudanese former refugees in Australia:
Applying uncertainty reduction theory and
similarity attraction hypothesis to explain
some of the impact of cultural difference on
their employment*

Stijn Joye, Ghent University, Belgium
*Construction of identity and compassion
in international disaster news:
The articulation of “Self” and “Other” in
news discourses on distant suffering*

PANEL 9-4

MEDIA AND JOURNALISM: AN INTERNATIONAL AND COMPARATIVE PERSPECTIVE

THUR 14 OCT | 9.15-10.45 | ROOM: PHIL G

PANEL CHAIR: **Leo Van Audenhove**,
Free University of Brussels, Belgium

Irina Wolf, University of Konstanz, Germany
*Reporting “extremism” in European and
Central Asian media: Comparative
quantitative and qualitative analyses*

**Roland Göbbel, Arne Freya Zillich, Georg
Ruhrmann**, University of Jena, Germany
*Mediatized crises. An expert survey on
journalistic and political perceptions
and assessments of the Gaza and Georgia
crises in 2008/09*

Simona Stefanescu, Bucharest, Romania
*Media coverage of Herta Müller’s 2009
Nobel Prize in Literature. A comparative
analysis on Romanian and German print
press*

Christine Heimprecht, Jürgen Wilke,
University of Mainz, Germany
*Violence in the News. An international and
intercultural comparison*

Viorela Dan, Øyvind Ihlen, University of
Oslo, Norway
*Integrative textual and visual framing
analysis in the context of globalisation*

PANEL 9-5

VALUES AND CULTURES IN INTER- CULTURAL AND TRANSNATIONAL PUBLIC SPHERES

THUR 14 OCT | 14.30-16.00 | ROOM: PHIL G

PANEL CHAIR: **Luciano Morganti**,
Free University of Brussels, Belgium

Altug Akin, Autonomous University of
Barcelona, Spain
*A “popular” communication across national
frontiers: The Eurovision Song Contest*

Stefanie Aeverbeck-Lietz, University of
Leipzig, Germany
*Intercultural communication research in
three countries: Germany, France, USA*

Esther Konieczny, Humboldt University of
Berlin, Germany
*Context matters? The development and
distribution of discursive power in trans-
national communication*

Anteneh Tsegaye, Justus Liebig University
Giessen, Germany
*Assessment of identity perceptions, inter-
cultural communication competence and
conflict styles among adolescents in Ethiopia*

Julie Emontspool, Free University of
Brussels, Belgium
*Migrants as source of word of mouth
towards other cultures*

PANEL 9-3

THE TAPESTRY OF MENTORING LEADERS IN TRANCULTURAL COMMUNICATION CONTEXTS

WED 13 OCT | 16.30-18.00 | ROOM: PHIL G

PANEL CHAIR: **Rico Lie**,
Wageningen University, Netherlands

PANEL RESPONDENT: **Kathaleen Reid-Martinez**,
Azusa Pacific University, United States

Patricia J. Stewart, Oscar Smith High
School, Chesapeake, United States
*Developing transcultural student leaders
through mentoring: The cascade effect in an
interculturally diverse community*

Dianne B. Steinbeck, Chapman Intermediate
School, Woodstock, United States
*The role of communication and mentoring
to develop and maintain faculty*

Tera DeLane Simmons, Greenville Elemen-
tary School, United States
*Mentoring future leaders through com-
munication in the online environment*

Linda D. Grooms, Virginia Beach,
United States
*Transcultural leadership mentoring in
an intercultural educational context*

Kathaleen Reid-Martinez, Azusa Pacific
University, United States
*Constructivism: An effective educational
theory for developing transcultural
mentoring*

**Annelore Deprez, Sarah Van Leuven, Karin
Raeymaeckers**, Ghent University, Belgium
*The world at your feet? The news selection
process in foreign coverage: A comparison
of the determinants of foreign news in the
Flemish and Dutch press*

Iñaki Zabaleta, University of the Basque
Country, Bilbao, Spain
*Basque conflict and journalism coverage:
Confronting international press and
Spanish media discourses*

PANEL 9-6

THE EUROPEAN PUBLIC SPHERE: BETWEEN MYTH AND REALITY

THUR 14 OCT | 16.30-18.00 | ROOM: PHIL G

PANEL CHAIR:
Luciano Morganti, Free University of
Brussels, Belgium

Maria Heller, Eotvos Lorand University,
Budapest, Hungary
*European public sphere:
East/West misunderstanding*

Andra Leurdijk, TNO Information and Com-
munication Technology, Delft, Netherlands
*Emerging models for transcultural commu-
nication at European PSB’s World Services*

Thomas Birkner, University of Hamburg,
Germany
*A Pandora’s box, full of Trojan horses?
Socialist discussions about the Schuman
Plan as an example of transcultural
communication*

Liane Rothenberger, Ilmenau University of
Technology, Germany
*ARTE—intercultural communication at a
European TV channel*

PANEL 9-8

NEW DIRECTIONS IN INTERCULTURAL COMMUNICATION

FRI 15 OCT | 9.15–10.45 | ROOM: PHIL G

PANEL CHAIR: **Rico Lie**,
Wageningen University, Netherlands

Peter Gross, University of Tennessee,
Knoxville, United States
*New directions: Towards a culture-based
model of media systems*

Petia Genkova, University of Passau,
Germany
*Cross-cultural competence and cultural
adaption*

Marinel Gerritsen, Radboud University
Nijmegen, Netherlands
*The manifestation of culture in media
choice. Differences between Germany and
the Netherlands in the media organiza-
tions use for personnel recruitment and the
media job-seekers use to find a job*

Andreas Hepp, University of Bremen,
Germany
*Transcultural communication as a perspec-
tive: Researching translocal media cultures
comparatively*

Josmar Andrade, Integrated Schools Rio
Branco, Sao Paulo, Brazil, **Cecilia Lobo**,
University of Sao Paulo, Brazil
*Managing differences in communication:
A study on the deviations found in the pro-
cess that aims to connect a global discourse
to the local audience of an advertising message*

Jens Müller, BiTS, Iserlohn, Germany,
Roland Schröder, BiTS, Iserlohn, Germany
Economics of foreign correspondence

Roland Schröder, BiTS, Iserlohn, Germany
*Foreign correspondents and the Internet:
Digital challenges in communication and
investigation*

Elisabeth Eide, Oslo University College,
Norway
*Blogosphere and world news: Foreign re-
porters' blogs and emerging public sphere*

PANEL 9-7

POLITICAL COMMUNICATION IN INTERNATIONAL PERSPECTIVE

THUR 14 OCT | 18.30–20.00 | ROOM: PHIL G

PANEL CHAIR: **Leo Van Audenhove**,
Free University of Brussels, Belgium

César Neto, Nuno da Silva Jorge, Lisbon,
Portugal
*Understanding values and culture—Key
dimensions for effective public relations*

Beata Ociepka, University of Wrocław,
Poland
*Public diplomacy: National versions of
international communication*

Patricia Estevez Jimenez, Autonomous Uni-
versity of Barcelona, Spain
*Qatar: A case study about the use of public
diplomacy within a general power strategy*

Gyorgy Szondi, Leeds Metropolitan Uni-
versity, United Kingdom
*Theorizing public diplomacy—an inter-
disciplinary perspective*

Magnus-Sebastian Kutz, University of
Hamburg, Germany
*Framing “just wars”—Governmental
political communication to justify the wars
in Kosovo and Iraq*

PANEL 9-9

FOREIGN CORRESPONDENCE IN A CHANGING ENVIRONMENT

FRI 15 OCT | 11.15–12.45 | ROOM: PHIL G

PANEL CHAIR: **Leo Van Audenhove**,
Free University of Brussels, Belgium

PANEL RESPONDENT: **Tobias Eberwein**,
Erich Brost Institute for International
Journalism, Dortmund, Germany
Oliver Hahn, BiTS, Iserlohn, Germany,
Julia Lönnendonker, Erich Brost Institute
for International Journalism, Dortmund,
Germany
*Foreign correspondents as context trans-
lators between cultures: Interdisciplinary
theory model of journalistic transfer and
translational equivalency*

PANEL 9-10

GOING DIGITAL: INTERCULTURALITY IN ONLINE ENVIRONMENTS

FRI 15 OCT | 14.30–16.00 | ROOM: PHIL G

PANEL CHAIR: **Leo Van Audenhove**,
Free University of Brussels, Belgium

Gülüm Şener, Istanbul, Turkey
*Local uses of global social networking sites:
A cross-cultural analysis on the use of
Facebook in France, Spain and Turkey*

Margot Van Mulken, **Berna Hendriks**, Rad-
boud University, Nijmegen, Netherlands
Your language or mine?

David Kurt Herold, Hong Kong Polytechnic
University, Hong Kong
*Beyond rednecks and red guards:
Cross-cultural encounters in cyberspace*

PROGRAMME SECTION 10

INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION

PANEL 10-1

PROBLEMS, CONCERNS AND CONFLICTS & SOCIAL INTERACTION

WED 13 OCT | 11.15–12.45 | ROOM: VMP8 06

PANEL CHAIR: **Karyn Stapleton**,
University of Ulster, Newtownabbey,
United Kingdom

Paul King, Amber Finn, Ralph Behnke,
Texas Christian University, Fort Worth,
United States
*Communication anxiety and vocabulary
flexibility*

Sarah Stevenson, University of Ulster,
Belfast, United Kingdom, **Pauline Irving**,
University of Ulster, Belfast,
United Kingdom, **Owen Hargie**, University
of Ulster, Newtownabbey, United Kingdom
*Students' attitudes towards psycho-
emotional concerns and professional
psychological care*

Teemu Kauppi, University of Jyväskylä,
Finland
*The bullying of teachers by their students:
Teachers' experiences and coping strategies*

Jill Hendron, University of Ulster, Belfast,
United Kingdom, **Pauline Irving**, University
of Ulster, Belfast, United Kingdom, **Brian
Taylor**, University of Ulster, Londonderry,
United Kingdom
*A case study of the relationship between
emotional intelligence and secondary
traumatic stress amongst Church of
Ireland clergy*

PANEL 10-2

COMMUNICATING IN PUBLIC

WED 13 OCT | 14.30–16.00 | ROOM: VMP8 06

PANEL CHAIR: **Maija Gerlander**,
University of Tampere, Finland

Owen Hargie, **Karyn Stapleton**, University of
Ulster, Newtownabbey, United Kingdom
*Do bankers accrue credit on their
apology accounts? An investigation of
public apology strategies used by senior
banking executives*

Karyn Stapleton, **Owen Hargie**, University of
Ulster, Newtownabbey, United Kingdom
*Impression management and accountability
dilemmas in the testimony of senior bankers*

Merja Almonkari, **Pekka Isotalus**, University
of Tampere, Finland
*Communication skills of political leaders in
times of professionalization*

Bora Altun, **Esengul Ayyildiz**, Marmara Uni-
versity, Istanbul, Turkey
*Using social media in a spectrum from
presentation of self and socialization:
Instances from Turkey*

Hanna Weselius, Aalto University School
of Art and Design, Helsinki, Finland
*"Deep in the same swamp with the
readers"—Discourses of reader, emotion
and reality in the production of editorial
portrait photographs in a consumer magazine*

PANEL 10-3

MOBILITY AND INTERACTION

WED 13 OCT | 16.30–18.00 | ROOM: VMP8 06

PANEL CHAIR: **Maarit Valo**,
University of Jyväskylä, Finland

Caroline Düvel, Leuphana University
of Lüneburg, Germany, **Matthias Berg**,
University of Bremen, Germany
*Communication diaries in mobile ethno-
graphy: A qualitative methodological ap-
proach to mediatized interpersonal
communication*

Isabel Schlote, University of Erfurt,
Germany
*Communication and mobility—Communi-
cation technology and interaction in travel
situations*

Christine Linke, Free University of Berlin,
Germany
*Patterns of mobility and media communi-
cation—An analysis of couples' and families'
everyday life interaction*

Mireia Fernández-Ardèvol, Open University
of Catalonia, Barcelona, Spain
*Interactions with and through mobile
phones: What about the elderly population?*

Gitte Stald, IT University of Copenhagen,
Denmark
*Local mobility. Meaning of mobile phones
in young Danes' communication in local
and global contexts*

PANEL 10-4

COMMUNICATION IN HEALTH CARE

THUR 14 OCT | 9.15–10.45 | ROOM: VMP8 06

PANEL CHAIR: **Owen Hargie**,
University of Ulster, Newtownabbey,
United Kingdom

Maija Gerlander, **Pekka Isotalus**, University
of Tampere, Finland
*The nature and dynamics of interaction in
the pharmacist-client relationship*

Marja-Leena Hyvärinen, University of Tampere, Finland, **Paavo Tanskanen**, University of Eastern Finland, Kuopio, Finland, **Nina Katajavuori**, University of Helsinki, Finland, **Pekka Isotalus**, University of Tampere, Finland
Evaluating the use of criteria for assessing profession-specific communication skills in pharmacy

Annegret Hannawa, Wake Forest University, Winston-Salem, United States
When the truth hurts: Operationalizing skillful disclosures of medical mistakes in doctor-patient interactions

Marjanna Artkoski, University of Tampere, Finland
Breaking bad news and expressing emotions in doctors' communication

Leena Mikkola, University of Jyväskylä, Finland, **Tarja Valkonen**, University of Jyväskylä, Finland, **Elina Viitanen**, University of Tampere, Finland, **Lauri Kokkinen**, Finland, **Juha Virtanen**, University of Turku, Finland
Communication genres of executive group meetings in hospital organization

POSTER SESSION 10

THUR 14 OCT | 12.45-13.30 | ROOM: VMP8 FOYER

Katharina Hetze, Leuphana University of Lüneburg, Germany
Stakeholder dialogue: Intersection between public relations and sustainability communication. Theoretical references by means of surveys in Europe

Irina Khaldarova, University of Helsinki, Finland
Blog the influence? The influencers' network in the Finnish blogosphere

Bernadette Kneidinger, University of Vienna, Austria
Facebook as "multi-interaction-channel"? The significance of "communicative self-presentation" in online social networks

Rudolf Kammerl, **Sandra Ostermann**, University of Hamburg, Germany
Compulsive internet use among youth—The impact of parent-child-(media) communication

Tero Ipatti, **Pekka Isotalus**, University of Tampere, Finland
The development of trust in the social interaction of virtual hobby communities

PANEL 10-5

COMMUNICATION AND WORKING LIFE

THUR 14 OCT | 14.30-16.00 | ROOM: VMP8 06

PANEL CHAIR: **Pekka Isotalus**, University of Tampere, Finland

Inkeri Roos-Cabrera, University of Jyväskylä, Finland
Mutual feedback in virtual intercultural leader-member relationships

Frank Schneider, **Michaela Maier**, **Andrea Retzbach**, University of Koblenz-Landau, Germany
Leadership and communication—Developing a standardized measure for assessing executives' communication competence

Malgorzata Zielinska, **Maarit Valo**, University of Jyväskylä, Finland
Cultural diversity in workplace communication: Review of the 2000s research

Sanna Ala-Kortesmaa, **Tuula-Riitta Välikoski**, University of Tampere, Finland
Listening in a criminal trial. The listening concepts of Finnish and US-American prosecutors and lawyers

Carles Roca Cuberes, Pompeu Fabra University, Barcelona, Spain
"Formulating" in the news interview

PANEL 10-6

INTERPERSONAL COMMUNICATION IN DIFFERENT CONTEXTS

THUR 14 OCT | 16.30-18.00 | ROOM: VMP8 06

PANEL CHAIR: **Carles Roca Cuberes**, Pompeu Fabra University, Barcelona, Spain

Anne Laajalahti, University of Jyväskylä, Finland
Researchers' experiences of interpersonal communication competence in communicating and sharing knowledge

Viija Laaksonen, **Maili Pörhölä**, University of Jyväskylä, Finland
Studying the interpersonal skills of children under school age: A communicative perspective on children's peer relationships

Pipsa Purhonen, University of Jyväskylä, Finland
Collaborative interaction and interpersonal communication competence in SME internationalization

Pataraporn Jaruhirunsakul, Bangkok University, Thailand
Love at first si(gh)te: Romance in Thai cyberculture

Jana Appel, **Nicole C. Krämer**, **Jonathan Gratch**, **Astrid von der Pütten**, University of Duisburg-Essen, Germany
Does humanity matter? Analyzing the importance of social cues and the perceived agency of a computer system for the emergence of social reactions during human-computer interaction

PROGRAMME SECTION 11

JOURNALISM STUDIES

PANEL 11-1

TRANSNATIONAL COMPARATIVE JOURNALISM STUDIES 1

WED 13 OCT | 11.15–12.45 | ROOM: ESA C

PANEL CHAIR: **Jan Servaes**,
Catholic University of Brussels, Belgium

Thomas Hanitzsch, University of Munich, Germany
Professional milieus in the journalistic field: Evidence from a comparative survey of journalists from 18 countries

Henrik Ornebring, University of Oxford, United Kingdom, **Epp Lauk**, University of Jyväskylä, Finland
Does size matter? Journalists' professional values and role perceptions in small and big countries

Arjen van Dalen, University of Southern Denmark, Odense, Denmark,
Claes H. de Vreese, University of Amsterdam, Netherlands, **Erik Albæk**, University of Southern Denmark, Odense, Denmark
Studying journalistic role conceptions and content cross-nationally. How wide is the gap between theory and practice?

Stéphane Carrara, University Panthéon-Sorbonne Paris I, France
New practices in European information: European proximity journalism. The case of "Micro-Europa"

Markus Ojala, University of Helsinki, Finland
Mediating a global imaginary. Obama's "Address to the Muslim World" in European press

PANEL 11-2

TRANSNATIONAL COMPARATIVE JOURNALISM STUDIES 2

WED 13 OCT | 14.30–16.00 | ROOM: ESA C

PANEL CHAIR: **Georgios Terzis**,
Free University of Brussels, Belgium

Colin Porlezza, **Stephan Russ-Mohl**, University of Lugano, Switzerland
We apologize for the error... Accuracy and trustworthiness in regional newspapers—A comparative study of Switzerland, Italy and the USA

Marcel Broersma, **Frank Harbers**, **Bas den Herder**, University of Groningen, Netherlands
Torture hoaxes and paradigm repair in the UK and the Netherlands. What hoaxes teach us about the nature of journalism

Carmen Koch, **Vinzenz Wyss**, Zurich University of Applied Sciences, Switzerland
A model of journalistic competences based on an European survey

Marko Bachl, University of Hohenheim, Stuttgart, Germany, **Matthias Vollbracht**, Media Tenor International, Zurich, Switzerland
International crisis, national news? An international comparison of TV news coverage on the financial and economic crisis

David Nicolas Hopmann, University of Southern Denmark, Odense, Denmark, **Adam Shehata**, Mid Sweden University, Sundsvall, Sweden
A changing (political) climate? A comparative study of news coverage of global warming in Swedish and U.S. press

PANEL 11-3

TRANSNATIONAL COMPARATIVE JOURNALISM STUDIES 3

WED 13 OCT | 16.30–18.00 | ROOM: ESA C

PANEL CHAIR: **Georgios Terzis**,
Free University of Brussels, Belgium

Matthias Funk, Catholic University of Eichstätt-Ingolstadt, Germany
The emergence of infrastructures to foster media quality in Columbia: Emergence, characteristics, financing and a comparison to the U.S. and German experiences

Folker Hanusch, University of the Sunshine Coast, Sippy Downs, Australia
Visualising the dead in disasters: An international comparison of newspaper coverage of the 2010 Haiti earthquake

Benjamin Krämer, **Sven Engesser**, **Ilona Ammann**, Ludwig Maximilian University of Munich, Germany
Topics and motifs in reader reporter photographs: An image type analysis of the German tabloid newspaper "Bild"

António Couto, **Joana Silva**, **Helena Lima**, University of Porto, Portugal
Newspapers of record and tabloids coverage of Madeleine McCann case: Comparative study of Portuguese and British press

Cordula Nitsch, University of Augsburg, Germany
Reflecting journalistic reality? The depiction of journalists in German and American literary fiction

PANEL 11-4

TRANSNATIONAL MEDIA AND ONLINE JOURNALISM

THUR 14 OCT | 9.15–10.45 | ROOM: ESA C

PANEL CHAIR: **Ramon Salaverría**,
University of Navarra, Pamplona, Spain

Michael Brüggemann, University of Zurich, Switzerland
Patterns of transcultural news-making: Constellations that trigger articles about Europe

Georgios Terzis, Free University of Brussels, Belgium
Pan-European media and the search for European journalism

Wiebke Schoon, University of Hamburg, Germany
Europeanization and travel journalism. A cosmopolitan perspective

Christer Clerwall, **Michael Karlsson**, Karlstad University, Sweden
The emergence of convergence in Swedish online news

Jesper Strömbäck, Mid Sweden University, Sundsvall, Sweden, **Michael Karlsson**, Karlstad University, Sweden
Online journalism and the re-shaping of influence over the news: Myth or reality?

POSTER SESSION 11

THUR 13 OCT | 12.45–13.30 | ROOM: ESA FOYER

Daniela Dimitrova, Iowa State University, Ames, United States, **Jesper Strömbäck**, Mid Sweden University, Sundsvall, Sweden
Framing politics on television: Comparing Sweden and the United States

PANEL 11-5

ONLINE JOURNALISM

THUR 14 OCT | 14.30–16.00 | ROOM: ESA C

PANEL CHAIR: **Ramon Salaverría**, University of Navarra, Pamplona, Spain

Steen Steensen, Oslo University College, Norway
Participation and immediacy in online sports coverage: How software like “cover-it-live” potentially transforms the professional ideology of journalism

Josep Lluís Micó, **Pere Masip**, Ramon Llull University, Barcelona, Spain
Multimedia contents in Spanish online newspapers

Inta Brikse, University of Latvia, Riga, Latvia
Objectivity in hard news: Comparing news reports in Latvian and Russian newspapers

Kostas Saltzis, University of Leicester, United Kingdom
Breaking news online: A study on the patterns of news story updates in UK websites

PANEL 11-6

INTERNATIONAL REPORTING AND REPORTING THE ‘OTHER’

THUR 14 OCT | 16.30–18.00 | ROOM: ESA C

PANEL CHAIR: **António Fidalgo**, University of Beira Interior, Covilhã, Portugal
Shohreh Bolouri, Free University of Brussels, Belgium
A discourse analysis of elite online newspapers using orientalist and occidental representations: The case of Iran’s nuclear program

Bernadette Kester, Erasmus University Rotterdam, Netherlands
Foreign reporting in non-free countries (China): By default impossible?

Karin Stengel, University of Koblenz-Landau, Germany, **Michaela Maier**, University of Koblenz-Landau, Germany, **Georg Ruhrmann**, University of Jena, Germany
Back to the roots. The significance of the theory of news values for the news coverage of international conflicts

Susana Maria Cerqueira Borges, Polytechnic Institute of Coimbra, Portugal, **João Carlos Correia**, University of Beira Interior, Covilhã, Portugal
News media and cultural dialogue: Journalism and representation of “strangeness”

Steffen Burkhardt, **Siegfried Weischenberg**, University of Hamburg, Germany
Migration and journalism education

PANEL 11-7

THEORY AND METHODS

THUR 14 OCT | 18.30–20.00 | ROOM: ESA C

PANEL CHAIR: **Jesper Strömbäck**, Mid Sweden University, Sundsvall, Sweden

Michael Opgenhaffen, **Maarten Corten**, Lessius University College, Antwerp, Belgium
Self-perceived competencies by Flemish journalists: A cross-media competency matrix

Flemming Svith, **Lars Holmgaard Christensen**, Danish School of Media and Journalism, Aarhus, Denmark
Explaining and accounting for moral order in news stories

Siegfried Weischenberg, **Steffen Burkhardt**, University of Hamburg, Germany
Research on journalism: The Max Weber tradition

Malou Willemars, Fontys University of Applied Sciences, Tilburg, Netherlands
Issue dualism or agonism? Values underlying the focus on conflict and difference in Dutch journalists’ approach to public debate

Patrick Rössler, **Stephanie Geise**, University of Erfurt, Germany
Pictures of the day—The journalistic logic of visual selection processes and visual news values

PANEL 11-8A

CITIZEN/SOCIAL MEDIA 1

FRI 15 OCT | 9.15–10.45 | ROOM: ESA C

PANEL CHAIR: **John O’Sullivan**, Dublin City University, Ireland

Tom Bakker, **Klaus Schönbach**, **Claes H. de Vreese**, University of Amsterdam, Netherlands
Mapping and exploring citizen activities on the Internet: Results from a large-scale representative survey

Tobias Eberwein, **Susanne Fengler**, Erich Brost Institute for International Journalism, Dortmund, Germany
Media blogs: Successful new watchdogs for media in democracies? A cross-cultural overview

Mervi Pantti, University of Helsinki, Finland
Citizen camera reporting during the Iranian election crisis

Mirjam Gollmitzer, Simon Fraser University, Burnaby, Canada
Theorizing audience participation in journalism—Revising old models or creating new ones?

Jeroen De Keyser, Ghent University, Belgium, **Annika Sehl**, Erich Brost Institute for International Journalism, Dortmund, Germany
May they come in? A comparison of German and Flemish efforts to welcome public participation in the news media

PANEL 11-8B

JOURNALISM PRACTICE 1

FRI 15 OCT | 9.15–10.45 | ROOM: ESA H

PANEL CHAIR: **Thomas Hanitzsch**,
Ludwig Maximilian University of Munich,
Germany

Sanna Ojajärvi, University of Helsinki,
Finland
*Local journalism—to whom and where?
Local newspapers' position in media market
and changing media culture*

Gitte Gravengaard, University of Copen-
hagen, Denmark, **Lene Rimstad**, University
of Southern Denmark, Odense, Denmark
*Elimination of ideas in the news room.
An insight into the working process of
journalists at three Danish daily papers*

Liesbeth Hermans, Radboud University
Nijmegen, Netherlands, **Maurice Vergeer**,
Radboud University Nijmegen, Netherlands,
Alexander Pleijter, Rijks Universiteit
Groningen, Netherlands
*Trends in Dutch journalism: Shifts in
professional role perceptions and jour-
nalistic values in the digital age*

Laura Juntunen, University of Helsinki,
Finland
*Cut-and-paste journalism? A study on the
sourcing practices in Finnish news media*

Nicola Diviani, **Simone Keller**,
Peter J. Schulz, University of Lugano,
Switzerland
*Misrepresentation of non ionizing radia-
tion: How Swiss newspapers depict politics
and measures*

PANEL 11-9A

CITIZEN/SOCIAL MEDIA 2

FRI 15 OCT | 11.15–12.45 | ROOM: ESA C

PANEL CHAIR: **Sandra Marinho**,
University of Minho, Braga, Portugal

Asta Cepaite, Malmö University, Sweden,
Elisabeth Stür, Mid Sweden University,
Sundsvall, Sweden
*The role of social media in local press—Who
has power over the content?*

Astrid Gynnild, **Ankica Babic**, University of
Bergen, Norway
*Burma VJ story spread like a butterfly?
Web dynamics in activist journalism*

Anabela Gradim Alves, **João Canavilhas**,
University of Beira Interior,
Covilhã, Portugal
Cellphones: The new penny press

Agnieszka Zwiefka, University of
Wroclaw, Poland
*Network journalism. Social networks as
news platforms and their signification for
the future of journalism*

Juliette De Maeyer, Free University of
Brussels, Belgium
*Internet “in camera”? Investigating a
journalistic experiment with social media*

PANEL 11-9B

JOURNALISM PRACTICE 2

FRI 15 OCT | 11.15–12.45 | ROOM: ESA H

PANEL CHAIR: **Richard van der Wurff**,
University of Amsterdam, Netherlands

Oliver Quiring, **Mathias Weber**, Johannes
Gutenberg University of Mainz, Germany
*Opel must survive!—A content analysis
of recipient-orientation in German news-
papers*

Tomas Trampota, Charles University in
Prague, Czech Republic
*Structural changes of daily press
journalism in Czech Republic*

Maarit Jaakkola, University of Tampere,
Finland
*Contradictory signals of a crisis:
Finnish arts journalism 1978–2008*

Victor Amaral, Polytechnic Institute of
Guarda, Portugal, **Anabela Gradim Alves**,
University of Beira Interior, Covilhã, Portugal
*Revitalizing the Portuguese regional press:
Field experiments in public journalism*

Pieter Ugille, **Annelore Deprez**, **Karin
Raeymaeckers**, Ghent University, Belgium
*Working conditions among Flemish profes-
sional journalists*

PANEL 11-10A

ETHICS/ACCOUNTABILITY

FRI 15 OCT | 14.30–16.00 | ROOM: ESA C

PANEL CHAIR: **Pere Masip Masip**,
Ramon Llull University, Barcelona, Spain

Richard van der Wurff, **Klaus Schönbach**,
University of Amsterdam, Netherlands
*Desirability and feasibility of a separate
code for online journalism: Results of a
large-scale Delphi study*

Susana Herrera Damas, **Carlos Maciá
Barber**, Carlos III University of Madrid, Spain
*The social perception of journalistic ethical
attitudes in Madrid*

Kari Koljonen, **Pentti Raittila**,
Jari Väliaverronen, University of Tampere,
Finland
*Rethinking the boundaries of journalism:
Finnish reporters' reflections on their pro-
fession after two school shooting cases*

Marta Mongagut, **Enric Castelló**, University
Rovira i Virgili, Tarragona, Spain
*Re-framing the media agenda: The role
of PR professionals and journalists in the
frame building process*

Harmen Groenhart, Fontys University of
Applied Sciences, Tilburg, Netherlands
*In the eye of the beholder: Public perception
of journalism accountability*

PANEL 11-10B

ECONOMY/COMMERCIAL/MANAGEMENT

FRI 15 OCT | 14.30–16.00 | ROOM: ESA H

PANEL CHAIR: **Jesper Strömbäck**,
Mid Sweden University, Sundsvall, Sweden

Susanna Vehmas, **Kaarina Nikunen**,
University of Tampere, Finland
*News rooms lost? Experiences of recession
and strategies of survival in the Finnish
news papers*

Yael de Haan, **Jo Bardoel**, University of
Amsterdam, Netherlands
*New accountability policies and shifts in
media governance; the commercial media
sector exempted? A case study of a Dutch
commercial news organization*

Roberto de Miguel Pascual, **Rosa Berganza**,
Rey Juan Carlos University, Madrid, Spain
*Free dailies and quality standards:
A comparative-exploratory analysis
of journalistic excellence among five
Spanish daily newspapers*

Pascal Zwicky, University of Zurich,
Switzerland
*Ownership and organizational structures
of quality newspapers in Germany, Switzer-
land and Austria*

Susanne Janssen, Erasmus University
Rotterdam, Netherlands, **Matthijs
Leendertse**, TNO Information and Commu-
nication Technology, Delft, Netherlands
*Revenue models of online news makers:
A comparative analysis of the professional
practices and revenues of online news pro-
ducers in politics, business, entertainment,
and lifestyle*

PROGRAMME SECTION 12

ORGANISATIONAL AND STRATEGIC COMMUNICATION

PANEL 12-1

COMMUNICATION AND MANAGEMENT

THUR 14 OCT | 14.30-16.00 | ROOM: VMP8 08

PANEL CHAIR: **Arlette Bouzon**,
University of Toulouse 3, France

PANEL RESPONDENT: **Lars Thøger Christensen**,
University of Southern Denmark, Odense,
Denmark

Jan I. Jönhill, Södertörn University,
Huddinge, Sweden
*Observing cultural diversity and diversity
management*

Ansgar Zerfass, Lisa Dühning, University of
Leipzig, Germany
*Integrated communication and brand
management: The struggle between public
relations and marketing communications
in commodity industries*

Andrea Retzbach, University of Koblenz-
Landau, Germany, **Kathrin Aehling**,
Kienbaum Management Consultants GmbH,
Gummersbach, Germany, **Michaela Maier**,
University of Koblenz-Landau, Germany,
Frank Schneider, University of Koblenz-
Landau, Germany
*The Internal Media Acceptance Scale
(INMAS)—Why and how you should assess
the acceptance of internal corporate com-
munication media*

Adela-Luminita Rogojinaru, University of
Bucharest, Romania
*The (inter)cultural treatment of crises in
public relations*

François Fayad, Université de Montréal,
Canada, **François Lambotte**, Free University
of Brussels, Belgium
Collective sensemaking in a virtual team

PANEL 12-2

CULTURE AND IDENTITY

THUR 14 OCT | 16.30-18.00 | ROOM: VMP8 08

PANEL CHAIR: **Adela-Luminita Rogojinaru**,
University of Bucharest, Romania

PANEL RESPONDENT: **Lars Thøger Christensen**,
University of Southern Denmark, Odense,
Denmark

Noelle Aarts, University of Amsterdam,
Netherlands, **Cees van Woerkum**,
Wageningen University, Netherlands
*A never-ending conversation... On strategic
communication in a continuously changing
environment*

Mairead McCoy, Owen Hargie, University of
Ulster, Newtownabbey, United Kingdom
*Contextual influences on PR evaluation
practice*

Hanna Kinnunen, Leena Mikkola, University
of Jyväskylä, Finland
*Interpersonal communication as a source of
organisational attachment*

Magdalena Bielenia-Grajewska, University
of Gdansk, Poland
*The linguistic side of innovative merchan-
dising. Brand names as metarepresenta-
tions and their role in intercultural strategic
communication and corporate identity
creation*

PANEL 12-3

CASE STUDY

THUR 14 OCT | 18.30-20.00 | ROOM: VMP8 08

PANEL CHAIR: **Adela-Luminita Rogojinaru**,
University of Bucharest, Romania

PANEL RESPONDENT: **Lars Thøger Christensen**,
University of Southern Denmark, Odense,
Denmark

Anne Linke, Ansgar Zerfass, University of
Leipzig, Germany
*Linking innovation culture and organiza-
tional communication: An empirical study
of internal innovation communication in
the pharmaceutical industry*

**Ana Castillo Díaz, María Victoria Carillo
Duran, María García García**, University of
Extremadura, Badajoz, Spain
*The comparison between public and private
Spanish universities on-line branding*

Sandra Bessa, Hospital D. Estefania, Lisbon,
Portugal, **Mafalda Eiró-Gomes**, School of
Communication and Media Studies, Lisbon,
Portugal
*Hospitals' organizational communications:
Where are we?*

Piet Verhoeven, University of Amsterdam,
Netherlands, **Ansgar Zerfass**, University
of Leipzig, Germany, **Ralph Tench**, Metropo-
litan University Leeds, United Kingdom
*Structures of public relations practice in
Europe: A longitudinal analysis based on
the European Communication Monitor
2007-2010*

Cees van Woerkum, Wageningen University,
Netherlands, **Noelle Aarts**, University of
Amsterdam, Netherlands
Accountability: New challenges, new forms

PANEL 12-4

BRAND(ING) AND ORGANIZATION

FRI 15 OCT | 9.15-10.45 | ROOM: VMP8 08

PANEL CHAIR: Adela-Luminita Rogojinaru, University of Bucharest, Romania

PANEL RESPONDENT: Lars Thøger Christensen, University of Southern Denmark, Odense, Denmark

María García García, Ana Castillo Díaz, Maria Victoria Carillo Durán, University of Extremadura, Badajoz, Spain
Branding online. SMES and differences between sectors

Matteo Vergani, Simone Carlo, Daniele Milesi, Silvia Tarassi, Catholic University of Milan, Italy
Mediatized-local events. The event as a way of building media brand value

Assumpció Huertas Roig, Natália Lozano Monterrubio, University Rovira i Virgili, Tarragona, Spain
A multicultural comparative of the excellence theory: The born of the multi-way communications model

Anders Svensson, Jönköping University, Sweden
Mythologizing the business: The brand building process of a Web 2.0 company

Barbara Symeonidou, George Tsourvakas, Andreas Veglis, Aristotle University of Thessaloniki, Greece
Consumers' characteristics and behavior of buying e-books

PANEL 12-5

CASE STUDY: CONSUMERS AND PUBLICS

FRI 15 OCT | 11.15-12.45 | ROOM: VMP8 08

PANEL CHAIR: Adela-Luminita Rogojinaru, University of Bucharest, Romania

PANEL RESPONDENT: Lars Thøger Christensen, University of Southern Denmark, Odense, Denmark

Michael Karlsson, Karlstad University, Sweden
The unceasing reframing of the swine flu. Immediacy of online news, crisis communication and Swedish online media coverage of outbreak of the swine flu

Ana Melo, Helena Sousa, University of Minho, Braga, Portugal
The new empowered consumer and crowdsourcing advertising

Gisela Gonçalves, University of Beira Interior, Covilhã, Portugal
The image of public relations in Portugal. A self-monitoring problem or a structural problem?

Sarah Zielmann, Ulrike Röttger, University of Münster, Germany
A new framework for conceptualizing professional public relations: Distinction between internal vs. external practitioners with simultaneous consideration of their clients

POSTER SESSION 12

FRI 15 OCT | 12.45-13.30 | ROOM: VMP8 FOYER

Ivana Modena, International University in Geneva, Switzerland
Effective corporate communications in uncertain business environments. Theory and practice

Brenno Rodrigues, University of Minho, Braga, Portugal
Flip-flops: A strategic shift in communication

Weronika Madryas, Wrocław, Poland
The importance of ethical rules and moral responsibility in public relations activity. Information management in special risk organisations: Case studies

PANEL 12-6

CASE STUDY: COMMUNICATION AND UNCERTAINTY

FRI 15 OCT | 14.30-16.00 | ROOM: VMP8 08

PANEL CHAIR: Adela-Luminita Rogojinaru, University of Bucharest, Romania

PANEL RESPONDENT: Lars Thøger Christensen, University of Southern Denmark, Odense, Denmark

Pauline Irving, University of Ulster, Belfast, United Kingdom, **Mairead McCoy,** University of Ulster, Jordanstown, United Kingdom, **Owen Hargie,** University of Ulster, Newtownabbey, United Kingdom
Crisis communication in the aftermath of terrorist attack: a case study of the Omagh bomb

Ashley Meehan, Owen Hargie, Mairead McCoy, University of Ulster, Newtownabbey, United Kingdom
The role of communication in managing organisational uncertainty: A case-study approach

Andreas Schwarz, Ilmenau University of Technology, Germany, **W. Timothy Coombs,** Eastern Illinois University, United States, **Martin Löffelholz,** Ilmenau University of Technology, Germany, **Kathrin Schleicher,** Ilmenau University of Technology, Germany, **Winni Johansen,** Aarhus University, Denmark, **Finn Frandsen,** Aarhus University, Denmark
International and cross-cultural crisis communication research: Conceptual and methodological challenges

Joachim Preusse, Daniel Noelleke, University of Münster, Germany
How distinct is the need to accommodate? Empirical findings on the mediatization of sports exemplified by luge

Albrecht Fritzsche, Darmstadt University of Technology, Germany
Sending messages through patents—The communicative function of exclusive rights on new technologies

PROGRAMME SECTION 13

PHILOSOPHY OF COMMUNICATION

PANEL 13-1

UNVEILING MEDIA—THE CONCEPTUAL SCOPE OF MEDIALITY

WED 13 OCT | 11.15–12.45 | ROOM: VMP8 08

PANEL CHAIR: **Johan Siebers**,
University of Central Lancashire, London,
United Kingdom

Marian Adolf, Zeppelin University,
Friedrichshafen, Germany
Mediatization's effect on the media

Tino G. K. Meitz, Eberhard Karls University
Tübingen, Germany
*Reflexivity of media-usage—The social
construction of medial effect*

Sibylle Moser, Loop Institute for Systemic
Media Research, Vienna, Austria
*Mediality and modality of cognitive
embodiment*

Farida Vis, Loughborough University,
United Kingdom
*Everyday online knowledge practices:
Alternative public understandings of
flu pandemics*

Guido Zurstiege, University of Tübingen,
Germany
Exploiting mediality

POSTER SESSION 13

WED 13 OCT | 12.45–13.30 | ROOM: VMP8 FOYER

Henrik K. Rang, University of Tübingen,
Germany
*Towards a conceptual framework of medi-
ality in media and communication studies*

Cinira Leite, University of Vale do Paraíba,
São Paulo, Brazil
*The religious oratory of the Catholic
charismatic renovation: A case study*

Juanjo Caballero, **Carlos Aquilar**, ESCAC,
Terrassa, Spain
*Evaluation of the influence exercised by
Gilles Deleuze on film studies*

Valentina Rao, Utrecht University,
Netherlands
*How to say things with actions:
Serious games and procedural rhetoric as a
transcultural media practice*

PANEL 13-2

PARADIGMATIC APPROACHES IN THE PHILOSOPHY OF COMMUNICATION

WED 13 OCT | 14.30–16.00 | ROOM: VMP8 08

PANEL CHAIR: **Tino Meitz**,
Eberhard Karls University Tübingen,
Germany

Ignacio Redondo, University of Navarra,
Pamplona, Spain
*Dialogue, dissemination, and
spiritualism in C. S. Peirce's philosophy
of communication*

Alessio Moretti, Nice, France
A structuralist theory of communication

Johan Siebers, University of Central
Lancashire, London, United Kingdom,
Martine Prange, University of Amsterdam,
Netherlands
Parrhesia and communicative wisdom

Simo Pieniniemi, University of Vaasa,
Finland
*From media critique to method. Four
readings of Adorno's Culture Industry*

Mats Bergman, University of Helsinki,
Finland
*Dialogue dethroned. Peters and Grant on
the contingency of communication*

PANEL 13-3

INSIDE OUT, OUTSIDE IN—LANGUAGE, MOVEMENT, OBJECTIVITY, REPRESENTATION

WED 13 OCT | 16.30–18.00 | ROOM: VMP8 08

PANEL CHAIR: **Johan Siebers**,
University of Central Lancashire, London,
United Kingdom

Igor Klyukanov, Cheney, United States of
America
Communication as a moving experience

Juan Ramon Munoz-Torres, Complutense
University of Madrid, Spain
*Objectivity and truth: Anatomy of an
endless misunderstanding*

Jörg Bernardy, University of Hildesheim,
Germany, **Efi Kyprianidou**, University of
Athens, Greece
*Beyond internalism/externalism distinc-
tion: Towards an externalistic pheno-
menology of linguistic experience?*

Pieter Fourie, University of South Africa,
Pretoria, South Africa
*Postmodern media critique. The semio-
sphere of meaning and representation as
a metatheory for media criticism*

PANEL 13-4

METHOD AND COMMUNICATIVE INQUIRY

THUR 14 OCT | 9.15–10.45 | ROOM: VMP8 08

PANEL CHAIR: **Bart Vandenabeele**,
Ghent University, Belgium

Judith Simon, Institute Jean Nicod,
Paris, France
*Analyzing information and communication
technologies from a socio-epistemological
perspective*

Teija Waaramaa, **Heikki Mäki-Kulmala**,
University of Tampere, Finland
*Emosphere: A theoretical model of basic
aspects of human emotional communication*

Lydia Sánchez, **Manuel Campos**, University
of Barcelona, Spain
*Information, knowledge and communica-
tion*

Antonio Fidalgo, **Anabela Gradim**, **Joaquim
Paulo-Serro**, University of Beira Interior,
Covilhã, Portugal
*Presence and ubiquity in mobile
communication*

Eleftheria Vasileiadou, Free University
of Amsterdam, Netherlands,
Rens Vliegthart, University of
Amsterdam, Netherlands
*Communicating dynamics: Exploring the
role of dynamics for theory and research*

PANEL 13-5

COMMUNICATION AND CULTURE: PHILOSOPHICAL EXPLORATIONS

THUR 14 OCT | 18.30–20.00 | ROOM: VMP8 06

PANEL CHAIR: **Lydia Sánchez**,
University of Barcelona, Spain

Olivier Driessens, Ghent University, Belgium
*Rethinking the concept of celebrity:
Celebrity capital as an alternative
definitional framework*

Rolfe Bart, Berlin, Germany
The knowledge of creative communication

Bart Vandenabeele, Ghent University,
Belgium
*The productive power of sublime reflection
and communication*

Sergey Klyagin, Russian State University
for the Humanities, Moscow,
Russian Federation
*Being is the message: On ontological
dominant in Russian communication style*

Vincenzo Romania, University of Padova, Italy
*Landscape and immigration:
The role of mediation of landscape in the
process of integration*

PROGRAMME SECTION 14

POLITICAL COMMUNICATION

PANEL 14-1

ONLINE AND NEW MEDIA ELECTORAL CAMPAIGNING

WED 13 OCT | 11.15–12.45 | ROOM: ESA J

PANEL CHAIR: **Jesper Strömbäck**,
Mid Sweden University, Sundsvall, Sweden

PANEL RESPONDENT: **Carsten Reinemann**,
Ludwig Maximilian University of Munich,
Germany

Lucia Vesnic-Alujevic, Ghent University,
Belgium
*European Parliament on Facebook:
Case study of the European Parliament
elections 2009*

João Canavilhas, University of Beira
Interior, Covilhã, Portugal
*E-campaigns in Portugal: The Internet in
the 2009 European elections*

Eva Johanna Schweitzer, Johannes
Gutenberg University of Mainz, Germany
*Mediatized Politics on the Internet:
Evidence from a multi-level analysis of
German online campaigns in state, national,
and European parliamentary elections*

Fabia Ortega Borges, Pedro Simões, Maia
Institute of Higher Education, Portugal
*New media and the 2009 electoral
campaigns in Portugal*

**Hajo Boomgaarden, Claes H. de Vreese,
Andreas Schuck, Matthijs Elebaas, Rachid
Azrout, Rens Vliegthart, Joost van Spanje**,
University of Amsterdam, Netherlands
*Across time and space. Explaining
over-time and cross-country variations in
the coverage of European elections*

PANEL 14-2A

EURO-ELECTIONS AND OTHER EUROPEAN ISSUES

WED 13 OCT | 14.30–16.00 | ROOM: ESA J

PANEL CHAIR: **Sophia Kaitatzi-Whitlock**,
Aristotle University of Thessaloniki, Greece

PANEL RESPONDENT: **Philippe Maarek**,
University Paris-Est Créteil, France

Marta Marcheva, Paris, France
*Toward a model of European e-campaign-
ing: Facebook, a winner electoral communi-
cation strategy?*

Francisco Seoane Perez, San Jorge Uni-
versity, Zaragoza, Spain
*Domesticating and politicising the EU in
the regional press: A comparative study of
Yorkshire (UK) and Galicia (Spain)*

Melanie Magin, Austrian Academy of
Sciences, Vienna, Austria
*Factors of influence on campaign coverage.
A cross-national and long-term analysis of
German and Austrian newspapers
(1949–2006)*

Andreas Schuck, Claes H. de Vreese,
University of Amsterdam, Netherlands
*Turnout in the European parliamentary
election 2009: The (de-)mobilizing effect
of campaign news*

Maurice Vergeer, Liesbeth Hermans,
Radboud University, Nijmegen, Netherlands
*Political parties and candidates campaign-
ing on the Web campaigning for the 2009
European Parliament elections. A cross-
national comparative analysis*

PANEL 14-2B

POLITICAL PARTICIPATION

WED 13 OCT | 14.30–16.00 | ROOM: ESA H

PANEL CHAIR: **Katrin Voltmer**,
University of Leeds, United Kingdom

PANEL RESPONDENT: **Christina Holtz-Bacha**,
University of Erlangen-Nuremberg,
Germany

Jana Scheerer, Maxi Kupetz, University of
Potsdam, Germany
*What does it mean to “participate”? A con-
versation analytic study of German and
French audience participation debate shows*

Michele Sorice, Emiliana De Blasio, LUISS
Guido Carli University, Rome, Italy
*Italian politics in the Web 2.0. Participation
and disintermediation processes*

Elisabeth Stúr, Catrin Johansson,
Mid Sweden University, Sundsvall, Sweden
*The power of communication in a digital
age. A study of political debates in old and
new media during a referendum*

Adam Shehata, Lars Nord, Mid Sweden
University, Sundsvall, Sweden
*Minding the gap: A comparative study of
national public service systems and political
involvement in Europe*

Sabine Baumann, Jade University of Applied
Sciences, Wilhelmshaven, Germany
*Political campaigning 2.0: Are grassroots
activation strategies and citizen partici-
pation the new scheme to win elections?*

PANEL 14-3A

ELECTORAL CAMPAIGNING IN TRADITIONAL MEDIA

WED 13 OCT | 16.30–18.00 | ROOM: ESA J

PANEL CHAIR: **Philippe Maarek**,
University Paris-Est Créteil, France

PANEL RESPONDENT: **Katrin Voltmer**,
University of Leeds, United Kingdom

Gabriella Szabo, Hungarian Academy of
Sciences, Budapest, Hungary
*Popular media and the elections. A com-
parative study of 2009 EP and 2010
General Elections’ media coverage*

Eli Skogerbø, Rune Karlsen, University of
Oslo, Norway
*Centralized campaign communication?
Candidate campaign communication in
party centred campaigns*

Jacob Leidenberger, University Paris-Est
Créteil, France, **Susanne Merkle**, University
of Erlangen-Nuremberg, Germany,
Christina Holtz-Bacha, University of
Erlangen-Nuremberg, Germany,
Bengt Johansson, University of Gothenburg,
Sweden, **Philippe J. Maarek**, University
Paris-Est Créteil, France
*Advertising Europe. Television spots in
France, Germany, Sweden and the UK
during the European election campaign*

PANEL 14-4A

FRAMING NEW MEDIA VS. OLD MEDIA

THUR 14 OCT | 9.15–10.45 | ROOM: ESA J

PANEL CHAIR: **Maria Jose Canel Crespo**, Complutense University of Madrid, Spain

PANEL RESPONDENT: **Paolo Mancini**, University of Perugia, Italy

Mathias Weber, Oliver Quiring, Marc Ziegele, Johannes Gutenberg University of Mainz, Germany
Media coverage of governmental anti-crisis measures—An experiment on the role of involvement in framing-effects

Virpi Salojärvi, University of Helsinki, Finland
Freedom of expression in transition—Freedom of expression in Venezuela under President Chavez' rule

Katrin Voltmer, University of Leeds, United Kingdom, **Herman Wasserman**, University of Sheffield, United Kingdom
Contested freedom. Re-defining the boundaries of media freedom and media responsibility in four new democracies

Costin Popescu, University of Bucharest, Romania, **Monica Patrut**, Vasile Alecsandri University of Bacau, Romania, **Camelia Cmeciu**, Danubius University of Galati, Romania
Beyond the reversed-mirror websites in the 2009 election campaign in Romania

Marina Renault, University of Leipzig, Germany
The identity as a strategy: How nation states advertise themselves

PANEL 14-4B

CIVIL REVIVAL? CIVIL SOCIETY AND NEW MEDIA

THUR 14 OCT | 9.15–10.45 | ROOM: ESA H

PANEL CHAIR: **Roy Panagiotopoulou**, University of Athens, Greece

PANEL RESPONDENT: **Jesper Strömbäck**, Mid Sweden University, Sundsvall, Sweden

Lars Holmgaard Christensen, Danish School of Media and Journalism, Aarhus, Denmark
Social networking sites: Civic engagement or/and moral straitjackets?

Roy Panagiotopoulou, University of Athens, Greece
The dawn of social media and politics in Greece

Camelia Cmeciu, Danubius University of Galati, Romania, **Monica Patrut**, Vasile Alecsandri University of Bacau, Romania
Beyond the 2009 presidential debates in Romania. A functional approach

Frank Brettschneider, University of Hohenheim, Stuttgart, Germany, **Jürgen Maier**, University of Koblenz-Landau, Germany, **Michaela Maier**, University of Koblenz-Landau, Germany, **Thorsten Faas**, University of Mannheim, Germany
One, two, or three agendas? Exploring the interdependence between televised debates, media coverage, and public opinion in the 2009 German national election campaign

PANEL 14-3B

DEPOLITICIZATION

WED 13 OCT | 16.30–18.00 | ROOM: ESA H

PANEL CHAIR: **Paolo Mancini**, University of Perugia, Italy

PANEL RESPONDENT: **Sophia Kaitatzi-Whitlock**, Aristotle University of Thessaloniki, Greece

Heidi Hirsto, Johanna Moisander, Aalto University School of Economics, Finland
Depoliticization in practice: Recontextualizing economic knowledge in political communication

Heli Lehtelä, University of Lapland, Rovaniemi, Finland
Depoliticized representations of ethnicity

Nael Jebril, University of Southern Denmark, Odense, Denmark
Infotainment, cynicism and democracy: Privatization vs. personalization

Damian Trilling, Klaus Schönbach, University of Amsterdam, Netherlands
Avoiding current-affairs information in a new media environment: Results of a large-scale representative survey

Christian Elmelund-Præstekær, University of Southern Denmark, Odense, Denmark
Wild goose chases: The problem of measuring the issue agenda(s) of political parties

Arne Spieker, Marko Bachl, University of Hohenheim, Stuttgart, Germany
Opening the "black-box": Exploring immediate audience responses to rhetorical strategies in televised debates

Yana Breindl, Free University of Brussels, Belgium
Collective action on the Internet: A comparative analysis of techno-political activists' web use

Todd Graham, University of Groningen, Netherlands
What does Big Brother have to do with it? Political talk in the net-based public sphere

POSTER SESSION

THUR 14 OCT | 12.45–13.30 | ROOM: ESA FOYER

Waraporn Chatratchart, University of the Thai Chamber of Commerce, Bangkok, Thailand
Political leaders and their influence on young Thai people's electoral choices

Bas den Herder, Marcel Broersma, University of Groningen, Netherlands
Personalization in the political interview—A longitudinal content analysis of French, British and Dutch newspapers

Pytrik Schaafraad, Erasmus University Rotterdam, Netherlands
Dutch far-right on line: A hyperlink network analysis

Susanne Merkle, University of Erlangen-Nuremberg, Germany
Candidates on the air: Television spots during the 2007 presidential election campaign in France

Fani Kountouri, Democritus University of Thrace, Komotini, Greece
Seeking for influence. A typology of communication strategies of Greek political parties

Mette Mortensen, University of Copenhagen, Denmark
When citizen photojournalism sets the news agenda: Neda Agha Soltan as a Web 2.0 icon of post-election unrest in Iran

Eva Pujadas, Pompeu Fabra University, Barcelona
Politics beyond journalism: Entertainment and political socialization

PANEL 14-5B

CHANGING EUROPEAN INTEGRATION FROM AN ELITE TO A CITIZENS'-PROJECT? RESULTS FROM FIVE COMPARATIVE PROJECTS ON PARTY CAMPAIGNS, MEDIA COVERAGE AND CITIZENS' REACTIONS IN THE UP-RUN TO THE 2009 EUROPEAN ELECTION

THUR 14 OCT | 14.30-16.00 | ROOM: ESA H

PANEL CHAIR: **Silke Adam**,
University of Bern, Switzerland

PANEL RESPONDENT: **Jürgen Maier**,
University of Koblenz-Landau, Germany

Jens Tenschler, University of Innsbruck, Austria, **Tom Moring**, University of Helsinki, Finland, **Juri Mykkänen**, University of Helsinki, Finland, **Lars Nord**, Mid Sweden University, Sundsvall, Sweden, **Marie Grusell**, University of Gothenburg, Sweden
The paradox of professionalisation in EU election campaigns

Lilia Raycheva, St. Clement of Ohrid University of Sofia, Bulgaria, **Jolán Ròka**, Budapest College of Communication and Business, Hungary
Similarities and differences in transformational democracies

Ralph Negrine, University of Sheffield, United Kingdom, **Vaclav Stetka**, University of Oxford, United Kingdom, **Marta Fialova**
Campaign without Europe? Comparing campaign strategies for the EP 2009 elections in the UK and the Czech Republic

Claes de Vreese, **Andreas Schuck**, **Rachid Azrout**, **Hajo Boomgaarden**, **Matthijs Elenbaas**, **Joost van Spanje**, **Rens Vliegenthart**, University of Amsterdam, Netherlands
The 2009 European Parliamentary Elections: (In)visible? European? Exciting? Results from a 27 country study

Michaela Maier, University of Koblenz-Landau, Germany, **Silke Adam**, University of Bern, Switzerland
Between integration and demarcation: Effects of "first-" and "second-order" party campaigns on citizens' involvement, attitude formation and political participation

PANEL 14-5A

POWER, KNOWLEDGE, AND THE TRIVIALISATION OF POLITICS

THUR 14 OCT | 14.30-16.00 | ROOM: ESA J

PANEL CHAIR: **Hannu Nieminen**,
University of Helsinki, Finland

PANEL RESPONDENT: **Steve Barnett**,
University of Westminster, London, United Kingdom

Sophie Lecheler, **Claes H. de Vreese**, University of Amsterdam, Netherlands
What a difference a day made? The effects of repetitive and competitive news framing over time

Jonathan Steinert, **Roland Göbbel**, **Arne Freya Zillich**, **Georg Ruhrmann**, University of Jena, Germany
Applying news value theory to decision-making processes of journalists and politicians in international crises

Lutz Hofer, University of Amsterdam, Germany
Explaining the media personalization phenomenon

Thomas N. Friemel, University of Zurich, Switzerland
Structure and dynamics of knowledge networks on policy issues

Peter Maurer, Free University of Berlin, Germany
Explaining perceived media power in politics. The interplay of role-related attitudes and social context

PANEL 14-6A

ILLUSTRATIONS OF POLITICAL LEADERSHIP

THUR 14 OCT | 16.30-18.00 | ROOM: ESA J

PANEL CHAIR: **Christina Holtz-Bacha**,
University of Erlangen-Nuremberg, Germany

PANEL RESPONDENT: **Peter Golding**,
Northumbria University, Newcastle upon Tyne, United Kingdom

James Stanyer, **Emily Harmer**, Loughborough University, United Kingdom
Celebrity first families? A comparative examination of the mediated visibility of national leaders' spouses and children in seven advanced industrial democracies

Johanna Sumiala, **Anu Kantola**, University of Helsinki, Finland
Intimacy of power: The web images of Western political leaders

Ulrike Klinger, University of Zurich, Switzerland
The limits of media power: Why media concentration does not impede fair electoral coverage

Pekka Isotalus, **Merja Almonkari**, University of Tampere, Finland
Criteria for political leaders. Perspectives of Finnish media and party leaders

Christina Holtz-Bacha, **Reimar Zeh**, University of Erlangen-Nuremberg, Germany
Crazy for Obama. Press coverage of the U.S. presidential elections campaigns 2004 and 2008 in Germany

Rens Vliegenthart, **Andreas Schuck**, **Claes H. de Vreese**, University of Amsterdam, Netherlands
Attitudes towards globalization: Do the media matter?

PANEL 14-6B

GEOPOLITICAL PERSPECTIVES AND FRAMING

THUR 14 OCT | 16.30–18.00 | ROOM: ESA H

PANEL CHAIR: **Ralf Negrine**,
University of Sheffield, United Kingdom

PANEL RESPONDENT: **Ralf Negrine**,
University of Sheffield, United Kingdom

Alenka Jelen, University of Central
Lancashire, United Kingdom
*Exploring interactions between political
and media institutions in Slovenia: From
'love-hate' to 'sweetheart' relationships?*

Frank Esser, University of Zurich, Switzer-
land, **Claes H. de Vreese**, University of
Amsterdam, Netherlands, **Jesper Strömbäck**,
Mid Sweden University, Sundsvall, Sweden,
Peter van Aelst, University of Antwerp,
Belgium, **Toril Aalberg**, Norwegian Uni-
versity of Science and Technology, Trond-
heim, Norway, **James Stanyer**, **Günther
Lengauer**, University of Innsbruck, Austria,
Rosa Berganza, Rey Juan Carlos University,
Madrid, Spain, **Guido Legnante**, University of
Pavia, Italy, **Stylianios Papathanassopoulos**,
University of Athens, Greece, **Susana
Salgado**, New University of Lisbon, Portugal:
Tamir Sheafer, Hebrew University, Jeru-
salem, Israel, **Carsten Reinemann**, Ludwig
Maximilian University of Munich, Germany
*Good news? The development of the political
information environment in Europe over
the past four decades*

Oliver Gruber, University of Vienna, Austria
*Campaigning on a rising cleavage. Frame-
building and frame-competition on migra-
tion and integration in Austrian general
elections from 1971 to 2008*

Athanassios N. Samaras, University of
Piraeus, Greece, **Stylianios Papathanassopoulos**,
University of Athens, Greece
*The time frame of the campaign in prime
minister debates*

Christian Baden, Ludwig Maximilian
University of Munich, Germany
*The evolution of media frames: Stability
and change in the Dutch media's presenta-
tion of the European constitution*

PANEL 14-7A

COMMUNICATING THE EU IN A TRANSNATIONAL ENVIRONMENT: EXPLORING NEW THEORETICAL AND EMPIRICAL PATHWAYS

THUR 14 OCT | 18.30–20.00 | ROOM: ESA J

PANEL CHAIR: **Chiara Valentini**,
University of Aarhus, Denmark

PANEL RESPONDENT: **Michael Brüggemann**,
University of Zurich, Switzerland

Giorgia Nesti, University of Padova, Italy
*Communication and identity-building in
the EU: A neo-institutional perspective*

Ausra Vinciuniene, **Aukse Balcytiene**,
Vytautas Magnus University, Kaunas,
Lithuania
*Shifting focuses between national and
European: Some reflections on communi-
cation contexts and cultures*

György Szondi, Leeds Metropolitan
University, United Kingdom
*Communicating with the world:
The emerging European Union public
diplomacy*

Holger Sievert, Zeppelin University
Friedrichshafen/ University of Technology,
Munich, Germany
*Can political journalism exist at EU
level and is there a real need for it?
A comparative study of journalism across
member states and its normative basis*

PANEL 14-7B

POWER AND IDEOLOGY IN THE CONSTRUCTION OF THE MEDIATED ORDINARY

THUR 14 OCT | 18.30–20.00 | ROOM: ESA H

PANEL CHAIR: **Espen Ytreberg**,
University of Oslo, Norway

PANEL RESPONDENT: **Sophia Kaitatzi-Whitlock**,
Aristotle University of Thessaloniki, Greece

Nick Couldry, Goldsmiths College, London,
United Kingdom
*'Ordinary people' and the production of
'reality', or, hidden injuries of class 2*

Gunn Enli, University of Oslo, Norway
*The myth of 'the ordinary':
Media participation and authenticity*

Nico Carpentier, Free University of Brussels,
Belgium
*The subject position of ordinary people in
mediated environments: A power struggle
oscillating between the construction as
ordinary and as ordinariness*

Benjamin De Cleen, Free University of
Brussels, Belgium
*Ordinary people as the guardians of
Flemish culture? Populism in the Flemish
extreme right's discourse about culture*

Vilde Schanke Sundet, University of Oslo,
Norway, **Karoline Andrea Ihlebaek**,
University of Oslo, Norway
The professionalism of 'ordinariness'

PANEL 14-8

LATE-DECIDING AND THE MEDIA. MEDIA ELECTION COVERAGE AND ITS DIFFERENTIAL EFFECTS ON EARLY AND LATE DECIDERS IN THE 2009 GERMAN NATIONAL ELECTION CAMPAIGN

FRI 15 OCT | 9.15-10.45 | ROOM: ESA J

PANEL CHAIR: Carsten Reinemann, Ludwig Maximilian University of Munich, Germany

PANEL RESPONDENT: Tamir Sheafer, Hebrew University, Jerusalem, Israel

Carsten Reinemann, Ludwig Maximilian University of Munich, Germany
Personalization suspended. Candidates, parties, and issues in the media coverage of the 2009 German national election campaign

Olaf Jandura, Ludwig Maximilian University of Munich, Germany
Constructing uncertainty. Climate of opinion, likely coalitions and election outcomes in the media coverage of the 2009 German national election campaign

Thomas Zerback, Ludwig Maximilian University of Munich, Germany
Looking for help. Predispositions, media use, and decision making by early and late-deciding voters in the 2009 German national election campaign

Marcus Maurer, University of Zurich, Switzerland
Priming the candidates, issues or parties. Media effects on criteria of voting decisions among early and late-deciders in the 2009 German national election campaign

Marcus Maurer, University of Zurich, Switzerland, **Carsten Reinemann**, Ludwig Maximilian University of Munich, Germany
Moving the late deciders. Media effects among early and late deciders in the 2009 German national election campaign

PANEL 14-9

COMPARING THE POLITICS OF PUBLIC SERVICE MEDIA IN EUROPE

FRI 15 OCT | 11.15-12.45 | ROOM: ESA J

PANEL CHAIR: Lars Nord, Mid Sweden University, Sundsvall, Sweden

PANEL RESPONDENT: Tom Moring, University of Helsinki, Finland

Raymond Kuhn, Queen Mary University of London, United Kingdom
The politics of public service media in France

Eva Nowak, Jade University of Applied Sciences, Wilhelmshaven, Germany
The politics of public service in Germany

Paolo Mancini, University of Perugia, Italy
PSB and politics in Italy

Beata Klimkiewicz, Jagiellonian University, Cracow, Poland
Public service media in Poland: Towards a composite model?

Karen Arriaza Ibarra, Universidad Complutense de Madrid, Spain
The success of PSB politics in Spain: Still a pending assignment

PANEL 14-10

POLITICAL EXPLORATIONS BEYOND AND ACROSS FRONTIERS

FRI 15 OCT | 14.30-16.00 | ROOM: ESA J

PANEL CHAIR: Farrel Corcoran, Dublin City University, Ireland

PANEL RESPONDENT: Chiara Valentini, University of Aarhus, Denmark

Dennis Lichtenstein, Christiane Eilders, University of Augsburg, Germany
Making sense of Europe: How the European identity is constructed in national discourses on the eastward enlargement of the EU

Eike M. Rinke, Hartmut Wessler, University of Mannheim, Germany
Comparing patterns of mediated deliberation in Germany, Russia, and the United States

Guda Van Noort, Rens Vliegthart, University of Amsterdam, Netherlands
Online campaigning during local elections—everybody's doing it?

Katharina Kleinen-von KönigsLöw, Jacobs University Bremen, Germany
Intercultural differences and communalities in the Europeanization of public spheres

Benjamin Fretwurst, Thomas N. Friemel, University of Zurich, Switzerland
Cross-national agenda-setting

PROGRAMME SECTION 15

RADIO RESEARCH

PANEL 15-1

RADIO, IDENTITY AND REPRESENTATION

WED 13 OCT | 11.15–12.45 | ROOM: PHIL 1322

PANEL CHAIR: **Guy Starkey**,
University of Sunderland, United Kingdom

Petra Pfisterer, Judith Purkarthofer, Austrian
Radio Research Group, Vienna, Austria
Women's radio history

Nazan Haydari, Maltepe University,
Istanbul, Turkey
*Memories of radio generation: Women as
the "modern" subjects of nation-building
process in Turkey*

Rosemary Day, University of Limerick,
Ireland
Radio and identity in Ireland

Serhat Güney, Kerem Rızvanoğlu,
Özgürol Öztürk, Galatasaray University,
Istanbul, Turkey
*Voice of children on web: A case study on an
international children's radio network*

Olatz Larrea, Pompeu Fabra University,
Barcelona, Spain
*Should the radio listener know the image of
the speaker?*

POSTER SESSION 15

WED 13 OCT | 12.45–13.30 |
ROOM: PHIL FOYER 13TH FLOOR

Dimakatso Mashile, Independent Com-
munications Authority of South Africa
(ICASA), Sandton, South Africa
*A new vision to renew the future of South
Africa's community radio sector in a cross-
platform digital environment: An analysis
of recent lessons, practices and frameworks
to be learned from the European Union,
Canada and Australia*

Ratnesh Dwivedi, Amity University,
Noida U.P., India
*Community radio: History, growth,
challenges and current status of it with
special reference to India*

Didier Perrot, Caen University, France
Paraverbal influence of radio voices

Antonia Grigoriou, Christina Kasapi,
Michael Chrysanthi, Cyprus University of
Technology, Limassol, Cyprus
Radio in Cyprus

José Luis Requejo Alemán,
Susana Herrera Damas,
Carlos III University of Madrid, Spain
*Analysis of the journalistic uses of Twitter
by the online editions of the main Spanish
talk radio stations*

Norma Patricia Maldonado Reynoso,
National Polytechnic Institute, Mexico City,
Mexico
*Digital Radio Broadcasting: The future of
broadcasting or technological advance that
has no future?*

PANEL 15-2

RADIO: EXPRESSION AND ALTERNATIVES

WED 13 OCT | 14.30–16.00 | ROOM: PHIL 1322

PANEL CHAIR: **Angeliki Gazi**,
Cyprus University of Technology, Limassol,
Cyprus

Elsa Moreno, Avelino Amoedo, María Pilar
Martínez-Costa, University of Navarra,
Pamplona, Spain
Magazine programs on on-line Spanish

*talk radio stations: Synergy and comple-
mentarity in contents and services between
traditional and on-line programming
(2009–2010)*

Henry Loeser, Masaryk University, Brno,
Czech Republic
Roma youth radio

Marina Vázquez Guerrero, University
Pompeu Fabra, Barcelona, Spain
*University radio in Mexico: Experience
searching renovation*

Andrea Medrado, University of
Westminster, London, United Kingdom
*Everything is a trade-off: Community radio
and the local economy of the favela*

Dimitra Koutsou, Flash 96, Athens, Greece
Mapping the web radio in Greece

PANEL 15-3

RADIO: FREEDOMS AND EXPRESSION

WED 13 OCT | 16.30–18.00 | ROOM: PHIL 1322

PANEL CHAIR: **Josep Maria Marti**,
Autonomous University of Barcelona, Spain

Sebastien Poulain, Sorbonne University,
Paris, France
Radio talk shows: End or new auctoritas?

Grażyna Stachyra, Maria Curie-Skłodowska
University, Lublin, Poland
*Play-element context of radio communica-
tion. Based on the examples from the radio
in Poland*

Stanisław Jedrzejewski, Catholic University
of Lublin, Poland, **Madalena Oliveira**,
University of Minho, Braga, Portugal
From air to web: Shaping radio for Internet

Gail Phillips, Murdoch University, Australia,
Mia Lindgren, Monash University, Victoria,
Australia
*The Australian asbestos network?
Capturing audio narratives to tell the story
of asbestos*

Simone Carlo, Catholic University of the
Sacred Heart, Milan, Italy
*Radio Radicale: Between propaganda,
universal access and aid to parties*

PANEL 15-5

RADIO EVOLUTIONS: LISTENING, CONTENT AND PLATFORMS

THUR 14 OCT | 14.30–16.00 ROOM: PHIL 1322

PANEL CHAIR: Stanisław Jedrzejewski, Catholic University of Lublin, Poland

Tiziano Bonini, IULM University of Milan, Italy

Reading radio: A social history of radio listening habits through the lens of literature

Ozden Cankaya, Galatasaray University, Istanbul, Turkey

A disappearing programme format: Radio drama

Emma Rodero, Pompeu Fabra University, Barcelona, Spain

How to stimulate the creation of visual images in the listener

Lars Nyre, University of Bergen, Norway, **Brian O'Neill**, Dublin Institute of Technology, Ireland, **Per Jauert**, University of Aarhus, Denmark, **Helen Shaw**, Athena Media/Digital Hub, Dublin, Ireland

Tensions of audience participation in radio

PANEL 15-6

RADIO: HISPANIC PERSPECTIVES

THUR 14 OCT | 16.30–18.00 | ROOM: PHIL 1322

PANEL CHAIR: Salvatore Scifo, University of Westminster, London, United Kingdom

Irati Agirreazkuenaga, University of Basque Country, Spain

The emergence of Basque language radio stations during the Franco dictatorship: Content, production and journalists' profiles (60s–70s)

Josep Maria Martí, Belén Monclús, Maria Guitérrez, Xavier Ribes, Luisa Martínez, Autonomous University of Barcelona, Spain *Digital radio in Catalonia: Technology standards and distribution platforms. What do we do now?*

Ignacio Gallego, Carlos III University of Madrid, Spain

Proposal of podcasting integration in a traditional Spanish radio station

Toni Sellas, International University of Catalonia, Barcelona, Spain *Radio and podcasting: Analysis of the use of podcasting by Spanish radio broadcasters*

PANEL 15-7

RADIO IN TRANSITION: EUROPE AND BEYOND

THUR 14 OCT | 18.30–20.00 | ROOM: PHIL 1322

PANEL CHAIR: Judith Purkarthofer, Austrian Radio Research Group, Vienna, Austria

Hans J. Kleinsteuber, University of Hamburg, Germany *Radio in Europe. A transcultural and comparative perspective*

Ilona Biernacka-Ligieza, Opole University, Poland *Local radio at the age of globalization and the network society—Local radio in Norway and Poland at the turn of the 20th and 21st centuries?*

Paula Cordeiro, Sonia Sebastiao, Raquel Ribeiro, Technical University of Lisbon, Portugal, **Dimitra Dimitrakopoulou**, Aristotle University of Thessaloniki, Greece, **Birgit Stark**, Austrian Academy of Sciences, Vienna, Austria *Generations and online media—A comparative study in Europe*

Eirini Giannara, National and Kapodistrian University of Athens, Greece *Music reloaded. New communication and business models in the music industry. New broadcasting forms—New communication practices. Analyzing the Greek case*

PANEL 15-4

COMMUNITY RADIO: DIVERSITIES AND COMMONALITIES

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL 1322

PANEL CHAIR: Rosemary Day, University of Limerick, Ireland

Tilo Graetz, University of Halle, Germany *Voices of the voiceless? Community radio stations in Benin (West Africa) as cultural enterprises*

Collin Dimakatso Mashile, Independent Communications Authority of South Africa, Sandton, South Africa *Building a strong and sustainable South African community radio sector in the new multiple digital platform environment: Lessons to be learnt from experiences in Australia, Canada and Europe*

Salvatore Scifo, Lawrie Hallett, University of Westminster, London, United Kingdom *Social capital and sustainability in British community radio*

Urszula Doliwa, University of Warmia and Mazury, Poland *The struggle for community media in Poland*

PROGRAMME SECTION 16

SCIENCE AND ENVIRONMENT COMMUNICATION

PANEL 16-1

CITIZEN ENGAGEMENT IN SCIENCE AND ENVIRONMENT: COMMUNITIES OF DISCOURSE AND KNOWLEDGE

WED 13 OCT | 11.15–12.45 | ROOM: PHIL 1350

PANEL CHAIR: **Julie Doyle**,
University of Brighton, United Kingdom

Annika Egan Sjölander, Umeå University, Sweden, **Anna-Maria Jönsson**, Södertörn University, Huddinge, Sweden
The missing public—A sought-after ingredient and a constrained entity in the news discourse on environmental risks

Louise Jane Phillips, Roskilde University, Denmark
Communicating about climate change in a citizen consultation on global warming: Dynamics of exclusion and inclusion in the enactment of principles of deliberative democracy

Hedwig te Molder, Wageningen University, Netherlands
Inverting the perspective: Discourse communities as catalysts for science and technology communication

Ashley Anderson, **Dominique Brossard**, **Dietram Scheufele**, University of Wisconsin, United States,
Deliberation online: How conversations in blog comments engage the public in scientific issues

Olekae Thakadu, University of Botswana, Gaborone, Botswana, **Tracy Irani**, **Ricky Telg**, University of Florida, Gainesville, United States
Predictors of environmental knowledge-sharing behaviors among community-based natural resources organizations in the Okavango Delta, Botswana

Annie Waldherr, University of Hohenheim, Stuttgart, Germany
Agenda-setting and agenda-hiding in ICT discourses

Joachim Marschall, **Michaela Maier**, **Lukas Otto**, University of Koblenz-Landau, Germany
Recipients' perception of the fragility of scientific evidence: Development and population-based testing of a German and an English measurement scale

PANEL 16-2

MEDIATING SCIENCE AND ENVIRONMENT: SCIENTISTS, JOURNALISTS AND NGOS

WED 13 OCT | 14.30–16.00 | ROOM: PHIL 1350

PANEL CHAIR: **Louise Phillips**,
Roskilde University, Denmark

Vinciane Colson, Free University of Brussels, Belgium
Blogs of scientists as competing channels for the dissemination of science news

Irene Neverla, **Corinna Lüthje**, University of Hamburg, Germany
From natural disaster to regional geohazard: Environmental journalism and social memory

Antigoni Vokou, Free University of Brussels, Belgium
Representations of climate change in the Belgian French language press

Nina Kruglikova, University of Oxford, United Kingdom
Environmental NGOs and mediation of scientific knowledge

Pieter Maesele, University of Antwerp, Belgium
On neo-luddites led by ayatollahs. The frame matrix of the GM food debate in Northern Belgium

POSTER SESSION 16

WED 13 OCT | 12.45–13.30 |
ROOM: PHIL FOYER 13TH FLOOR

Franca Davenport, **Michelle Kilfoyle**, **Fiona Quick**, **Emma Weitkamp**, University of the West of England, Bristol, United Kingdom
Environmental research: An analysis of policy makers needs

Jenny Voth, Hans Bredow Institute, Hamburg, Germany
Information behavior of patients as a mode of coping

Claudia Lampert, **Jan Schmidt**, **Jenny Voth**, Hans Bredow Institute, Hamburg, Germany
The role of online communication in building trust in medical knowledge

Mark Lehmkuhl, Free University of Berlin, Germany, **Yvonne Cunningham**, Dublin City University, Ireland, **Christina Karamanidou**, University Peloponnese, Corinth, Greece, **Tuomo Mörä**, University of Helsinki, Finland, **Kristina Petkova**, Bulgarian Academy of Sciences, Sofia, Bulgaria
Science in TV and radio in Europe: An exploration of influencers on extent and structure of scheduling in 13 European memberstates

PANEL 16-4

ASSESSING COMMUNICATION JOURNALS FOR A BETTER KNOWLEDGE OF COMMUNICATION SCIENCE

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL 1350

PANEL CHAIR: **Roberto Suárez Candel**,
Hans Bredow Institute, Hamburg, Germany

Pere Masip, Ramon Llull University,
Barcelona, Spain

Mapping communication research in Europe (1994–2009): A bibliometric approach

Carole Probst, University of Lugano,
Switzerland
What is a communication journal? Comparing different approaches to the definition of a list of core journals in the field

Daniela De Filippo, University of Lugano,
Switzerland, **Rita Espanha**, **Tiago Lima**,
ISCTE—Lisbon University Institute, Portugal
Open access and multilingual approach to communication journals—The case and the editor's perspective of Observatorio (OBS) Journal*

Marc Vanholsbeeck, Free University of
Brussels, Belgium
The communication scholars' views on quality in academic journals. An international survey

David Fernández-Quijada, Autonomous
University of Barcelona, Spain
Measuring the internationality of non-English communication journals: The Spanish case

Sebastian Olényi, **Marc van Montagu**, **Pieter Maesele**, Ghent University, Belgium
Green biotechnology and its perception by politicians and journalists

Werner A. Meier, **Martina Leonarz**, **Heinz Bonfadelli**, University of Zurich, Switzerland
How civil society teach the industrial and political establishment a lesson. The case of green biotechnology in Switzerland

Steffen Albrecht, ZebraLog GmbH, Berlin, Germany, **Christopher Coenen**, Institute for Technology Assessment and System Analysis, Karlsruhe, Germany, **Mundo Yang**, Berlin, Germany
Risk perception of nanotechnology in interactive online communication

PANEL 16-5

TECHNOLOGIES OF RISK: GOVERNANCE, COMMUNICATION AND PERCEPTION

THUR 14 OCT | 14.30–16.00 | ROOM: PHIL 1350

PANEL CHAIR: **Anabela Carvalho**,
University of Minho, Braga, Portugal

Jan Gonzalo, **Jordi Farré**, **Mònica Lores**,
Natalia Lozano, University Rovira i Virgili,
Tarragona, Spain
Risk governance: European Union and the circulation of risk communication discourses

Simone Keller, **Peter J. Schulz**, **Uwe Hartung**, University of Lugano, Switzerland
Micro-cultural differences in the perception of risk caused by radiation from cell phones: Comparing Swiss Germans and Swiss Italians

PANEL 16-6

GOVERNANCE AND ENVIRONMENTAL COMMUNICATION: THE ROLE OF INFORMATION, EDUCATION AND CITIZENSHIP

THUR 14 OCT | 16.30–18.00 | ROOM: PHIL 1350

PANEL CHAIR: **Julie Doyle**,
University of Brighton, United Kingdom

Anabela Carvalho, University of Minho,
Braga, Portugal
Evaluating state commitment to promoting education, access to information and public participation on climate change

Inger Lassen, **Anders Horsbøl**, Aalborg University, Denmark
Public engagement as a field of tension between bottom-up and top-down strategies: The case of climate change

PANEL 16-3

THE ROLE OF THE VISUAL IN ENVIRONMENTAL COMMUNICATION

WED 13 OCT | 16.30–18.00 | ROOM: PHIL 1350

PANEL CHAIR: **Anabela Carvalho**,
University of Minho, Braga, Portugal

Silvia Alexandre, Technical University of
Lisbon, Portugal, **Ana Horta**, University of
Lisbon, Portugal
Representations of the environment, public agenda and national contexts: Analysis of Portuguese, French and Italian magazine advertisements

Jody Boehnert, University of Brighton,
United Kingdom
The visual communication of ecological literacy

Julie Doyle, University of Brighton, United Kingdom
What's art got to do with it? A critical examination of the role of visual arts in a changing climate

Dorothee Arlt, Ilmenau University of
Technology, Germany
Intercultural comparison of the effects of different media presentations on climate change awareness

Lars Günther, **Jutta Milde**, **Georg Ruhrmann**, **Julia Bockelmann**, University of Jena, Germany
Representation of scientific evidence in science TV shows

Pauliina Lehtonen, Jarkko Bamberg,
University of Tampere, Finland
Searching for settings that enable knowledge sharing between residents and local government

Cees Leeuwis, Wageningen University, Netherlands, **Noelle Aarts,** University of Amsterdam, Netherlands
Rethinking communication in environmental innovation processes: Multiple modes of intermediation in complex systems

PANEL 16-7

MEDIA(TED) DISCOURSES OF THE ENVIRONMENT

THUR 14 OCT | 18.30–20.00 | ROOM: PHIL 1350

PANEL CHAIR: **Anabela Carvalho,**
University of Minho, Braga, Portugal

Sara Nofri, University of Hamburg, Germany
Cultures of environment and cultures of communication—Environment in the European press

Sangita Shrestha, University of Surrey, United Kingdom
Media, discourses and the Environment: Nepal in a picture

Jennifer Galloway, Brighton, United Kingdom
Political communication and green marketing: The citizen reader and the limits of acceptable speech

Miguel Vincente-Marino, University of Valladolid, Spain
La 2 Noticias: Can science and environment be successful for a TV newscast?

Pawas Bisht, Loughborough University, United Kingdom
“All hell has broken loose”: Toxic discourse, apocalypticism and the imagination of the Bhopal gas disaster in Lapierre and Moro’s Five Past Midnight in Bhopal

PANEL 16-8

COMMUNICATING AND ENACTING PUBLIC HEALTH

FRI 15 OCT | 9.15–10.45 | ROOM: PHIL 1350

PANEL CHAIR: **Julie Doyle,**
University of Brighton, United Kingdom

Vienna Setälä, Esa Väliverronen,
University of Helsinki, Finland
Fighting fat: The construction of audiences for health education

Anna Garcia Hom, José Luis Terron, Pablo Santicovsky, Autonomous University of Barcelona
Risk communication and air pollution. Tensions between expert discourses and lay about climate change

Felisbela Lopes, Teresa Ruão, Zara Pinto-Coelho, Sandra Marinho, University of Minho, Braga, Portugal
Influenza A in Portuguese media: A study on media coverage and news sources

Sanne Middendorp, Hedwig te Molder, Cees van Woerkum, Wageningen University, Netherlands
Responsible innovation in the food sector: How experts deal with the cultural, moral and political impacts of emerging science and technologies

Barbara Van Mierlo, Arni Janssen, Ferry Leenstra, Ellen van Weeghel, Wageningen University, Netherlands
Facilitating a dialogue for sustainable poultry sectors

PANEL 16-9

FRAMING ENVIRONMENT AND SCIENCE: (NATIONAL) NEWS MEDIA AND AUDIENCE RECEPTION

FRI 15 OCT | 11.15–12.45 | ROOM: PHIL 1350

PANEL CHAIR: **Louise Phillips,**
University of Roskilde, Denmark

Unn Laksá, University of Liverpool, United Kingdom
Global challenges, national perspectives: Television news coverage of the COP15 in the UK, Denmark and the Faroe Islands

Andy Williams, Cardiff University, United Kingdom
The political economy of specialist science journalism in the UK national news media

Anna-Maria Jönsson, Södertörn University, Huddinge, Sweden
Risk and uncertainty in media representations: Framing environmental risks in the Baltic Sea

Anja Kalch, Zeppelin University Friedrichshafen, Germany, **Helena Bilandzic,** Zeppelin University Friedrichshafen, Germany, **Rick Busselle,** Washington State University, Pullman, United States, **Franziska Spitzner,** University of Erfurt, Germany, **Sabine Reich,** University of Erfurt, Germany
The CSI cultivation effect: Television exposure, need for closure and attitudes about forensic science

Mikkel Eskjaer, University of Copenhagen, Denmark
Transcultural challenges to climate change communication: Comparing regional media systems

PROGRAMME SECTION 17

TELEVISION STUDIES

PANEL 17-1

TRANSNATIONALISATION THROUGH FORMATS

WED 13 OCT | 11.15–12.45 | ROOM: PHIL F

PANEL CHAIR: **Simone Knox**,
University of Reading, United Kingdom

Pia Majbritt Jensen, Aarhus University,
Denmark

*The international extent and elasticity
of lifestyle television*

Stefanie Armbruster, Autonomous Uni-
versity of Barcelona, Spain, **Lothar Mikos**,
Film and Television University, Potsdam,
Germany

*Innovation and television formats.
A media and cultural studies approach*

Lothar Mikos, Film and Television
University, Potsdam, Germany
*International format trade and cultural
proximity. The case of “Yo soy Betty, la fea”*

Andrea Esser, Roehampton University,
London, United Kingdom
*The rise of glocal television: Scope and
flows of TV formats*

PANEL 17-2

THE NEWS OF GLOBALISATION AND CONVERGENCE

WED 13 OCT | 14.30–16.00 | ROOM: PHIL F

PANEL CHAIR: **Enric Castello**,
Rovira i Virgili University, Tarragona, Spain

Nilza Sena, Technical University of Lisbon,
Portugal

*Building social reality through the
news—Analysis of audiovisual discourse
on Portuguese television*

Eva De Smedt, Free University of Brussels,
Belgium, **Anouk Bouckaert**, University of
Brussels, Belgium

*New formats, new styles? A comparative
study of the Flemish and Walloon public
television coverage of the 2009 European
and regional election campaign*

Madalena Oliveira, **Sara Pereira**, **Rui Ramos**,
Paula Martins, University of Minho, Braga,
Portugal

*Depicting childhood in TV: Analysis of
children’s representation in news bulletins*

Ana Horta, University of Lisbon, Portugal
*Over-representation of television in media
coverage of journalism*

PANEL 17-3

TRANS/NATIONAL TV

WED 13 OCT | 16.30–18.00 | ROOM: PHIL F

PANEL CHAIR: **Lothar Mikos**,
Film and Television University, Potsdam,
Germany

Irena Reifová, Charles University Prague,
Czech Republic
*Articulation of ideology and romance in the
Czechoslovak communist television serials*

Annette Falahey, University of Sydney,
Australia, **Pia Majbritt Jensen**,
Aarhus University, Denmark
*Producing TV formats around the world:
Impacts of local production cultures on a
global production model*

María del Mar Chicharro Merayo,
Complutense University of Madrid, Spain
*How fiction draws Spanish society and
its history. The Spanish telenovela as socio-
historical reading*

Jamie Medhurst, Aberystwyth University,
United Kingdom
*Early television as a symbol of national
prestige in Europe*

Patricia Diego, University of Navarra, Spain,
Mar Grandio, Catholic University of San
Antonio, Spain
*The production of domestic TV adaptations
in Spain: Life on Mars (BBC, 2006–2007)
and La Chica de Ayer (Antena 3, 2009)*

PANEL 17-4

POWER WORKS: LABOUR IN THE CURRENT TELEVISION INDUSTRIES

THUR 14 OCT | 9.15–10.45 | ROOM: PHIL F

PANEL CHAIR: **Trine Syvertsen**,
University of Oslo, Norway

David Hesmondhalgh, University of Leeds,
United Kingdom
*The problem of work in television and
the media*

Göran Bolin, Södertörn University,
Huddinge, Sweden
*The productive audience—Commodity,
labour or raw material in TV production*

Kirsten Frandsen, University of Aarhus,
Denmark
*Blogging with the sports viewers—Strategic
and communicative challenges*

David Domingo, Rovira i Virgili University,
Tarragona, Spain, **Pere Masip**, **Josep Lluís
Micó**, Ramon Llull University, Barcelona,
Spain
*Television journalists’ facing newsroom
convergence: Attitudes and rationales for
resistance*

Karoline Andrea Ihlebæk, **Trine Syvertsen**,
Espen Ytreberg, University of Oslo, Norway
*Channel or universe? Television schedulers
handling convergence and channel frag-
mentation*

PANEL 17-5

COMMERCE, THE MARKET AND TELEVISION

THUR 14 OCT | 14.30–16.00 | ROOM: PHIL F

PANEL CHAIR: **Elke Weissmann**,
Edge Hill University, Ormskirk, United
Kingdom

Alessandro Catania, University of Notting-
ham, United Kingdom
*Technological accelerations, industrial
brakes. Windowing US television drama
across Europe*

Susanne Eichner, Film and Television
University, Potsdam, Germany
TV-series as blockbusters

Rosa van Santen, **Rens Vliegthart**,
University of Amsterdam, Netherlands
*From information to entertainment era?
Trends in the presence of Dutch political
television genres, 1956–2006*

PANEL 17-6

AESTHETICS AND REPRESENTATION BEYOND THE NATION

THUR 14 OCT | 16.30-18.00 | ROOM: PHIL F

PANEL CHAIR: **Irena Reifová**, Charles University Prague, Czech Republic

Simone Knox, University of Reading, United Kingdom
Audio-visual translation of film and television: The case of dubbing

Jamila Baluch, Berlin, Germany
A latina in the suburb—Representations of race and ethnicity in Desperate Housewives

Elke Weissmann, Edge Hill University, Ormskirk, United Kingdom
Trust no one: The aesthetics of doubt in post-forensic detective drama

Miriam Stehling, Leuphana University Lueneburg, Germany
"You wanna be on top?"—(Critical) findings of a transcultural television analysis of America's Next Top Model and Germany's Next Topmodel

Gry C. Rustad, Jon Inge Faldalen, University of Oslo, Norway
New aesthetics of television comedy—Theorizing laughter beyond the sitcom

PANEL 17-7

CHALLENGING PRODUCTION CULTURES

THUR 14 OCT | 18.30-20.00 | ROOM: PHIL F

PANEL CHAIR: **Alexander Dhoest**, University of Antwerp, Belgium

Hanne Bruun, University of Aarhus, Denmark
Changing production cultures in entertainment—A case study of television satire

Veronika Karnowski, Claudia Riesmeyer, University of Munich, Germany
MobileTV in Germany and Austria: Are the media actors' guiding principles moulding the heterogeneous developments in both countries?

Nele Simons, Alexander Dhoest, Steven Malliet, University of Antwerp, Belgium
Beyond the series: Production of Flemish TV fiction in the age of convergence

Alexandra Lange, Flavia Bleuel, Monika Suckfüll, University of the Arts Berlin, Germany
Decision-making processes in the production of television films—Expert interviews with directors

Imke Hoppe, Alexandra Neumann, Uwe Kühnert, Fraunhofer Institute for Digital Media Technology, Ilmenau, Germany, **Gunther Kreuzberger**, Technical University of Ilmenau, Germany
Interactive television—There's life in the old dog yet

PANEL 17-8

CHALLENGES TO PUBLIC SERVICE TELEVISION

FRI 15 OCT | 9.15-10.45 | ROOM: PHIL F

PANEL CHAIR: **Lothar Mikos**, Film and Television University, Potsdam, Germany

Mari Pajala, University of Turku, Finland
The archive comes alive? An online television archive as a technology of cultural memory

Christiane Eilders, Cordula Nitsch, University of Augsburg, Germany,
Democratic citizenship in family entertainment: The national elections between 1987 and 2009 in Germany's TV-series "Lindenstraße"

Helle Sjøvaag, University of Bergen, Norway
The value of being public service: The case of TV 2 in Norway

Roberto Suárez Candel, Hans Bredow Institute, Hamburg, Germany
Beyond television and beyond the Internet: Public service broadcasting strategies for a multiplatform media scenario. An international comparison

PANEL 17-9

CHALLENGING METHODS TO REPRESENTATION

FRI 15 OCT | 11.15-12.45 | ROOM: PHIL F

PANEL CHAIR: **Elke Weissmann**, Edge Hill University, Ormskirk, United Kingdom

PANEL RESPONDENT: **Jan Mueller**, Jacobs University, Bremen, Germany
Martin Stommel, Center for Computing and Communication Technologies, Bremen, Germany
Using automatic face recognition to identify presentation patterns of power and hierarchy in U.S.-American and German TV annual reviews

Taisto Hujanen, University of Tampere, Finland
Audiovisualisation and digitalisation as hegemonic discourses—The legitimization of television as cultural industry

Anne Marit Waade, University of Aarhus, Denmark
Crime series about Inspector Wallander: From location to destination

Ruth McElroy, Steve Blandford, Stephen Lacey, University of Glamorgan, Cardiff, United Kingdom
Screening the nation: Landmark television and the representation of a small bilingual nation

PANEL 17-10

ENGAGING AUDIENCES

FRI 15 OCT | 14.30-16.00 | ROOM: PHIL F

PANEL CHAIR: **Manuel Jose Damasio**, Lusophone University of Humanity and Technology, Lisbon, Portugal

PANEL RESPONDENT: **Cinzia Colapinto**, University of Lugano, Switzerland

Eleonora Benecchi, University of Lugano, Switzerland
TV series beyond the screen: The participatory media content model in Italy

Pauliina Tuomi, Tampere University of Technology, Pori, Finland
Attending, influencing? Eurovision Song Contest as an example of 21st century's participatory TV/media culture

Rosa Franquet, Maria Isabel Villa, Ignacio Bergillos, Autonomous University of Barcelona, Spain
Strategies for online participation in European public radio and television

Esra Özcan, Jacobs University Bremen, Germany
Controversy over family dramas in Turkish television: Implications of the morality talk on the freedom of expression

Jostein Gripsrud, Hallvard Moe, Jan Fredrik Hovden, University of Bergen, Norway
Students watching television: 1998 vs. 2008

2011 ECREA European Media and Communication Doctoral Summer School

(Ljubljana, Slovenia, August 14-27)



The main focus of the summer school is offering individualised support for PhD projects to young communication scholars. Additionally, summer school offers a series of lectures on communication theory and methodology as well workshops on communication research design, ICT tools, writing, publishing and presentation skills.

- individualised in-depth feedback on PhD projects
- stimulating lectures and workshops
- supplementary programme (visits to NGOs and media institutions, round table debates)
- 10 ECTS credits for full participation
- all abstracts and six best student papers get published in a summer school book
- networking, establishing valuable contacts for the future
- and...it's fun



The 2011 summer school will take place at Faculty of Social Sciences, University of Ljubljana, Slovenia. The call will be released early in January 2011.

The Summer School is supported by Erasmus Intensive Programme grant, a consortium of 22 universities and one national doctoral school, ECREA, and Slovene Communication Association.

More information on the summer school is available at <http://www.comsummerschool.org/>. Individual queries can be sent to ilija.tomanic@fdv.uni-lj.si.

ECREA’S
GENERAL
ASSEMBLY

FRI 15 OCT | 13.30–14.30 |
ROOM: AUDIMAX

AGENDA:

- 1. Approval of the minutes of the previous General Assembly
- 2. President’s Report
- 3. Treasurer’s Report
- 4. Section’s and Network’s Report
- 5. Plans to draw up the ECREA bylaws
- 6. Any other business

ECREA’S EXECUTIVE
MEETINGS

BUSINESS
MEETINGS

WED 13 OCT |
13.30–14.30

Communication
History
ROOM: PHIL 1314

Communication
Law and Policy
ROOM: ESA K

Diaspora, Migration
and the Media
ROOM: PHIL B

Digital Culture and
Communication
ROOM: PHIL A

Interpersonal
Communication and
Social Interaction
ROOM: VMP 8 06

Journalism Studies
ROOM: ESA C

Political
Communication
ROOM: ESA J

Television Studies
ROOM: PHIL F

Women’s Network
ROOM: PHIL C

YECREA (Young
Scholars Network)
ROOM: PHIL D

THUR 14 OCT |
13.30–14.30

Audience and
Reception Studies
ROOM: PHIL D

Communication and
Democracy
ROOM: ESA M

Film Studies
ROOM: PHIL E

Gender and
Communication
ROOM: PHIL C

International and
Intercultural
Communication
ROOM: PHIL G

Organisational
and Strategic
Communication
ROOM: VMP 8 06

Philosophy of
Communication
ROOM: VMP 8 08

Radio Research
ROOM: PHIL 1322

Science and
Environment
Communication
ROOM: PHIL 1350

CEE Network
ROOM: VMP 8 05

SOCIAL AND CULTURAL PROGRAMME

TUESDAY 12 OCTOBER

GET TOGETHER

18.00–23.00 | RESTAURANT OKZIDENT, MUSEUM FÜR VÖLKERKUNDE

The old charming rooms of the restaurant Okzident, located in the Museum for Ethnology (Museum für Völkerkunde) close to the University campus offer a nice atmosphere to come and meet other conference participants after registration.

www.voelkerkundemuseum.com/51-1-Restaurant.html

How to get there: The Museum is located at Rothenbaumchaussee 64. It's a 5-minutes-walk from registration in the Audimax to the museum: just along Binderstraße (or Johnsallee) to Rothenbaumchaussee, than turn left and go 100 m (resp. 200 m) to the museum, which is on the right side. ↘

WEDNESDAY 13 OCTOBER

RECEPTION OF THE CITY OF HAMBURG AT TOWN HALL

19.00–20.00 | TOWN HALL

The Minister of Science of Hamburg, Herlind Gundelach invites you to a reception at the town hall.

The city's town hall is an impressive and eclectic building which was built in 1897. Today, the town hall is the central office of Hamburg Senate (State Government) and parliament. Located south of the Binnenalster. Its neo-renaissance outside appearance is complemented by an eclectic mixture of different architectural periods inside.

The reception does not include dinner, but there are several opportunities to have a meal in the restaurants nearby.

Please note: For security reasons, the reception at the town hall is open to registered participants only. A prior booking is required. Those of you having booked the reception when registering via the conference website will find an invitation card in their conference pack. It is essential to bring this card as well as a proof of identity to the reception, for you will be asked to present both at the entrance to the town hall. Please do not forget to bring your invitation card and proof of identity!

How to get there: From Dammtor tube station, take bus no. 4 or 5 at the bus stop in front of the building in the direction of **Hauptbahnhof**. Get off the bus at the third stop which is called **Rathausmarkt**. You are now right in front of the town hall.

Tickets: A one-way ticket costs 1.30 Euros. You can obtain a ticket from one of the ticket machines at the bus stop (select "Kurzstrecke"), or buy it from the bus driver. ↘

THURSDAY 14 OCTOBER

OPTIONS FOR THURSDAY NIGHT EVENTS

SPECIAL NIGHT-TOUR TO THE BALLINSTADT, THE AWARD-WINNING MUSEUM OF EMIGRATION

20.15 | AUDIMAX

Between 1850 and 1939, Hamburg served as the "Gateway to the World" for some 5 million European emigrants who left their homeland via the city's port in search of a better life across the Atlantic. The BallinStadt Museum is dedicated to these people. The award-winning conception of the BallinStadt revives the world of emigration and it is a lively place on ancient grounds, for the Emigration Halls from 100 years ago where built on the exact same space here on the Veddel Island.

Your host Sabine Trepte will guide you with public transport to the BallinCity, which will open at night especially for us. After an introduction, you will be allowed enough time to explore the interactive museum by yourself.

Start: Audimax. **Duration of tour approx. 2.5 hours.**

End: Audimax (Dammtor station)

Tickets: cost 16 Euros per person

Please note: A prior booking is required!

If you have booked the **BallinStadt** excursion, you will find your ticket in your conference pack, and will be asked to pay the tour at registration. Small contingents might be available at check-in. ↘

NIGHTLY VIDEO BUS TOUR THROUGH THE MOVIE CITY HAMBURG

20.15 | AUDIMAX

Discover Hamburg from the perspective of the movies, and experience a unique combination of sightseeing and multimedia on a **Videobustour!** On-screen historic film footage, photographs and audio material, combined with insider knowledge from expert guides bring Hamburg's past and present to life.

Hamburg can look back on a long and varied cinematic history. From classics such as **Große Freiheit Nr. 7**, filmed during the Second World War, to cult films like **Absolute Giganten** and international box office hits such as **Tomorrow Never Dies**, to films by Hamburg's home-grown Turkish director Fatih Akin—it is the diversity of the city that inspires film-makers.

The **Videobustour** takes you to the locations where the well-known and less well-known films were shot. During the tour, you will encounter stars such as Hans Albers, Heinz Rühmann, Pierce Brosnan, Keira Knightley and Moritz Bleibtreu! On screen, we show film excerpts filmed in the locations we visit, and tell you about the fascinating 'movie city' Hamburg. An entertaining, absorbing and exciting tour that really puts you in the know.

Start: Audimax . **Duration of the tour approx. 1.5 hours.**

End: Audimax

Tickets: cost 22 Euros per person, 1 drink is included.

Please note: A prior booking is required!

If you have booked the **Videobustour** excursion, you will find your ticket in your conference pack, and will be asked to pay the tour at registration. Small contingents might be available at check-in. ↘

CINEMA: "SOUL KITCHEN" – FATIH AKIN'S NEW TYPE OF "HEIMATFILM" ABOUT TWO GERMAN-GREEK BROTHERS LIVING IN HAMBURG

20:30 | ABATON CINEMA, ALLENDEPLATZ 3/GRINDELHOF
RIGHT NEARBY THE CAMPUS

Soul Kitchen is about family and friends, about love, trust and loyalty and about the struggle to protect a place called home in an increasingly unpredictable world. Directed by the internationally known Turkish-German director Fatih Akin, the comedy „Soul Kitchen“ won the Special Jury Prize at the Venice Film Festival in 2009. Soul Kitchen is a potluck of different and wonderful elements appealing to all senses. It tells the story of two German-Greek brothers living in Hamburg: Zinos (Adam Bousdoukos), the owner of the local dive restaurant and music venue Soul Kitchen, and Illias (Moritz Bleibtreu), a convicted criminal serving his time in prison.

Zinos' Soul Kitchen has certainly seen better days—it's not exactly buzzing, and Wilhelmsburg, the part of town where the restaurant is located, is much too far away from the hip, bustling atmosphere in the heart of Hamburg. After Zinos' girlfriend walks out on him to take up a work assignment in China and has an unfortunate coincidence meeting with an old school friend, life starts to become more complicated, potentially treacherous, and exceedingly funny. Zinos doesn't know better but to follow Nadine—so he tries to sell the restaurant. And suddenly there are only three weeks to go before the closure. In these three weeks, pure anarchy breaks out in the Soul Kitchen: the chef cooks what he's always wanted to cook, a new DJ gets the guests dancing after their meal, artists exhibit their work – and the guests like it. Rumours surrounding the cult location Soul Kitchen start spreading in Hamburg. At the very last party, Zinos realises it was a mistake to sell the restaurant. When he finds out it's going to be torn down to make way for a shopping mall, he moves heaven and earth to get the Soul Kitchen back...

Tickets: 7.50 Euros per person at the box office or in advance at the registration desk in the Audimax ↘

YECREA – SOCIAL EVENT

20.00–... | HAUS 73, SCHULTERBLATT 73

“Haus 73” is a café and club location with several rooms in the famous alternative, but trendy district “Schanzenviertel” not far away from the conference location (2 km). Usually they conduct concerts, discos, stage plays, poetry slams, exhibitions, and things like this. We have booked an area for 30 people in the café and it's without any entrance fee or minimum purchase.

You can find further details on www.dreiundsiebzig.de/english.html

How to go there: Take the S-Bahn from Dammtor and exit at the next stopp “Sternschanze”

Tickets: 1,30 Euro “Kurzstrecke” (Short Trip) at vending machine. ↘

FURTHER THINGS TO DO ON THURSDAY NIGHT

HARBOUR BOAT DANCING: SWAMP MEETS SWING FRAU HEDI: THE RICKY KINGS | DM BOB

Looking for a special way to explore the port of Hamburg? Come aboard the **Frau Hedi**, the swimming nightclub on the river Elbe! Whether you're in the mood for dancing or simply want to take a special sightseeing tour at night: **Frau Hedi** might just be the place for you. On 14 October, St. Pauli's swamp blues/ swing combo “The Ricky Kings” are playing live on board, and DM Bob from Louisiana will be spinning some vintage 45s. The boat returns every hour to Landungsbrücke 10 (<http://www.frauhedi.de/AnfahrtHedi.pdf>), where you can leave the boat, or join the party. It starts cruising at 7 pm. Come on board!

Admission: 8 Euros per person bought on board on the night, or via Ticketmaster where one ticket is 7.50 Euros plus 1 Euro delivery charge <http://www.ticketmaster.de/event/23004526EAD94C45?artid=1065440&majorcatid=10001&minorcatid=201>

LITERATURHAUS – MATHIAS ENARD

This event might be particularly interesting for our French-speaking guests: French author Mathias Enard will be visiting the Literaturhaus Hamburg on 14 October to read from his book **Zone**. A professor of Arabic Language and Culture at the University of Barcelona, Enard won the Prix des Cinq Continents de la Francophonie and the Prix Edmée de la Rochefoucault for his first novel, *La perfection du tir*. He has been awarded many prizes for *Zone*, including the Prix du Livre Inter and the Prix Décembre. The author is reading in French, but a simultaneous translation into German will be provided. Starting time is 8 pm. For more information please visit <http://www.literaturhaus-hamburg.de/lit/page/192/english.html>

Admission: 8 / 6 / 4 Euros, Literaturhaus, Schwanenwik 38 ↘

MINIATUR WUNDERLAND

The **MiniaturWunderland**, a stunning model railway exhibition, is one of the most successful permanent exhibitions in Northern Germany. Since the year 2000, a team of dedicated specialists has been building a miniaturized world that is nothing short of amazing. So far, five sections have been completed: Southern Germany, Hamburg and the Coast, America, Scandinavia, and Switzerland. 500,000 hours of work and 10,000,000 Euros construction costs went into the project so far, and it's only a little more than half finished. It is, however, already the largest model railway in the world. On 14 October, the MiniaturWunderland will be open until 11 pm. For more information please visit <http://www.miniatur-wunderland.com/>

Admission: 10 Euros. Online reservation is strongly recommended via <http://www.miniatur-wunderland.com/visit/ticket/2010/10/> ↘

BUCERIUS KUNST FORUM—MARC CHAGALL

The **Bucerius Kunst Forum** is a private art gallery, founded in 2002 by the ZEIT-Stiftung Ebelin und Gerd Bucerius. It is located directly to the left side of the Hamburg Rathaus (town hall). The gallery currently houses the exhibition **Marc Chagall—Lebenslinien** (Life-lines), which, for the first time in Germany, displays the Chagall collection from the Israel Museum in Jerusalem. The exhibition tries to answer the question of how Chagall's personal experience has found its way into his art. On 14 October, the Bucerius Kunst Forum is open until 9 pm. For more information please visit <http://www.buceriuskunstforum.de/>

Admission: 8 Euros per person, or via Online-Express-Ticket 11.19 Euros (http://www.arttourist.com/index2.php?id_mnu=531) ↘

HAMBURGER KUNSTHALLE

One of the city's most famous art museums is the Hamburger **Kunsthalle**, next to the main railway station. The museum houses an important collection of paintings from the 19th century; including works by Max Liebermann, Lovis Corinth, Philipp Otto Runge, Caspar David Friedrich, Adolf Menzel. The **Gallery of Contemporary Art (Galerie der Gegenwart)** is devoted to modern art from the early 20th century, such as the work of Pablo Picasso, Paul Klee, and Max Beckmann, and further art work from the period after 1945. Currently, the **Kunsthalle** presents the first comprehensive show of the artist David Tremlett in a German museum since 1992. The exhibition is entitled **Drawing Rooms**. For this exhibition, David Tremlett has covered the entire third floor of the **Gallery of Contemporary Art** in new site-specific wall drawings, which were drafted especially for this location. In addition, drawings, sketches, artist books and photographs from the late sixties until today give an insight into his work. On 14 October, The **Kunsthalle** is open until 9 pm. For more information please visit <http://www.hamburger-kunsthalle.de>

Admission: 10 Euros per person, Kunsthalle, Glockengießerwall ↘

DEICHTORHALLEN

The Hamburg **Deichtorhallen** is one of the most well-known exhibition galleries worldwide. The historical buildings are divided in an exhibition hall for contemporary art and the "House of Photography". The latter is currently displaying the show "Photographs 1981-2006" by Paul Graham, which combines elements of art and journalism to something aesthetically unique. At the large space of **Deichtorhallen**, a major retrospective of the Danish painter, sculptor and filmmaker Poul Gernes is taking place. On 14 October, the **Deichtorhallen** are open until 9 pm. For more information please visit <http://www.deichtorhallen.de>

Admission: admission charge varies depending on which part of the exhibition you see. ↘

AND MORE...

Hamburg has a lot more to offer! For English information on sight-seeing, attractions, museums and so forth please please visit <http://english.hamburg.de/museums-attractions-hamburg-en/> ↘

FRIDAY, 15 OCTOBER

FAREWELL PARTY IN AN OLD WAREHOUSE IN THE HISTORICAL SPEICHERSTADT

20:00–1:30 | NORD EVENT HISTORISCHE SPEICHERBÖDEN, KEHRWIEDER 2-3, BLOCK D

The Friday night Farewell Party provides an excellent opportunity to meet up with other conference participants, have a good time, and enjoy the maritime atmosphere in the old **Speicherstadt** at the Hamburg harbour. Live music, buffet and free drinks are included.

Hamburg's **Speicherstadt**, the world's largest still operating warehouse district, is an impressive location. The combination of traditional brick-lined warehouses, small canals, narrow lanes, and numerous bridges emphasizes the uniqueness of the district.

Whether you're in the mood for dancing or simply enjoy listening: The Jazz band **Tout Sweet** creates a swinging atmosphere! **Tout Sweet** consists of seven musicians who have played together in Hamburg for more than ten years now. Their repertoire includes Jazz and Bossa tunes, and some of them will surely be known to you. The bossa part, in particular, was pushed when singer Anette Herrmann joined the band some years ago. While the band enjoys toying with new ideas and improvises, there is a strong emphasis on the song within the jazz tune. The charming voice of Anette Herrmann, the warm trumpet sound of Wolfgang Lohbeck, the powerful sax playing of Christoph Leussler and a swinging rhythm section will warm you up. Anette Herrmann (vocals, percussion), Wolfgang Lohbeck (trumpet), Christoph Leussler (tenor sax), Hermann Dilger (piano), Ali Klimkeit (guitar), Andreas Jahnel (b), Matthias Schröder (drums).

DJ Norman will take over later at night. Norman Müller works as a DJ, music journalist and radio host in Hamburg. His DJ sets range from oriental beats and krauty space disco to contemporary electronica with a funky edge.

Tickets: 25/50 Euros per person

A prior booking is required! Those of you having booked the party when registering via the conference website will find an invitation card in their conference pack. Small contingents might be available at check-in.

How to get there: Take bus no. 5 from **Dammtor** towards the main train station (**Hauptbahnhof**), and get off the bus at the third stop (**Rathausmarkt**), then change buses and take the no. 3 towards **Auf dem Sande/Speicherstadt**, and get off at the fourth stop.

A one-way ticket costs 1.30 Euros. You can obtain a ticket from one of the ticket machines at the bus stop (select "Kurzstrecke"), or buy it from the bus driver ↘.

YOUR DAILY PROGRAMME

	WEDNESDAY 13 OCTOBER	THURSDAY 14 OCTOBER	FRIDAY 15 OCTOBER
9.15 – 10.45			
11.15 – 12.45			
12.45 – 13.30			
LUNCH			
13.30 – 14.30			
16.00 – 16.30			
16.30 – 18.00			
18.30 – 20.00			