3rd European Communication Conference
12–15 October 2010

PROGRAMME
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
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 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

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VICE CHAIR: Cristina Ponte (Universidade Nova de Lisboa, Portugal)
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VICE CHAIR: Alenka Jelen (University of Central Lancashire, Preston, UK)
VICE CHAIR: Joanna Redden (Goldsmiths College, London, UK)
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.

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.

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
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ASSISTANT TO THE CHAIR: Anja Herzog (HBI)
Christiane Matzen (HBI)
Stephan Dreyer (HBI)
Suzan Rude (HBI)
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Prof. em. Dr. Wolfgang Settekorn (IMK)
Dunja Meyer (University of Hamburg Marketing Ltd.)
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 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 (adress: 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 & AUDIMAX

FLOOR MAPS
PROGRAMME
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## DAILY PROGRAMME
### WEDNESDAY 13 OCTOBER

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<td>Panel 1-4: Youth and Media</td>
<td>Panel 2-4: Media and Democracy in the Digital Age</td>
<td>Panel 3-3: Crossing the Borders: Historical Case Studies in Propaganda, Journalism and Advertising</td>
<td>Panel 4-3: Country Cases Studies of Important Law and Policy Issues</td>
<td>Panel 5-4: Diasporas and Transcultural Spaces and Places of Communication</td>
<td>Panel 6-4: Technologies of and on Film</td>
<td>Panel 7-4: Offering and Transgression</td>
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**Lunch**

10:45 – 11:15

Coffee Break

11:15 – 12:45

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

*Audimax*

12:45 – 13:30

Poster Session 3

Poster Session 4

Poster Session 5

Poster Session 6

13:30 – 14:30

Business Meeting

Business Meeting

Business Meeting

Business Meeting

Phil D

ESA M

ESA M

ESA M

14:30 – 16:00

Panel 1-5: Children and Media

Panel 2-5: Communication and Media Activism

Panel 3-4: Communication History and the History of Ideas

Panel 4-4: Topical European Policy Issues 1

Panel 5-5: Migration from Turkey and the Communication Practices

Panel 6-5: Young People and Digital Exclusion in Europe

Panel 7-5: National, Third and Diaspora Cinema Reconsidered: The Cases of Turkey and India

Panel 8-5: Queer Theory & Media Studies

Panel 9-5: Values and Cultures in Intercultural and Transnational Public Spheres

Phil D

ESA M

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Phil G

16:00 – 18:00

Coffee Break

Panel 1-6: Social Networks

Panel 2-6: E-democracy: International Perspectives

Panel 3-5: Remembering the Past: Social and Public Memory

Panel 4-5: Topical European Policy Issues 2

Panel 5-6: Transnational Media: Diasporas & Identities

Panel 6-6: Dealing with the Social Web in Adolescence—Empirical Research

Panel 7-6: Analysing the Film Text: Approaches and Case Studies

Panel 8-6: Youth and Gendered Identities

Panel 9-6: The European Public Sphere: Between Myth and Reality

Phil D

ESA M

ESA M

ESA M

ESA K

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Phil C

Phil G

**Lunch**

18:00 – 20:00

Panel 1-7: Audience and Cross Media

Panel 2-7: Engagement, Public Spheres and Web 2.0

Panel 3-6: Media in Europe: Today: Critical Reflections

Panel 4-6: Transcultural Media Representations of Others

Panel 5-7: Consumption and Everyday Life

Panel 6-7: Gendered Politics

Panel 7-7: Political Communication in International Perspective

Phil D

ESA M

ESA M

ESA K

ESA K

ESA K

ESA K

Phil C

Phil G

**Parallel Cultural Events**

20:00
### Daily Programme

#### Section 1
- Panel 1-4: Communication in Health Care - ESA C
- Panel 11-4: Transnational Media and Online Journalism - VMP8 06
- Panel 13-4: Method and Communicative Inquiry - VMP8 08
- Panel 14-4: Framing New Media vs Old Media - ESA J
- Panel 14-4b: Civil Revisal - Civil Society and New Media - ESA H
- Panel 15-4: Assessing Communication Journals for a Better Knowledge of Communication Science - Phil 1322
- Panel 16-4: Power Works - Labour in the Current Television Industries - Phil F

#### Coffee Break

#### Plenary Session II: Building European Research Networks: Promises and Pitfalls of Collaborative Research - Audimax

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<th>Poster Session 10 VMP8 Foyer</th>
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#### Coffee Break

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#### Break

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<th>Panel 10-6: Interpersonal Communication in Different Contexts - VMP8 06</th>
<th>Panel 11-6: International Reporting and Reporting the Other - ESA C</th>
<th>Panel 12-2: Culture and Identity - VMP8 08</th>
<th>Panel 14-6a: Illustrations of Political Leadership - ESA J</th>
<th>Panel 14-6b: Geopolitical Perspectives - Phil 1322</th>
<th>Panel 15-6: Governance and Environmental Communication: The Role of Information, Education, and Citizenship - Phil 1350</th>
<th>Panel 16-6: Aesthetics and Representation Beyond the Nation - Phil F</th>
<th>IAMCR Panel: Comparative Global Media Research Case Studies and Issues - VMP8 05</th>
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#### Parallel Cultural Events
### DAILY PROGRAMME
**FRIDAY 15 OCTOBER**

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<td>9.15 - 10.45</td>
<td>Panel 1-8a Media Emotions and Perceptions Phil D</td>
<td>Panel 1-8b Content Creation Phil C</td>
<td>Panel 2-8 Democracy, Participation and Particpatory Media ESA M</td>
<td>Panel 3-7 Recent Developments in Canadian Communication Research Phil 1314</td>
<td>Panel 4-7 Media Policies, Theories, Concepts, Methods ESA K</td>
<td>Panel 5-8 Broadcasting Diversity Phil B</td>
<td>Panel 6-8a Network Politics Phil A</td>
<td>Panel 6-8b Politics of Production Phil E</td>
<td>Panel 9-8 New Directions in Intercultural Communication Phil G</td>
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<td>Panel 1-10a Television Phil D</td>
<td>Panel 1-10b Audiences and Citizenship Phil C</td>
<td>Panel 2-10a Democracy, Politics and Theoretical Perspectives ESA M</td>
<td>Panel 2-10b Political Communication and Public Spheres ESA K</td>
<td>Panel 5-10a Media &amp; Film Production, Practices &amp; Representations Phil B</td>
<td>Panel 5-10b Media, Film, and Memories of Diaspora Phil E</td>
<td>Panel 6-10 Mediatization Phil A</td>
<td>Panel 9-10 Going Digital: Interculturalism in Online Environments Phil G</td>
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<td>16.00 - 17.30</td>
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<td>17.30 - 18.00</td>
<td>Plenary Session III: European Media, European Public Spheres, European Identities Audimax</td>
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<td>Challenges to Public Service Television Phil F</td>
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Coffee Break

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ECREA General Assembly Audimax

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Coffee Break

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

Farewell Party at Hamburg Harbour
1/
RESEARCHING MEDIA, DEMOCRACY AND PARTICIPATION (2006)
Edited by Nico Carpentier, Pille Prullmann-Vengerfeldt, Kaarle Nordenstreng, Maren Hartmann, Peeter Vihaelem, Bart Cammaerts and Hannu Nieminen

2/
MEDIA TECHNOLOGIES AND DEMOCRACY IN AN ENLARGED EUROPE (2007)
Edited by Nico Carpentier, Pille Prullmann-Vengerfeldt, Kaarle Nordenstreng, Maren Hartmann, Peeter Vihaelem, Bart Cammaerts and Hannu Nieminen and Tobias Olsson

3/
DEMOCRACY, JOURNALISM AND TECHNOLOGY: NEW DEVELOPMENTS IN AN ENLARGED EUROPE (2008)
Edited by Nico Carpentier, Pille Prullmann-Vengerfeldt, Kaarle Nordenstreng, Maren Hartmann, Peeter Vihaelem, Bart Cammaerts, Hannu Nieminen and Tobias Olsson

4/
COMMUNICATIVE APPROACHES TO POLITICS AND ETHICS IN EUROPE (2009)
Edited by Nico Carpentier, Pille Prullmann-Vengerfeldt, Richard Kilborn, Tobias Olsson, Hamm Nieminen, Ebba Sundin and Kaarle Nordenstreng.

5/
MEDIA AND COMMUNICATION STUDIES INTERSECTIONS AND INTERVENTIONS (2010) – Out in December
Edited by Nico Carpentier, Diia Tamazie Treumant, Pille Prullmann-Vengerfeldt, Bart Cammaerts, Richard Kilborn, Hannu Nieminen, Tobias Olsson and Ebba Sundin
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@ub.ac.be

Finding the Right Place on the Map: Central and Eastern Europe after Change in a Global Perspective
Edited by Karol Jankowicz and Miikka Sillanpää
ISBN: 9781783430092
Paperback £39.95, 640

EUROPEAN CIVILIZATION AND media StudIES: Theory and PracTICE ON ConFlICT AND media
Edited by Tony Krigea, Claudia Alves and Solle Van Bamwe
ISBN: 9781783430090
Paperback £39.95, 640

PRIVACY AND pluralism in europe: Challenges and Constraints
Edited by Andreas Czesek, Melanie Hellwig and Eva Nowak
ISBN: 9781783430094
Paperback £39.95, 640

Reclaiming the Media
Edited by Michel de Certeau
ISBN: 9781783430098
Paperback £39.95, 640

Towards a Sustainable Information Society
Edited by Jan Seara and Nico Carpentier
ISBN: 9781783430096
Paperback £39.95, 640

The European Information Society: Reality Check
Edited by Jan Seara
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Paperback £39.95, 640

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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 WORKSHOP 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

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

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 Tendera: Problems of the Polish Women Scientist in the Universities; Sinikka Torkkola: Tenure track and gender equality; Iolanda Tórtajada, Arantxa Capdevila, Assumpció Huertas and Cristina Rodríguez: Challenges and strategies for the diffusion of equal opportunity policies at Catalan universities
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 (Carolin Dover) and N.N.
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
Origins of liking and disliking of fictional television characters
Matteo Stefanelli, Catholic University of Milan, Italy

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 multimodal 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
Intervallence and identity: The social forces of interactive surveillance
**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

**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

**ALBERTO GARCÍA,** Natalia Ábun, 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

**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

**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
**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 1-9B**

**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*

Kárita 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 1-10B**

**Audiences and Citizenship**

**FRI 15 OCT | 13.30–16.00 | 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 effects in peer conversations about TV news*

Jerome Bourdon, Tel Aviv, Israel, Cecile Meadle, Mines ParisTech, Paris, France

*Audience figures, the state, and democracy*

Seija Ridell, University of Tampere, Finland

*Climate change from the audience’s perspective. Theorizing empirical findings on media usage and media effects between routine and information seeking*

Merja Mahrt, Heinrich Heine University of Düsseldorf, Germany, Klaus Schönbach, Amsterdam School of Communications Research, Netherlands

*Teresita 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*
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 Drüeke, 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

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
Itir Aşdoğan, 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

**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

**Panel Chair:** Iñaki Garcia-Blanco, Cardiff University, United Kingdom
Maria Francesca Murrú, Catholic University of Milan, Italy
Living public spheres beneath the surface of deliberation. An analysis of online shared spaces becoming public agorae

Panel 2-6

E-Democracy: International Perspectives

**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
Maximilian Hänssa-Aby, 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

Panel 2-7

Engagement, Public Spheres and Web 2.0

**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

**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

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 2-9

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

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 Kreecek, 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

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)

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

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

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

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 3-3

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

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
**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 journalism—A long waves perspective*

**Susann Trabert,** Justus Liebig University, Giessen, Germany

*Evolution of the “modern” model of journalism—A long waves perspective*

**Panels 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*

**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


**Hannu Salmi,** University of Turku, Finland

*Rethinking “World Television”: Intermediality 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

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 4-2

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 Bardoe, 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

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
Purpose 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
Comparative analysis of media regulation and their role in regional integration and cooperation: Supranational Platforms of Audiovisual (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
**Topical European policy issues 1**

**Panel 4-4**

**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 Catalunya, 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 4-6**

**Media in Europe today: Critical reflections**

**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 Baleytiene,** 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**

**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**

**Christos Barboutis,** University of Athens, Greece

**Regulating for pluralism and diversity: Towards a content-biased, multi-disciplinary approach**

**Panel 4-8**

**Promoting pluralism, creativity and culture in the media industries**

**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 Almirón,** 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
Ingered 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 TRANSCULTURAL 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 Uygurs in the U.S. and Germany
Cigdem Bozdag, 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 5-5**

**Migration from Turkey and the Communication Practices**

**THUR 14 OCT | 14.30-16.00 | ROOM: PHIL B**

**Panel Chair:** Ricardo Carvalheiro, University of Beira Interior, Covilhã, Portugal

Bora Ataman, Dogus University, Istanbul, Turkey

The media’s role in “beings” and “becomings” of pre-migrants

Gökcen Karanfil, Izmir University of Economics, Turkey

“Tapping the diaspora”: The Turkish diaspora and the dynamics of transnational broadcasting from Turkey

Filiz Göktuna Yaylaci, 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: 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

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

Audun Beyer, Kjersti Thorbjørgsrud, 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 5-6**

**Transnational Media: Diasporas & Identities**

**THUR 14 OCT | 16.30-18.00 | ROOM: PHIL B**

**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 Yanardagolu, 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 Bognar, 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

Jose Ricardo Carvalheiro, 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

**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
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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

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 representation of migrant women in German newspapers

Cilia Willems, 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 transnationalism—Reclaiming political meaning

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 Ölafs, University of Iceland, Seltjarnarnes, Iceland

Mari Maasila, University of Tampere, Finland

Negotiating transnational identifications and needs of integration—Media use of migrants in Finland and Iceland

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 Vandevelde, University of Antwerp, Belgium

Philippe Meers, University of Antwerp, Belgium

Roel Vande Winkel, University of Antwerp, Belgium

Sofie Van Bauwel, Ghent University, 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
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

Carrie Lynn 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

Lisa Plesner,
Copenhagen Business School, Denmark

The metaphors of virtual worlds: How people make sense of a virtual world via the physical world

Lisbeth Frølunde,
Roskilde University, Denmark

MACHINIMA AS A PRACTICE OF MEANING-MAKING: EXPLORING WHAT INTERESTS MACHINIMATORS IN SECOND LIFE

Lisbeth Frølunde,
Roskilde University, Denmark

Ares Gursimsek,
Roskilde University, Denmark

Co-designing virtual worlds: Multi-disciplinary 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

Bridge Hedgess,
University of Sheffield, United Kingdom

Transcultural and Intercultural Communication: artistic endeavour, multiple voices and digital production, representation and engagement

Joke Beiy, 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 Boucharde,
University of Technology of Compiegne, 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 Compiegne, France

Towards “digital becoming”: a new interaction between digital properties, digital practices and culture

Marcelo Träsel,
Pontifical Catholic University 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 Vivar Zurita,
Complutense University of Madrid, Spain

PANEL RESPONDENT: Karen Arriaza Ibarra,
Complutense University of Madrid, Spain

Pilar Lacasa,
University of Alcalá, Madrid, Spain

Learning and play with commercial videogames

Enrique Barreiro Alonso,
University of Vigo, Spain

Ruth Martinez López,
University of Salamanca, Spain

Second Life, Avatars: A Cultural and educational project entitled digital identity

Hipólito Vivar Zurita, Spain, Patricia Ñuñez, Alberto García García, María Luisa García Guardia, Natalia Añón Vences, Raquel Vinader Segura, Complutenense University of Madrid, Spain

New possibilities implied in introducing social networks as an educational tool. The case of Facebook
FRANCISCO GARCÍA GARCÍA, Complutense University of Madrid, Spain, ROGERIO 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 SNAHEL, 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, IDIOIA PORTILLA, UNIVERSITY OF NAVARRA, PAMPLONA, SPAIN

An index to calculate the level of convergence of a medium. The Spanish case

JOS DE HAAN, ERMASUS 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

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-BOYAI UNIVERSITY CLUJ, ROMANIA

Adult-Child Digital Divides in Rural and Urban Areas in CEE Countries


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 FINDAL, 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

GYOVANNA 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

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 POVLSSEN, AARHUS UNIVERSITY, DENMARK

Media Recipes: Food across new and old media

ERIKA G. ÁLVAREZ-ARÁMULA, AUTONOMOUS 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 mediatised everyday life
**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 Kabitschko, 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 Götztenbrucker, Margarita Köhl, University of Vienna, Austria  
Networked Youth—the effects of global social media on social networks and integration

**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  
Produusage 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 hashtag? 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 Photography and Digital Flâneurism of Web 2.0

**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 6-9B**

**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 Reconsidered. Business models for the digital media economy  
Andrew Dubber, Birmingham City University, United Kingdom  
Aftershock: 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 listernings: 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 Villagrassa, 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

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 Haastrup, 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 boarders: Movie taste and motives of cinema attendance in the parted Berlin (1945–61)

Åsa Jernudd, Orebro 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

Patricia 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 Vandevelde & 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 Nezih Orhon, Anadolu University, Eskisehir, Turkey
Portrayal of identities in contemporary Turkish cinema: “I Saw the Sun” and “White Angel

Ayse 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

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

Freyja 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!

Ognyan 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 repertories 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 PRACTICS AND MEDIA

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

PANEL CHAIR: Tonny Krijnen, Erasmus University Rotterdam, Netherlands

Claudia Alves, 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 Spoelmink, University of Kassel, Germany
Performative cultural breaking 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 (ethno-graphic) 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**

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**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 Arauïna, 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, Mónica Figueras, Pompeu Fabra University, Barcelona, Spain, Núria Arauïna, 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**

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**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, Pekja Isotalus, Merja Almonkari, University of Tampere, Finland
**Women politicians in the Finnish media—Almost invisible leaders?**

Elke Grittman, 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**

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**Poster Session 8**

Fri 15 Oct | 12.45–13.30 | Room: Phil Foyer

Tania Hoff, João Carrasqueira, School of Advertising and Marketing, Sao Paulo, Brazil
**Contemporary 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

Messen Mawugbe, Central University College, Accra, Ghana

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 component 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 transcultural communication — Praxeologic observations of strategies within campaigns to stop female genital cutting

Joan Sabaté, Ester Franquessa, 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

Athanasios 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 Dornaletche, University of Valladolid, Spain, Irene Seara Oro, Madrid, Spain, Andrés Domínguez Sahagún, Complutense University of Madrid, Spain
“Remembering” the world history: intercultural comparisons

Messan Mawugbe, Central University College, Accra, Ghana

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

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


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

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

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**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 Elementary School, United States
Mentoring future leaders through communication 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

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**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

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**Panel 9-5**

**Values and Cultures in Intercultural and Transnational Public Spheres**

*Thur 14 Oct | 14.30-16.00 | Room: Phil G*

**Panel Chair:** Luciano Morganti, Free University of Brussels, Belgium

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

Stefanie Averbeck-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 transnational communication

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**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 Communication Technology, Delft, Netherlands
Emerging models for transcultural communication 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 9-7**

**Political Communication in International Perspective**

**Thursday 14 Oct | 18.30-20.00 | Room: Phil G**

**Panel Chair:** Leo VanAudenhove, 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 Wroclaw, Poland

*Public diplomacy: National versions of international communication*

Patricia Estevez Jimenez, Autonomous University of Barcelona, Spain

Qatar: A case study about the use of public diplomacy within a general power strategy

Gyorgy Szondi, Leeds Metropolitan University, United Kingdom

Theorizing public diplomacy — an interdisciplinary perspective

Magnus-Sebastian Kutz, University of Hamburg, Germany

Framing “just wars” — Governmental political communication to justify the wars in Kosovo and Iraq

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**Panel 9-8**

**New Directions in Intercultural Communication**

**Friday 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 adaptation*

Marinel Gerritsen, Radboud University Nijmegen, Netherlands

*The manifestation of culture in media choice. Differences between Germany and the Netherlands in the media organizations use for personnel recruitment and the media job-seekers use to find a job*

Andreas Hepp, University of Bremen, Germany

*Transcultural communication as a perspective: 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 process 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 reporters’ blogs and emerging public sphere*

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**Panel 9-9**

**Foreign Correspondence in a Changing Environment**

**Friday 15 Oct | 11.15-12.45 | Room: Phil G**

**Panel Chair:** Leo VanAudenhove, Free University of Brussels, Belgium

**Panel Respondent:** Tobias Eberwein, Erich Brost Institute for International Journalism, Dortmund, Germany

Oliver Hahn, BiTS, Iserlohn, Germany

Julia Lünnendonker, Erich Brost Institute for International Journalism, Dortmund, Germany

*Foreign correspondents as context translators between cultures: Interdisciplinary theory model of journalistic transfer and translational equivalency*

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 reporters’ blogs and emerging public sphere*

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**Panel 9-10**

**Going Digital: Interculturality in Online Environments**

**Friday 15 Oct | 14.30-16.00 | Room: Phil G**

**Panel Chair:** Leo VanAudenhove, 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, Radboud 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, Owen Hargie, University of Ulster, Newtownabbey, 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 University, 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 ethnography: A qualitative methodological approach to mediated interpersonal communication

Isabel Schlote, University of Erfurt, Germany
Communication and mobility—Communication technology and interaction in travel situations

Christine Linke, Free University of Berlin, Germany
Patterns of mobility and media communication—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

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 Ipati, 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

Vilja 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 Jaruhrirunsakul, Bangkok University, Thailand
Love at first si(gh)te: Romance in Thai cyberspace

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

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**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

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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

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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 Ipati, Pekka Isotalus, University of Tampere, Finland
The development of trust in the social interaction of virtual hobby communities

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**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

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**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

Vilja 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 Jaruhrirunsakul, Bangkok University, Thailand
Love at first si(gh)te: Romance in Thai cyberspace

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

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**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
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 Albaek, 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

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 | 14.30-18.00 | ROOM: ESA C

Panel Chair: Ramon Salaverría, University of Navarra, Pamplona, Spain
Stein 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 occidentalist 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 Oppehaffen, 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**

**Friday, October 15, 2023 | 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 Copenhagen, Denmark, Lene Rimestad, University of Southern Denmark, Odense, Denmark
  - Elimination of ideas in the newsroom: An insight into the working processes of journalists at three Danish daily papers

- Liesbeth Hermans, Radboud University Nijmegen, Netherlands, Maurice Vergeer, Radboud University Nijmegen, Netherlands, Alexander Pleijter, Rijksuniversiteit Groningen, Netherlands
  - Trends in Dutch journalism: Shifts in professional role perceptions and journalistic 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 radiation: How Swiss newspapers depict politics and measures

**Panel 11-9B**

**Journalism Practice 2**

**Friday, October 15, 2023 | 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 newspapers

- Tomas Trampota, Charles University in Prague, Czech Republic
  - Structural changes of daily press journalism in the Czech Republic

- Maarit Jaakkola, University of Tampere, Finland

- 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 Raeymaekers, Ghent University, Belgium
  - Working conditions among Flemish professional journalists

**Panel 11-10A**

**Ethics/Accountability**

**Friday, October 15, 2023 | 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

- Anabela Gradim Alves, João Canavilhas, University of Beira Interior, Covilhã, Portugal
  - Cellphones: The new penny press

- Agnieszka Zwiefka, University of Wrocław, 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

- Susana Herrera Damas, Carlos Maciá Barber, Carlos III University of Madrid, Spain
  - The social perception of journalistic ethical attitudes in Madrid

- Kari Koljonen, Penti Raittila, Jari Väisänen, University of Tampere, Finland
  - Rethinking the boundaries of journalism: Finnish reporters’ reflections on their profession after two school shooting cases

- Marta Mongagut, Enric Castelló, University of Rosvira 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**

**Friday, October 15, 2023 | Room: ESA H**

**Panel Chair:** Jesper Strömberg, 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 Barredo, 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, Switzerland and Austria

- Susanne Janssen, Erasmus University Rotterdam, Netherlands, Matthijs Leendertse, TNO Information and Communication Technology, Delft, Netherlands
  - Revenue models of online news makers: A comparative analysis of the professional practices and revenues of online news producers 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 Dühring, 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
The Internal Media Acceptance Scale (INMAS)—Why and how you should assess the acceptance of internal corporate communication 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 merchandising. Brand names as metarepresentations 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 organizational communication: An empirical study of internal innovation communication in the pharmaceutical industry

Ana Castillo Díaz, María Victoria Carillo Durán, 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, Metropolitan University Leeds, United Kingdom

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

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*

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**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, Wroclaw, Poland

*The importance of ethical rules and moral responsibility in public relations activity. Information management in special risk organisations: Case studies*

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**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*

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**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 Schleich, 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 Muenster, 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**

**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, Mediatization’s effect on the media
- 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**

**Panel Chair:** Henrik K. Rang, University of Tübingen, Germany

- Cinira Leite, University of Vale do Paraíba, São Paulo, Brazil, 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**

**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, From media critique to method. Four readings of Adorno’s Culture Industry
- Martine Prange, University of Amsterdam, Netherlands, Parrhesia and communicative wisdom
- Simo Pienniemi, University of Vaasa, 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 distinction: Towards an externalistic phenomenology of linguistic experience?**

Pieter Fourie, University of South Africa, Pretoria, South Africa

Postmodern media critique. The semiosphere of meaning and representation as a metatheory for media criticism

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**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 form 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 communication**

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 Vliegenthart, University of Amsterdam, Netherlands

**Communicating dynamics: Exploring the role of dynamics for theory and research**

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**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 Boomgaard, Claes H. de Vreeese, Andreas Schuck, Matthijs Elebaas, Rachid Azrout, Rens Vliegengart, 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-campaigning: Facebook, a winner electoral communication strategy?
Francisco Secoane Perez, San Jorge University, Zaragoza, Spain
Domesticating and politising 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 Vreeese, 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 campaigning on the Web forging the 2009 European Parliament elections. A cross-national comparative analysis

PANEL 14-2B

POLITICAL PARTICIPATION

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

PANEL CHAIR: Katrin Voltmer, University of Leeds, United Kingdom
PANEL RESPONDENT: Katrin Voltmer, University of Leeds, United Kingdom

Michele Sorice, Emiliana De Blasio, LUISS Guido Carli University, Rome, Italy
Italian politics in the Web 2.0. Participation and disintermediation processes
Elisabeth Stür, 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 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 participation the new scheme to win elections?
**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 Kaitatzhi-Whitlock, Aristotle University of Thessaloniki, Greece  
**Heidi Hirto, Johanna Moisander, Aalto University School of Economics, Finland**  
**Heli Lehtelä, University of Lapland, Rovaniemi, Finland**  
**Depoliticized representations of ethnicity**

**Nael Jibril, 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**

**Panel 14-4B**

**Civil Revival? Civil Society and New Media**

**Thu 14 Oct | 9.15-10.45 | Room: ESA H**

**Panel Chair:** Roy Panagioutopoulos, University of Athens, Greece  
**Panel Respondent:** Jesper Strömberg, 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 Panagioutopoulos, University of Athens, Greece**  
**The dawn of social media and politics in Greece**

**Panel 14-4A**

**Framing New Media vs. Old Media**

**Thu 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 Salojaervi, University of Helsinki, Finland**  
**Freedom of expression in transition—Freedom of expression in Venezuela under President Chavez’s 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 14-3B**

**Depoliticization**

**Wed 13 Oct | 16.30-18.00 | Room: ESA H**

**Panel Chair:** Paolo Mancini, University of Perugia, Italy  
**Panel Respondent:** Sophia Kaitatzhi-Whitlock, Aristotle University of Thessaloniki, Greece  
**Heidi Hirto, Johanna Moisander, Aalto University School of Economics, Finland**  
**Heli Lehtelä, University of Lapland, Rovaniemi, Finland**  
**Depoliticized representations of ethnicity**

**Nael Jibril, 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**

**Panel 14-4B**

**Civil Revival? Civil Society and New Media**

**Thu 14 Oct | 9.15-10.45 | Room: ESA H**

**Panel Chair:** Roy Panagioutopoulos, University of Athens, Greece  
**Panel Respondent:** Jesper Strömberg, 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 Panagioutopoulos, University of Athens, Greece**  
**The dawn of social media and politics in Greece**
**Panel 14-5A**

**Power, Knowledge, and the Trivialization 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 Steinitz, 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

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**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 Tenscher, 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 Róka, Budapest College of Communication and Business, Hungary

Similarities and differences in transformational democracies

Ralph Negrine, University of Sheffield, United Kingdom, Vaclav Stelka, 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 Boomgaard, Matthijs Elenbaas, Joost van Spanje, Rens Vliegenthart, University of Amsterdam, Netherlands


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

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**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 Stanley, 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**

*Thursday 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, Switzerland, Claes H. de Vreese, University of Amsterdam, Netherlands, Jesper Strömööck, Mid Sweden University, Sundsvall, Sweden, Peter van Aelst, University of Antwerp, Belgium, Toril Aalberg, Norwegian University of Science and Technology, Trondheim, Norway, James Stamper, Günther Lengauer, University of Innsbruck, Austria, Rosa Berganza, Rey Juan Carlos University, Madrid, Spain, Guido Legnante, University of Pavia, Italy, Stilianos Papathanassopoulos, University of Athens, Greece, Susana Salgado, New University of Lisbon, Portugal: Tamir Sheasher, Hebrew University, Jerusalem, 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 migration and integration in Austrian general elections from 1971 to 2008*

Athanassios N. Samaras, University of Piraeus, Greece, Stilianos 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 presentation of the European constitution*

**Panel 14-7A**

**Communicating the EU in a Transnational Environment: Exploring New Theoretical and Empirical Pathways**

*Thursday 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 Baltytienne, Vytautas Magnus University, Kaunas, Lithuania

*Shifting focuses between national and European: Some reflections on communication 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**

*Thursday 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 Carpenter, 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**

**Friday 15 Oct | 9.15-10.45 | Room: ESA J**

**Panel Chair:** Carsten Reinemann, Ludwig Maximilian University of Munich, Germany

**Panel Respondent:** Tamir Sheaffer, 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**

**Friday 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**

**Friday 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 Vliegenthart, 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
Nazan Haydari, Maltepe University, Istanbul, Turkey
Rosemary Day, University of Limerick, Ireland
Serhat Güney, Kerem Rızvanoğlu, Özelgül Öztürk, Galatasaray University, Istanbul, Turkey
Olatz Larrea, Pompeu Fabra University, Barcelona, Spain

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 Chrysanthy, 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, Maria Pilar Martínez-Costa, University of Navarra, Pamplona, Spain

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 Chrysanthy, 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 15-3

RADIO: FREEDOMS AND EXPRESSION
WED 13 OCT | 16.30-18.00 | ROOM: PHIL 1322

PANEL CHAIR: Josep Maria Martí, Autonomous University of Barcelona, Spain
Sebastien Poulain, Sorbonne University, Paris, France

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 Chrysanthy, 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?

Stanislaw Jedrzejewski, Catholic University of Lublin, Poland
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 15-4**

Community Radio: Diversities and Commonalities

**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

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**Panel 15-5**

Radio Evolutions: Listening, Content and Platforms

**Panel Chair:** Stanislaw 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

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**Panel 15-6**

Radio: Hispanic Perspectives

**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 Guíterez, Xavier Ribes, Luisa Martinez, Autonomous University of Barcelona, Spain

Digital radio in Catalonia: Technology standards and distribution platforms. What do we do now?

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**Panel 15-7**

Radio in Transition: Europe and Beyond

**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
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

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 Lehmkühl, 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 influentials on extent and structure of scheduling in 13 European memberstates

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

Antigoni Vokou, Free University of Brussels, Belgium
From natural disaster to regional geohazard: Environmental journalism and social memory

Pieter Maeseele, University of Antwerp, Belgium
On neo-luddites led by ayatollahs. The frame matrix of the GM food debate in Northern Belgium

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 16-3

**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*

### 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


**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 Espanhã, 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 Oléniy, Marc van Montagu, Pieter Maeseele,** Ghent University, Belgium

*Green biotechnology and its perception by politicians and journalists*

**Werner A. Meier, Martina Leonartz, 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

**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*

**Jan Gonzalo, Jordi Farré, Mónica 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*
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 Lapiere 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 Välimäki, University of Helsinki, Finland
Fighting fat: The construction of audiences for health education

Anna Garcia Hom, José Luis Terron, Pablo Santcovsky, 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, Coes 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 University 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

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 17-2
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

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 Falahy, 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
Maria 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 Mieó, 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 fragmentation

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 Nottingham, 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 Vliegenthart, 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 17-8**

**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

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 Kühlhart, Fraunhofer Institute for Digital Media Technology, Ilmenau, Germany, Günther Kreuzberger, Technical University of Ilmenau, Germany
Interactive television—There’s life in the old dog yet

**Panel 17-10**

**Engaging Audiences**

**Fri 15 Oct | 14.30-16.00 | Room: Phil F**

**Panel Chair:** Manuel Jose Damasio, Lusophone University of Human and Technology, Lisbon, Portugal

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 Gipsrud, Hallvard Moe, University of Bergen, Norway
Students watching television: 1998 vs. 2008
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

THUR 14 OCT | 13.30–14.30

Communication 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

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
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.
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 and the guests like it. Rumours surrounding the cult location Soul Kitchen: the chef cooks what he's always wanted to cook, a new DJ comes in, the South American salsa band of the local dive restaurant and music venue Soul Kitchen, and Illias (Moritz Bleibtreu), a convicted criminal serving his time in prison...

Tickets: 7.50 Euros per person at the box office or in advance 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

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.frauhedi.de/AnfahrtHedi.pdf, where you can leave the boat, or join the party. It starts cruising at 7 pm. Come on board!

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!

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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

“How 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

LITERATURHAUS – MATTHIAS 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

Tickets: 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/

Tickets: 10 Euros. Online reservation is strongly recommended via http://www.miniatur-wunderland.com/visit/ticket/2010/10/
BUCKERIUS 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)

HAMBOURGER 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 (Gallerie 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

DEICHTHORHALLEN

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 sightseeing, attractions, museums and so forth 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 electronic 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

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