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IAMCR 2014

Region as Frame: Politics, Presence, Practice

IAMCR 2014 Hyderabad, India
July 15 to 19, 2014

IAMCR 2014

PROGRAMME

Cover Design
Laxman Aelay

Born in 1964 at Kadirenigudem village of Telangana, Aelay Laxman is highly reputed artist for his contemporary depictions of the rural Telangana imagery. Like many other successful artists, he too started his artistic journey as a signboard artist and illustrator before coming to the mainstream art. Now, a research scholar at the English and Foreign Languages University, Laxman completed his Masters in Painting from Jawaharlal Nehru Architecture and Fine Arts University, Hyderabad and worked as an Art Director for films. He is credited with numerous important shows and was part of several art camps held in India and abroad.

Laxman's vibrant quasi-realistic paintings and arduously drawn imagery evoke a sense of apprehension and nostalgia. His men and women in typical Telangana attire proclaim their cultural identity. His first solo show in 90' was titled, 'Images of Kadirenigudem', on the name of his native village. From then on, the representation of Telangana life in all its vitality and vigor become his personal visual idiom even in his recent one man show, 'Fellow Travellers' in 2014. The paintings at his very recent solo show in Jehangir Art Gallery, Mumbai, titled 'Fellow Travellers' demonstrate highly skillful renditions of portraits layered with imagery taken from folk arts of Nakashi, Kalamkari, Paithan etc. These larger than life size hyper realistic images of street performers, itinerant bards and tantalizing common people are built and rebuilt over multiple layers of motifs that burst from his subconscious memory revealing predicaments of oppressed communities.

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Exhibitors

Annapurna International School Of Film & Media

Balaji Pearls

Frameside Lounge Launch Event - Comic Art

Harpercollins Publishers India

Hyderabad Sarees

Intellect Books

Jai Ganesh Pearls

Kriti Social Initiatives

Orient Blackswan

Oxford University Press

Palgrave Macmillan

Prasar Bharati

Routledge

S. V. Handlooms Pochampally

Sage Publications India Pvt. Ltd

Sri Krishna Pearls

Z-Apparels

Zee Entertainment Limited

Mangatrai Jewels

Sponsors

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सत्यम् शिवम् सुन्दरम्

प्रसार भारती
ALL INDIA RADIO
India's Public

आकाशवाणी

MICA
MUDRA INSTITUTE
OF COMMUNICATIONS
AHMEDABAD

ZEE
ENTERTAINMENT

तमिलनाडु केन्द्रीय विश्वविद्यालय
CENTRAL UNIVERSITY OF TAMILNADU

VASUDHAIVA KUTUMBAKAM
THE WORLD IS MY FAMILY

THE MEDIA SCHOOL
JOURNALISM • FILM • COMMUNICATION
INDIANA UNIVERSITY
College of Arts and Sciences

GOETHE-ZENTRUM
KOOPERATIONSPARTNER
GOETHE
INSTITUT

INDIAN COUNCIL OF MEDICAL RESEARCH
NEW DELHI

Ideosync
MEDIA COMBINE

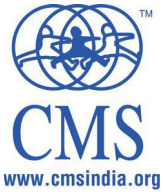
UNESCO
United Nations
Educational, Scientific and
Cultural Organization

Indian Council of
Social Science Research

TALEEM
TALEEM RESEARCH FOUNDATION

unicef
unite for children

Orient BlackSwan


CMS
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KUONI
Destination
Management

Chai, Culture and Conversation

It's July and the monsoons have broken over the centuries-old Deccani city of Hyderabad. It's a special time here, in many ways, reflecting the cultural mélange that makes the city what it is. It is the month of Ramzan and our city's icon, the Charminar, is brilliantly lit up, inviting the devout and the curious to explore the old city's bazaars. The lights of the Infotech city beckon with a different message, repositioning themselves in a capital that is rediscovering its place in India. In the chai shops that dot the city, conversations revolve around politics (always), the rain (sometimes) and the future (accompanied by a hopeful *"inshallah*"). The tone seems perfect for discussion and debates, both old and new.

Telangana, India's 29th and youngest province, is an apt location in which to situate our discussions around the conference theme, "Region as Frame: Politics, Presence, Practice." Statehood followed a protracted struggle on several fronts, and its achievement is not without continued contestation. Identities, rights and responsibilities become foregrounded against a politics that is simultaneously hyperlocal and global, fuelled as it is by multiple migrations of people, goods, and ideas across state and national borders.

For the members of the Local Organizing Committee, the conference will be the culmination of more than a year's effort. Beginning with the bid and its confirmation at the 2013 Dublin meeting, we have travelled the intervening months with a mix of anxiety and excitement, arguing over the programme and fretting over the arrangements, wanting to put together something that would help participants catch up with old conversations and begin new ones. From worries about visas to micromanaging arrival and departure schedules, we have tried to make your journey here as smooth as possible.

The programme is a packed one, perhaps no different from every other IAMCR meeting, and sometimes this means difficult choices for participants. But it's a problem of plenty. And when the mind needs a different kind of stimulus, there is also a film festival and many interesting special panels to choose from. We also hope you will take some time to get to know Hyderabad—its old and new avatars.

The Local Organizing Committee is delighted to welcome you all to the conference and hope that you will have an enriching experience in our city.

The different interwoven strands represent the movement of people across distance and time to draw and redraw the shifting boundaries of region. Within these imagined spaces people commune, connect and sometimes move away and beyond to create new formations, new networks, that are in some ways the same, yet in others, diverse and unforeseen.

Region as Frame: Politics, Presence, Practice

The breaking down of some of the world's walls has created an uncertainty about the geographies and substantive nature of the regions they had once defined. This includes physical boundaries such as the Berlin wall, ideological ones such as those in Eastern Europe and the former Soviet Union, economic ones such as those that had once separated India and other socialist economies from the capitalist West, and cultural ones such as those that had hidden the lives of people in the Middle Eastern and Soviet bloc.

Mobility, migration and disembodied interactions by cyberspace further complicate the notion of region as a conceptual and experiential category. New regional hierarchies, such as the economic power of emerging economies (BRICS) are taking shape, serving to decentre traditional loci of power, while different forms of identity politics are creating fissures in the modern nation state. Corporations have acquired the power to dictate politics through their ownership of forms and channels of expression, and this has created a new urgency to re-think old political economy arguments around media control and dispersal in a regional rather than global framework.

The conference theme seeks to explore the dynamics of media systems, communication patterns and organizational relationships within this new "framing" of region as a physical and conceptual category. The theme thus lends itself to panels and papers dealing with a wide range of specific sub-themes and topics. These may include:

- What are the politics that drive media discourse, organization and economics?
- What kind of presence is at all possible in this redefined regional space, and how does region become a real and imagined construct across new media presences?
- What sorts of practices then become key to media and communication spaces enclosed in or defined by this new frame?

Message from the Co-Chairs, IAMCR 2014

Welcome to Hyderabad!

The University of Hyderabad and the English & Foreign Languages University are delighted to host this year's conference of the International Association for Media and Communication Research. Both institutions have a tradition of combining a global outlook with a regional—and local—focus, structuring their programmes and activities in a manner that gives students and researchers a space to draw from a range of perspectives while encouraging them to apply their learning in locally appropriate ways. This is the approach that underlies scholarship and practice across the disciplines that are represented in our institutions. We believe that the learning to be derived from media and communication studies can play a role in fostering such critical thinking and reflective practice in the wider academy as well as in the public sphere.

Given this orientation, we are particularly pleased to be involved in organizing this conference, which attracts a diverse group of scholars, activists and practitioners from around the globe. The theme of this year's conference is not only relevant but timely, considering the recent movements and shifts that have taken place in our own region.

Hyderabad represents a unique confluence of cultures and a blend of the modern and the traditional. It offers many studies in contrast, but at its heart is a cosmopolitanism that has made it attractive to the many groups that now call it home. We hope you will take time to discover something of the city. If you have the time, we'd be happy to welcome you to our campuses as well.

Best wishes for a productive and stimulating conference!

Prof Ramakrishna Ramaswamy
Vice Chancellor
University of Hyderabad

Prof Sunaina Singh
Vice Chancellor
The English and Foreign Languages University

Message from the President IAMCR

Janet Wasko
President IAMCR

IAMCR has gathered in Hyderabad this year to share our research, to work together, and to renew old friendships and make new ones.

"Region as Frame: Politics, Presence, and Practice" - the conference theme chosen by the Local Organizing Committee - is timely and important in the context of India, as well as the rest of the world. The theme is represented by a compelling image that features multicolored strands interwoven to become a strong and beautiful braid. As described by the committee: "The different interwoven strands represent the movement of people across distance and time to draw and redraw the shifting boundaries of region. Within these imagined spaces people commune, connect and sometimes move away and beyond to create new formations, new networks, that are in some ways the same, yet in others, diverse and unforeseen." Undoubtedly, this theme will be woven through the plenaries, special sessions, and Section and Working Group panels, as well as the social events and informal gatherings.

In addition, several special sessions have been planned to discuss IAMCR's participation in UNESCO's Global Alliance for Media and Gender (GAMAG) and Global Alliance for Partnerships on Media and Information Literacy (GAPMIL), as well as recent UNESCO studies of the Internet, and Freedom of Expression and Media Development. (A summary of these sessions can be found in the back pages of this program.) We will also honor Stuart Hall in a special plenary, which will include the announcement of a new IAMCR award.

We were pleased this year to be able to support 25 early-stage members from 16 different countries through travel grants, as well as 15 additional fellowships awarded by the Local Organizing Committee to early career scholars from India in honor of Professor K. E. Eapen (The recipients are listed on the Awards page).

As you participate in the conference activities, you may want to reflect on the conference theme as it relates to the nature of IAMCR itself. "International" is not just a word in the name of the association. IAMCR strives to be a truly international organization. As a reminder: We have members in over 95 countries. We maintain a formal relationship with the United Nations system as a non-governmental organization and have Special Consultative Status with UNESCO. In addition, we serve as an umbrella association for national and regional organizations in the field, encouraging groups to organize activities at our conferences. Over the years, we have met in 30 different countries and have traveled to every continent. We have an obligation to meet in different regions of the world to facilitate global participation, to share our work with a wide range of researchers, and "to commune and connect."

Finally, we would like to express gratitude to our local hosts from the University of Hyderabad and the English & Foreign Languages University, as well as the many sponsors and individuals who helped make these meetings and events possible.

Best wishes for a productive and enjoyable conference!

Local Organizing Committee

Co-Chairs, Prof. Ramakrishna Ramaswamy (*Vice Chancellor, UoH*)**;** Prof. Sunaina Singh (*Vice Chancellor, EFLU*)**. Co-Convenors:** Usha Raman, John Varghese

Members, University of Hyderabad: Vinod Pavarala, Vasuki Belavadi, Kanchan K. Malik, Satya Prakash E. **Members, English and Foreign Languages University Hyderabad:** G. Naga Mallika, Ravindra Kumar Vemula, Suchitra Patnaik, Hrishikesh Ingle , Shruti Singhal

Advisors To LoC: Usha Vyasulu Reddi, Jyotirmaya Sharma, Padmaja Shaw, C Ram Manohar Reddy, P K Manvi, Amita Desai

Conference Advisory Committee: B P Sanjay, Binod Agrawal, Daya Thussu, Keval J Kumar, Braj K Kuthiala, Jan Servaes, Ang Peng Hwa, Nikhil Sinha, Arbind Sinha, Leela Rao, Gita Bamezai, Anjali Monteiro, Shohini Ghosh, Sevanti Ninan, Sundeep Mupiddi

IAMCR Governing Bodies

International Council/Elected Members: Eno Akpabio, Denize Araujo, Seon-Gi Baek, Gabriele Hadl, Basyouni Hamada, Tom Jacobson, Beate Josephi, Friedrich Krotz, Philippe Maarek, Stefania Milan, Chris Paterson, Manuel Pinto, Ester Pollack, Katharine Sarikakis, Ruth Teer-Tomaselli

Alina Bernstein (*Media and Sport*), Sandra Braman (*Law*), Satarupa Dasgupta (*Participatory Communication Research*), Divina Frau-Meigs/ Manuel Pinto (*Media Education Research*), Arne Hintz (*Community Communication*), Christina Holtz-Bacha/ Maria-Jose Canel (*Political Communication Research*), Epp Lauk/Chandrika Kaul (*History*), Peter Lunt (*Audience*), Kaitlynn Mendes/ Margaretha Geertsema-Sligh (*Gender and Communication*), Francesca Musiani/Sandra Ristovska (*Emerging Scholar Network*), Hillel Nossel (*Mediated Communication, Public Opinion, and Society*), Jo Pierson (*Communication Policy and Technology*), Ibrahim Saleh (*Journalism Research and Education*), Helena Sousa (*Political Economy*), Herman Wasserman (*International Communication*)

John Lent (*Comic Art*), Nanna Engebretsen, Sarah Cardey and Ravindra Kumar Vemula (*Communications & HIV/AIDS*), Ester Pollack (*Crisis Communication*), Roza Tsagarousianou (*Diaspora and the Media*), Olga Smirnova (*Digital Divide*), Pieter Maeseele (*Environment, Science and Risk Communication*), Manuel Pares and Maria Teresa Nicolas (*Ethics of Society and Ethics of Communication*), Claudia Padovani (*Global Media Policy*), Kate Holland and Marjan de Bruin (*Health Communications and Change*), Basyouni Hamada (*Islam and Media*), Roel Puijik, Chris Paterson and Ida Shultz (*Media Production Analysis*), Victor Khroul, Yoel Cohen and Dominica Dipio (*Media, Religion and Culture*), Barry King (*Popular Culture*), Anastasia Grusha (*Post-Socialist and Post-Authoritarian Communication*), Leen d'Haenens and Jo Bardoel (*Public Service Media Policies*), Sunny Yoon (*Visual Culture*)

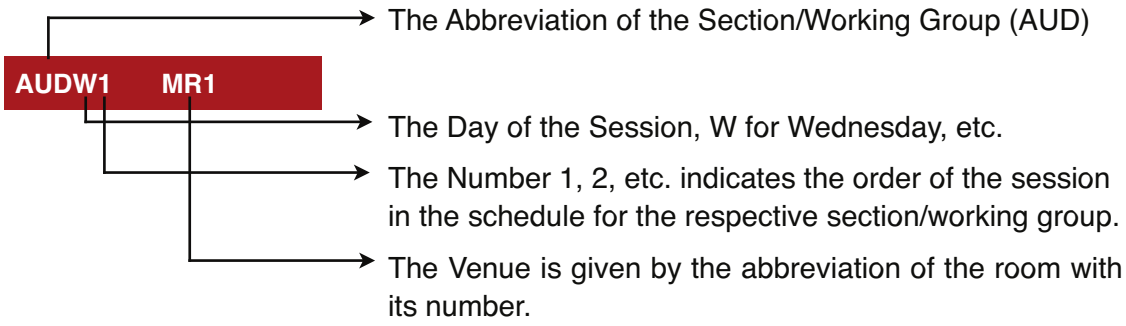
Executive Board: Janet Wasko (*President*), Maria Michalis (*Secretary General*), Nico Carpentier (*Treasurer*), Pradip Thomas (*Vice President*), Aimée Vega (*Vice President*)

Past Presidents: Jim O'Halloran, Cees Hamelink, Robin Mansell, Frank Morgan, Hamid Mowlana, Manuel Pares i Maicas, Annabelle Sreberny

Reading the Programme

The plenaries, special sessions, panels and breakout sessions have been assigned a code, like this: **AUDW1 MR1**.

The code represents:

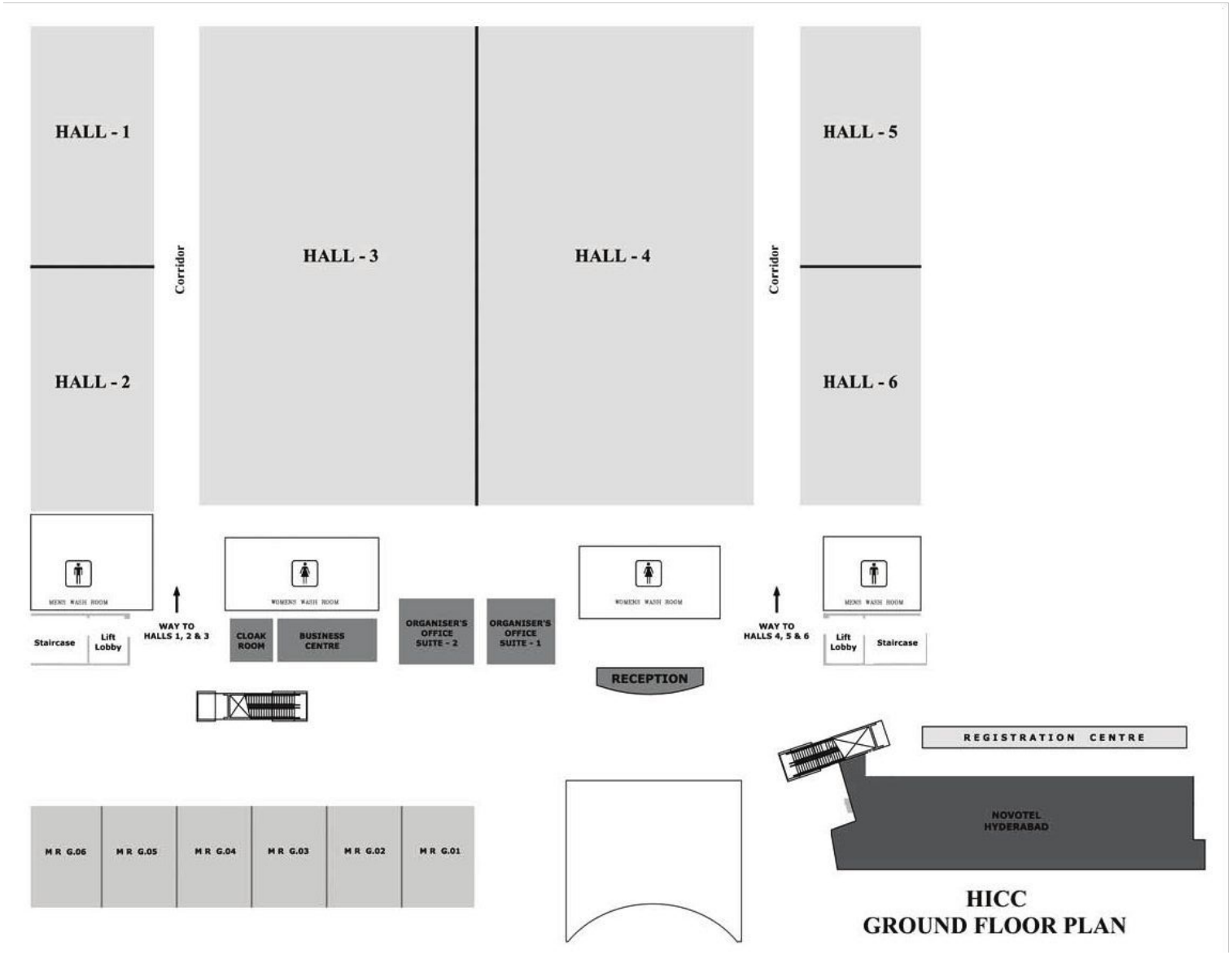


AUDW1 MR1 9:00 - 10:30 is read as:

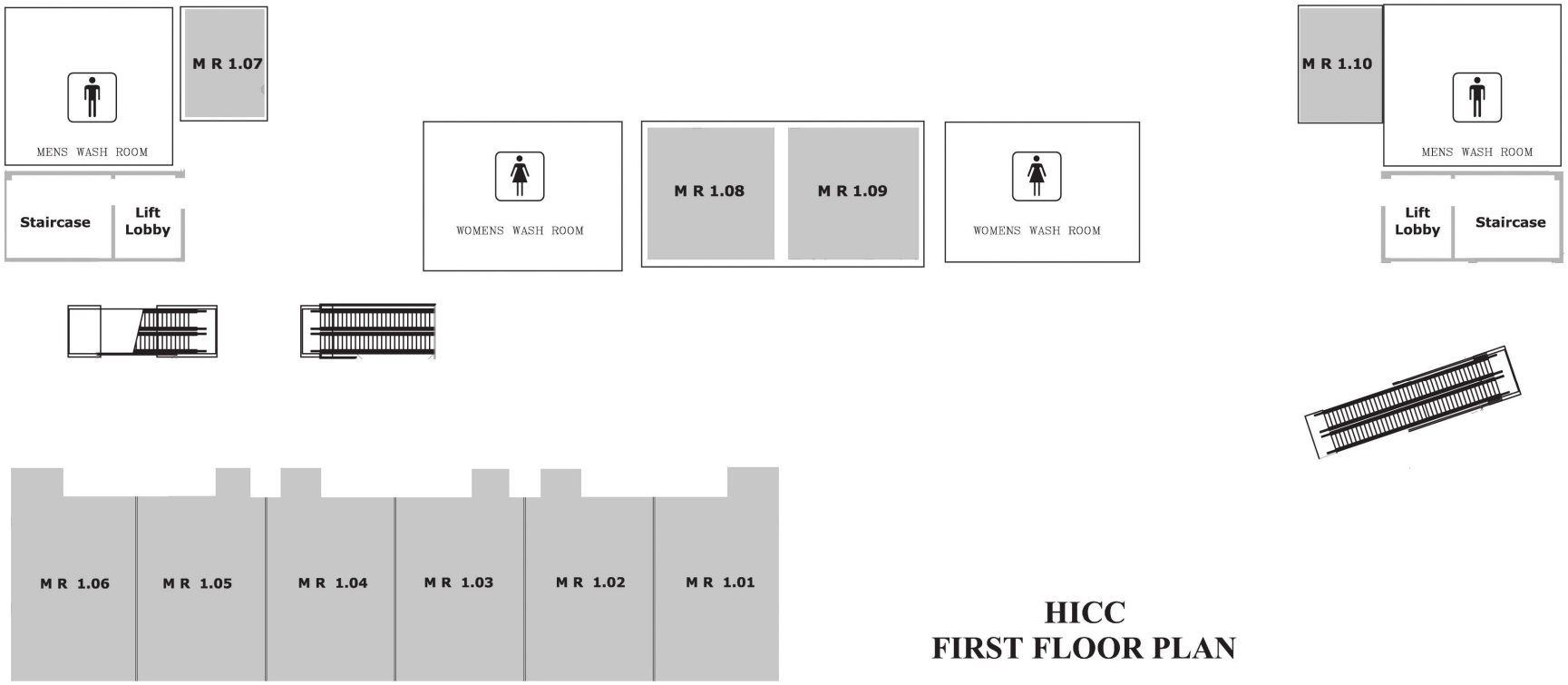
Audience Working Group, Session 1, on Wednesday at 9.00 am in room number **MR 1**

The list of all rooms with their abbreviations is given below:

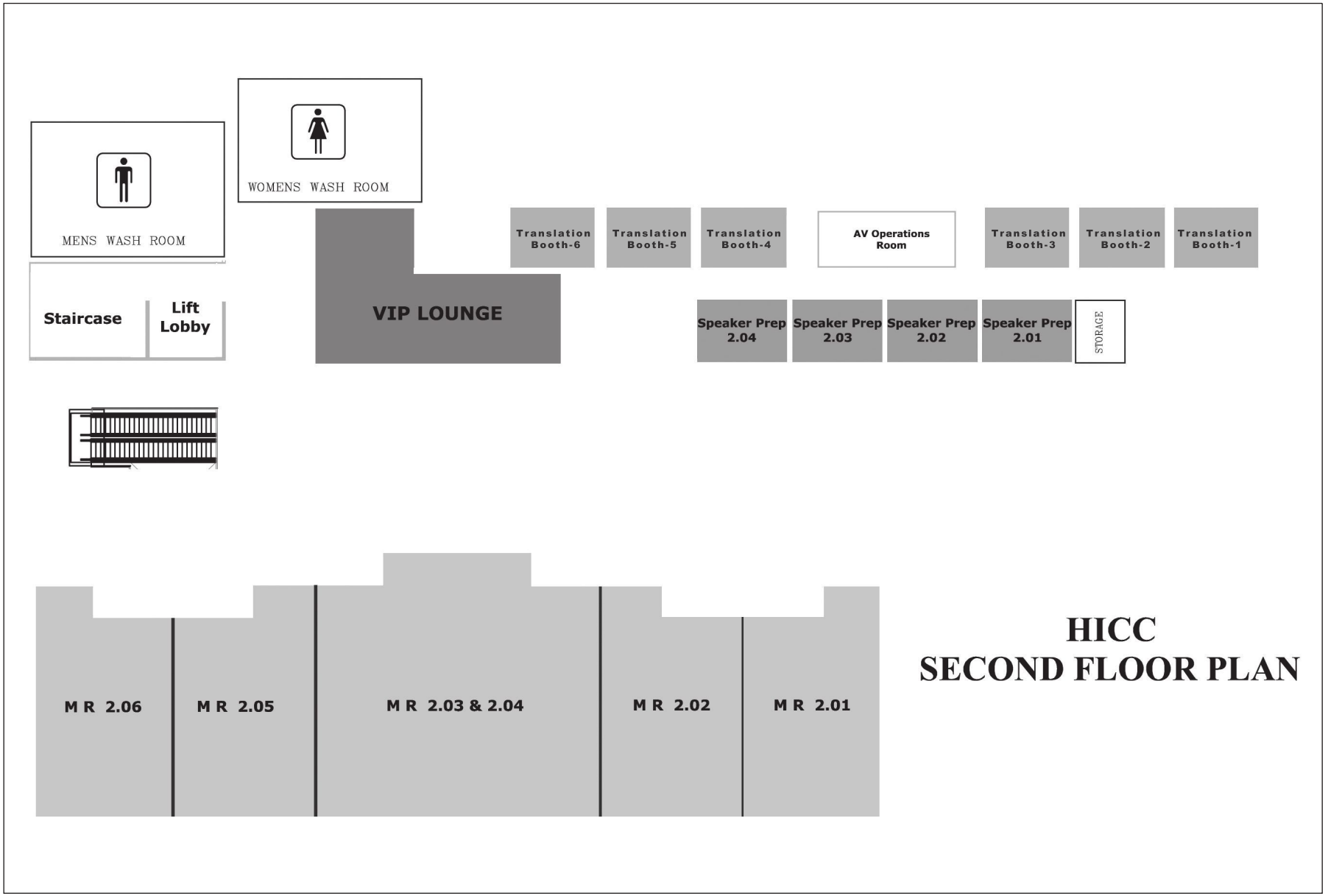
Ground Floor	Meeting Rooms	MRG.01 to MRG.06
First Floor	Meeting Rooms	MR 1.01 to MR 1.10
Second Floor	Meeting Rooms	MR 2.01 to MR 2.06
Second Floor	Speaker Preparatory Rooms	SPR1 to SPR4
Second Floor	Translation Booths	TB1 to TB6
Second Floor	VIP Lounge	VIP Lounge



HICC
GROUND FLOOR PLAN



HICC
FIRST FLOOR PLAN


MENS WASH ROOM
WOMENS WASH ROOM
Staircase
Lift Lobby
VIP LOUNGE
Translation Booth-6
Translation Booth-5
Translation Booth-4
AV Operations Room
Translation Booth-3
Translation Booth-2
Translation Booth-1
Speaker Prep 2.04
Speaker Prep 2.03
Speaker Prep 2.02
Speaker Prep 2.01
STORAGE
M R 2.06
M R 2.05
M R 2.03 & 2.04
M R 2.02
M R 2.01
HICC
SECOND FLOOR PLAN

Parallel Sessions Overview

WEDNESDAY, 16 JULY 2014	Room	09.00 to 10.30	14.00 to 15.30	16.00 to 17.30
	Ground Floor			
	G0.1	AUDW1	AUDW2	AUDW3
	G0.2	CPTW1	CPTW2	CPTW3
	G0.3	CoCW1	CoCW2	CoCW3
	G0.4		GMPW1	CoCW4
	G0.5	InCW1	InCW2	InCW3
	G0.6	InCW4	InCW5	InCW6
	First Floor			
	MR 1.01	JREW1	JREW4	JREW7
	MR1.02	JREW2	JREW5	JREW8
	MR 1.03	JREW3	JREW6	
	MR 1.04	MERW1	MPAW2	MERW2
	MR 1.05	GENW1	GENW2	PEW8
	MR 1.06	GENW4	GENW5	GENW6
	MR 1.07	POPW1	POPW2	POPW3
	MR 1.08	MCPW1	MCPW2	MCPW3
	MR 1.09	CHAW1	CHAW2	CHAW3
	MR 1.10	MPAW1	VISW1	VISW2
	Second Floor			
	VIP LOUNGE	PCRW1	PCRW2	PCRW3
	MR 2.01	PEW 1	PEW4	PEW 6
	MR 2.02	PEW2	PEW5	PEW7
	MR 2.03/2.04	PEW3		GENW3
	MR 2.05	PaCW1	PaCW2	PaCW3
	MR 2.06	ESNW1	ESNW2	ESNW3
	SPR1			
	SPR2	ENVW1	ENVW2	ENVW3
	SPR3	MRCW1	MRCW2	MRCW3
	SPR4	HISW1	HISW2	HISW3
	TB1	CRIW1	DIAW1	
	TB2		PSMPW1	PSMPW2
	TB3		ISMW1	ISMW2
	TB4	PSPAW1	ETHW1	ETHW2
	TB5			
	TB6	DDW1	LAWW1	DDW2

THURSDAY, 17 JULY 2014	Room	09.00 to 10.30	14.00 to 15.30	16.00 to 17.30
	Ground Floor			
	G0.1	AUDT4	AUDTBM	AUDT5
	G0.2	CPTT4	CPTBM	CPTT5
	G0.3	CoCT5	CoCTBM	CoCT6
	G0.4		GMPTBM	CoCT7
	G0.5	InCT7	InCTBM	InCT8
	G0.6	InCT9		InCT10
	First Floor			
	MR 1.01	JRET9	JRETBM	JRET12
	MR1.02	JRET10	MPAT3	JRET13
	MR 1.03	JRET 11	CAFBM	JRET14
	MR 1.04	MERT3	MERTBM	MERT4
	MR 1.05	GENT7	GENTBM	GENT8
	MR 1.06	GENT9	PSMP	GENT10
	MR 1.07	POPT4	POPTBM	POPT5
	MR 1.08	MCPT4	MCPTBM	MCPT5
	MR 1.09	CHAT4	CHATBM	CHAT5
	MR 1.10	VIST3	VISTBM	VIST4
	Second Floor			
	VIP LOUNGE	PCRT4	PCRTBM	JRET15
	MR 2.01	PET9	DIATBM	PET 11
	MR 2.02	PET10	PETBM	PET 12
	MR 2.03/2.04			PET13
	MR 2.05		PaCTBM	PaCT4
	MR 2.06	ESNT4	ESNTBM	ESNT5
	SPR1		PSMPTBM	MPATBM
	SPR2	ENVT4	ENVT5	ENVTBM
	SPR3	MRCT4	MRCTBM	MRCT5
	SPR4	HIST4	HIST5	HIST6
	TB1	DIAT2	DDTBM	
	TB2	PSMPT3	CRITBM	CRIT2
	TB3		PSPATBM	ISMT3
	TB4	ETHT3	ETHTBM	PSPAT2
	TB5	SPOT1	SPOTBM	SPOT2
	TB6	DDT3	LAWT2	

FRIDAY, 18 JULY 2014	Room	09.00 to 10.30	14.00 to 15.30	16.00 to 17.30
	Ground Floor			
	G0.1	AUDF6	AUDF7	AUDF8
	G0.2	CPTF6	CPTF7	CPTF8
	G0.3	CoCF8	CoCF10	CoCF12
	G0.4	CoCF9	CoCF11	AUDF9
	G0.5	InCF11	InCF12	InCF13
	G0.6	InCF14	InCF15	InCF16
	First Floor			
	MR 1.01	JREF16	JREF18	JREF20
	MR1.02	JREF17	JREF19	JREF21
	MR 1.03	CAF1		CAF2
	MR 1.04	MERF5	MERF6	MERF7
	MR 1.05	GENF11	GENF12	GENF13
	MR 1.06	HISFBM	ICA	ICA
	MR 1.07	POPF6	POPF7	POPF8
	MR 1.08	MCPF6	MCPF7	MCPF8
	MR 1.09	PaCF5	PaCF6	PacF8
	MR 1.10	VISF5	PaCF7	PaCF9
	Second Floor			
	VIP LOUNGE	PCRF5	PCRF6	PCRF7
	MR 2.01	PEF 14	PEF 16	JREF22
	MR 2.02	PEF 15	PEF17	PEF19
	MR 2.03/2.04	PEF 22	PEF18	PEF20
	MR 2.05	GMPF3	PaCF10	ALAIC / ECREA
	MR 2.06	ESNF6	ESNF7	ESNF8
	SPR1			
	SPR2		ENVF6	ENVF7
	SPR3	MRCF6	MRCF7	MRCF8
	SPR4			GENF14
	TB1	CRIF3	DIAF3	
	TB2			PSMPF4
	TB3	ISMF4	ISMF5	ISMFBM
	TB4		PSPAF3	
	TB5	SPOF3		
	TB6	DDF4		LAWF3

SATURDAY, 19 JULY 2014	Room	09.00 to 10.30	14.00 to 15.30	16.00 to 17.30
	Ground Floor			
	G0.1			
	G0.2	CPTS9		
	G0.3	CoCF13		
	G0.4	CPTS10		
	G0.5	InCS17		
	G0.6			
	First Floor			
	MR 1.01			
	MR1.02	JRES23		
	MR 1.03	CAF 3		
	MR 1.04	JRES24		
	MR 1.05	GENS15		
	MR 1.06			
	MR 1.07	POPS9		
	MR 1.08			
	MR 1.09			
	MR 1.10			
	Second Floor			
	VIP LOUNGE	PCRS9		
	MR 2.01	PaCS11		
	MR 2.02			
	MR 2.03/2.04			
	MR 2.05	ESNS9		
	MR 2.06	ESNS10		
	SPR1			
	SPR2			
	SPR3	MRCS9		
	SPR4			
	TB1	DIAS4		
	TB2			
	TB3			
	TB4			
	TB5			
	TB6			

Awards

2014 Smythe Award

Benjamin Birkinbine (University of Oregon, USA)
Incorporating the Commons: Towards a Political Economy of Corporate Involvement in Free and Open Source Software

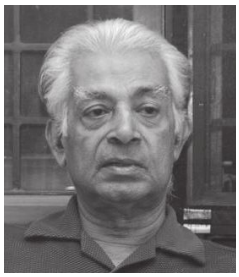
2013 Schiller Award

Sandra Ristovska (University of Pennsylvania, USA) *Strategic Witnessing in an Age of Video Activism*

Travel subsidy recipients for 2014

1. Abdul Halik Azeez, Sri Lanka, Islam and Media Working Group & Media, Religion and Culture Working Group. Albina Tortbayeva, Kazakhstan, Emerging Scholars Network
3. Basil N. Hamusokwe, South Africa, Emerging Scholars Network
4. Bernadine Jones, South Africa, Visual Culture Working Group, Political Communication Section
5. Carole Phiri-Chibbonta, Zambia, Community Communication Section
6. Chikezie Emmanuel Uzuegbunam, Nigeria, Popular Culture Working Group
7. Chun Liu, China, Law Section
8. Elastus Mambwe, Jr., Zambia, Emerging Scholars Network
9. Elira Turdubaeva, Kyrgyzstan, Political Communication Section
10. Fernanda Capibaribe, Brazil, Gender and Communication Section
11. Geisa Fernandes, Brazil, Comic Art Working Group
12. Hamid R. Akrami, Iran, Community Communication Section
13. Jacinta Mwende Maweu, Kenya, Political Economy Section
14. Luíza Alvim, Brazil, Visual Culture Working Group
15. Musara Lubombo, South Africa, Communication and HIV/AIDS & Health Communication and Change Working Groups
16. Nesrine Abdel-Sattar, Egypt, Media Production Analysis Working Group
17. Rabi C Dahal, Bhutan, Journalism Research and Education Section
18. Radhika Mittal, India, Environment, Science and Risk Communication Working Group
19. Shanshan Zhang, China, Emerging Scholars Network
20. Shudipta Sharma, Bangladesh, Political Economy Section & Community Communication Section
21. Sisanda Nkoala, South Africa, Journalism Research and Education Section
22. Sivani Pillay, South Africa, Journalism Research and Education Section
23. Viktor Chagas, Brazil, Political Economy Section
24. Wajiha Raza Rizvi, Pakistan, Gender and Communication Section
25. Wanja Njuguna, Namibia, Communication and HIV/AIDS & Health Communication and Change Working Groups

Prof. K E Eapen Fellowship



Professor Eapen was the first convener of the University Grants Commission (UGC) panel on mass communication, and the first UGC National Lecturer and Emeritus Fellow, Journalism/Communication. He served as consultant, Ministry of Information and Broadcasting; Vice-President, Commonwealth Association for Education in Journalism and Communication; and Vice-President, International Association for Media and Communication Research.

Professor Eapen was a pioneer in identifying the significance of the Satellite Instructional Television Experiment (SITE) and initiated a SITE evaluation study in the Karnataka cluster in 1975-76 when the nation experimented with satellite technology in taking developmental messages to the underdeveloped areas. His book, *Critical Issues in Communication: Looking Inward for Answers* has been inspiring for many communication studies scholars. Prof. Eapen passed away in 2010.

The Local Organizing Committee of the IAMCR 2014 Hyderabad Conference is pleased to announce fellowships to the following candidates in memory of Prof K E Eapen

Shinto Augustine, Karnatak University Dharwad
Nuaiman Keeprath Andru, University of Hyderabad
Yuki Azaad, IGNOU, University of Delhi
Saayan Chattopadhyay, Jadavpur University; Baraipur College
Rajani Karki Chhetri , Assam Don Bosco University
Bidu Bhushan Dash, Tata Institute of Social Sciences
Neeraj Khattri, Jagran Lakecity University
Nithila Kanganasabai , Independent Researcher
Ugyal Lama, Jain University Bangalore
Rachita Malik, Save the Children
Sriram Mohan, Tata Institute of Social Sciences
Ankhi Mukherjee, The English and Foreign Languages University
Shalini, Janastu
Akanksha Shukla, Amity School of Communication
Neha Miglani Vadhera, Punjab University

The fellowships were made possible through a grant from Taleem Foundation, Ahmedabad.

Plenary Sessions

Opening Plenary

The Networked Metropolis: Global Connectivity, Regional Disconnection

Tuesday July 15 2014, 17.30 – 19.00. Hall 3

Professor of Sociology and Professor of City and Regional Planning at the University of California, **Manuel Castells** is especially associated with research on the information society, communication and globalization. His talk will explore the dynamics between the global communication networks that connect the world through metropolitan nodes, and the process of cultural and social inequality within each region, following the logic of networks that both connect and disconnect.

Mr. Jawahar Sircar, Chief Executive Officer of Prasar Bharti, India's national public service broadcaster, with the rank of Secretary to the Government of India, will speak on how broadcasting professionals and academicians can work together for mutual benefit.

Plenary 1

Tribute to Stuart Hall

Wednesday, July 16, 2014, 11.00 – 12.30. Hall 3

Communication and cultural studies scholars the world over learned with deep regret of the passing on February 20, 2014, of Professor Stuart Hall, one of the preeminent and iconic leaders of social and political discourse in our field. IAMCR will pay tribute to his memory by dedicating one of its plenary sessions in his honour at IAMCR 2014 Hyderabad, India.

Speakers

Hopeton Dunn is Professor of Communications Policy and Digital Media at the University of the West Indies in Jamaica, where he holds an endowed Chair in Telecommunications Policy and Management.

Prof. Susie Tharu is a member of the Subaltern Studies Collective and founder member of Anveshi, Research Centre for Women's Studies, Hyderabad, she was instrumental in introducing Cultural Studies at EFLU and setting up the department.

Colin Sparks is Professor of Media Studies at Hong Kong Baptist University in Hong Kong. A founder editor of the journal Media, Culture & Society, he has written extensively on international communication, development and journalism.

Sandra Ristovska is a documentary filmmaker and a PhD student in communication at the Annenberg School for Communication, University of Pennsylvania. Her research explores the role of online video in public discourse and policy deliberations with a particular focus on human rights video advocacy.

Garry Whannel is Professor of Media Cultures and Director of Research Institute for Media Art and Design (RIMAP) at the University of Bedfordshire. He has been researching popular culture, media and sport for over 30 years.

Plenary 2
Innovations in C4D
Thursday July 17 2014, 11.00 – 12.30, Hall 3

Although progress has been made over the years, a recurrent observation in the communication for development (C4D) field has been the limited cross-fertilization between theory and practice. Many in the academic world of C4D would argue that the pace of theoretical analysis and growth often exceeds the ability of practitioners to reflect it in their applied work. By contrast, C4D practitioners are increasingly confronted with greater demands for articulating a clear theory of change (i.e., what interventions lead to what results), and robust evidence of how C4D contributes to programmatic outcomes.

This panel examines trends, challenges and opportunities to bridge the gap between theory and practice in communication for development, including perspectives from a mix of representatives from the academic world and from the world of practitioners (including UN agencies and NGOs). Panel presentations will map out current trends in the C4D field, including a focus on social norms, social networks, ICTs; discuss case studies that illustrate how the practice of C4D has evolved and what differences it makes in and across development sectors (e.g. Health, HIV, Water and Sanitation); and share lessons learned on collaborative efforts between academics and practitioners to broaden the richness of C4D as a field of study and practice. Panelists will put forward key questions and recommendations for further discussion with the audience and beyond.

Speakers

Rafael Obregon, Chief, Communication for Development, UNICEF
Vinod Pavarala, Professor & UNESCO Chair on Community Media, Department of Communication, University of Hyderabad
Jo Tacchi, Deputy Dean Research & Innovation, Royal Melbourne Institute of Technology, Australia
Amparo Cadavid, Universidad Minuto de Dios, Colombia
Mario Mosquera, Chief, C4D UNICEF India
Venu Arora, Co-Founder, Ideosync Media Combine, India

Plenary 3
Governing Digital Spaces: Issues of Access, Privacy and Freedom
Friday July 18 2014, 11.00 – 12.30. Hall 3

Internet governance affects a wide range of social and political issues. It affects who gets to participate in the online economy. It affects intellectual property and determines who gets access to the key technical resources, such as domain names and IP addresses, that make Internet service possible. And access to this technology is restricted not only by price but also by control, not only in terms of technology, but also by policy. As a target of government surveillance, it affects privacy and civil liberties. It affects freedom of expression, forcing the world's diverse policies to be harmonized. Internet governance provokes debates over the global balance of power, surveillance and privacy among citizens and organizations. This panel comprises speakers from different countries, each representing a different standpoint on the issue.

Speakers

Robin Mansell, Chair
Carlos Affonso de Souza, Marco Civil, Brazil
Sunil Abraham, Executive Director at the Centre for Internet and Society (CIS)
Michael Gurstein Executive Director, Centre for Community Informatics Research, Developing & Training (Vancouver BC, Canada & Cape Town, South Africa).
Anita Gurumurthy, IT for Change, an India-based NGO that works at the intersection of development and digital technologies.

Plenary 4
The Continued Resilience of Print Media in Asia
In collaboration with the Centre for Media Studies, New Delhi
Saturday July 16 2014, 14.00 – 15.30. Hall 3

The Asian newspaper industry is remarkable in having continued to grow against the new media-use patterns of the digital era. In countries such as India, Japan, Indonesia and China, newspaper readership continues to broaden, with the number and range of publications, particularly in non-English spaces, growing or at the very least, stabilizing. The panel, which will involve representatives from both the industry and academia, discusses the factors behind this resilience and the dynamics of print media in the region.

Speakers

Dr. N. Bhaskara Rao is the founder and Chairman of the Centre for Media Studies (CMS), New Delhi. His work focused on electronic media and telecommunications which helped the respective ministries in formulating perspectives and strategies. He contributed in expanding television and India going for color TV.

Siddharth Varadarajan is a journalist and academic. Previously Editor-in-Chief at *The Hindu,* Mr. Varadarajan has held academic positions at various universities in the USA, including the New York University and the University of California Berkeley.

Dr. Debao Xiang is presently an Associate Professor at the School of International Journalism, Shanghai International Studies University. His research interests include international communication, political communication and journalism studies.

Shudipta Sharma is Lecturer at the University of Chittagong, in Bangladesh. His research interests include Bangladeshi journalism and the media market.

Special Sessions

Special Session 1

Media Education: The Changes and Challenges

Wednesday July 16 2014, 14.00 – 15.30. Hall 5

In an increasingly complex media environment, educating young professionals and preparing young scholars present several challenges. The demand for cross-functionality, the pressures of corporatization, the politics of ownership and the emergence of community voices and channels has led to a rethinking and retooling within the academy. The panel will reflect the challenges that continue to face media educators.

Speakers
Braj Kishore Kuthiala, (Chair)**,** B. P. Sanjay, Basayouni Hamada, Ibrahim Saleh, Divina-Frau Meigs , Guy Berger

Special Session 2

Regional Cinemas in India: Practices, Politics, Stardom

Wednesday July 16 2014, 16.00 – 17.30. Hall 5

Indian cinema, constituted of the cinemas produced in regional languages like Tamil, Telugu, Kannada, Marathi etc., has always enabled a heterogenous space towards asserting the nation-state as the site of representations and contestations. The various regional film industries have historically traversed the arenas of social mobilization, religious adulation and political processes and have asserted their significance apart from the nationally popular Hindi cinema. In the last two decades there has been a resurgence of the regional film industries in India. This session has been planned to facilitate a dialogue and discussion occasioned by some of most important publications centered on regional cinemas in India.

Speakers
M. Madhava Prasad (Chair), Moinak Biswas, S. V. Srinivas, Vamsee Juluri

Special Session 3 and 4

Mediating Marginalities: Issues of Race, Caste, Ethnicity and Gender

Thursday July 17 2014, 14.00 – 15.30; 16.00 – 17.30. Hall 5

The contemporary world has to contend with multiple forms of marginalities. Social Sciences and Humanities have engaged with familiar marginalities relating to race, gender, ethnicity, caste and sexual orientations. Recent scholarship also acknowledges the proliferation of ever newer forms of marginalities which correspond to global economy, international relations, stability and instability of national regimes and cultures. Some of these marginalities relate to religious and linguistic minorities, borderland and diasporic communities, populations displaced due to civil and international wars and so on.
This two-session symposium explores global perspectives in marginalities of race, caste, class, ethnicity and gender, simultaneously as philosophical, political and anthropological categories.

Speakers
Sukhadeo Thorat, K. Satyanarayana, Paula Chakravartty, Anthea Garman, Rosane Silva Borges, Ammu Joseph, Carolina-Acosta Alzuru, Radhika Parameswaran, Nahed Eltantawy

Special Session 5
Regional Framing and ICA
Friday July 18 2014, 14.00 – 15.30. Hall 5

How academic associations accommodate place is a central aspect of their self-identity. This panel considers the ways in which "the region" has been made and kept relevant in scholarship associated with the International Communication Association, to both positive and negative effect. It brings together present and former officers of the association, journal editors and longstanding members to address how "the region" has been variously used as a frame in ICA-related contexts. Under discussion will be the shape of comparative media studies, the global spread of feminist studies, the internationalization of ICA-related journals, the uneven inclusion of countries of the Global South in research agendas, and the role played by regionalism in the crisis facing contemporary journalism.

Speakers
Barbie Zelizer, Colin Sparks, Carolyn Byerly, Peter Voderer, Radhika Parameswaran

Special Session 6
Continuing Challenges in Health Communication
Organised in collaboration with the Mudra Institute of Communications, Ahmedabad
Friday July 18 2014, 14.00 – 15.30. Hall 5

In the context of the Millennium Development Goals, the focus in health communication has shifted to looking at and addressing the "causes of the causes" of disease and ill health. This has necessitated a move beyond the usual campaign targets of communicable diseases, immunization, and maternal and child health, to encompass more deep rooted social, cultural, political and behavioural issues that need to be tackled if health for all is to become a reality. Chronic disease and lifestyle diseases are a major thrust in this new approach to health communication. This panel will focus on some of the challenges and opportunities facing health communication in these areas.

Speakers
Arbind Sinha, Sunil Verma, Irfan Khan, Seema Kumar, Avishek Hazra, Marjan de Bruin-Maxwell, Lalit Behari Asthana

Special Session 7
Soft Power and the Media Industry in the BRICS
Friday July 18 2014, 16.00 – 17.30. Hall 5.

This panel will examine the emerging Soft Power discourses within the BRICS (Brazil, Russia, India, China and South Africa) nations, whose annual summits are being increasingly noticed outside the five countries, which together account for 20 per cent of the world's GDP. Although it has been in operation as a formal group since 2006 and holding annual summits since 2009, the study of BRICS' Soft Power in a comparative and transnational perspective has escaped academic and policy scrutiny.

Speakers
Kaarle Nordenstreng, Daya K. Thussu, Colin Sparks, Joseph Straubhaar, Herman Wasserman

Special Session 8
ALAIC/ECREA
Friday July 18 2014, 16.00 – 17.30. Hall 5

Growing interconnections between countries and regions within an increasing globalised planet are inviting all scholars to critically think about the historical evolution, the current status quo and the future of Communication Research worldwide. This necessary approach must be completed from a wide perspective in terms of its geopolitical scope, being always open to the dialogue between local, national, regional and global insights and situations.

This panel tries to take a new step in this process, following some other previous relevant initiatives, as the roundtables run during IAMCR (Istanbul 2012 and Dublin 2013), ALAIC (Montevideo 2012) and ECREA (Istanbul 2012) conferences or the first meeting of Communication Research Associations held in Bilbao last January.

Speakers
Nico Carpentier, César Bolaño, Fernando Oliveira Paulino, Miguel Vicente, Binod Agrawal

Social Event

Hyderabadi Dinner
Venue HICC
July 17 2014, 19:30

Side / Lunchtime Events

Communication for Social and Behavioral Change: Learning Modules for Academic and Training Institutions in India

A Workshop organised in collaboration with UNICEF

Tuesday, July 15 2014. 13.00 – 16.00. MR 2.03/2.04

Objective 1.
To establish the relevance of initiatives focusing on building capacity in Social and Behavioral Change Communication (SBCC)/ Communication for Development (C4D) within the current trends in development debates and policies.
Description:
The presentation explores the role of SBCC in the context of current and future trends in development, highlighting the need to create a critical mass of professionals to respond to challenges and opportunities arising from changes in the political economy of development.
Methodology: Presentation and Discussion

Objective 2.
To disseminate the India C4D Curriculum Platform
Description:
The presentation will illustrate the background of the initiative, the competency-based approach supporting the curriculum design and will provide a brief description of architecture and content of the curriculum platform.
Methodology: Presentation and Discussion

Objective 3.
To take stock of what has been achieved to date regarding the C4D curriculum platform
Description:
Universities/institutes that participated in the design of the SBCC curriculum will share experiences in implementing the modules, the challenges faced, discuss future cooperation and explore the possibility to replicate the same experience in India and other countries in the region.
Methodology: Plenary Discussion

Book Launch: New book by IAMCR members

Communication Theories in a Multicultural World

Wednesday, July 16 2014, 12.30 – 14.00. Exhibition Space, Hall 4

Edited by Clifford Christians and Kaarle Nordenstreng

This volume is an up-to-date account of communication theories from around the world. Authored by a group of eminent scholars, each chapter is a history and state-of-the-art description of the major issues in international communication theory. While the book draws on an understanding of communication theory as a product of its socio-political and cultural context, and the challenges posed by that context, it also highlights each author's lifetime effort to critique the existing trends in communication theory and bring out the very best in each multicultural context.

The Frameside Lounge (FSL) Launch Event
Presented by the Comic Art working group at IAMCR 2014
Wednesday, 16 July, 15.30 – 16.00. Exhibition Space, Hall 4

Open Dialogue – 'Conversations with Cartoons'

The Frameside Lounge (FSL) serves as a coffee-comfort conversational space at IAMCR 2014 Hyderabad where delegates can exchange ideas, storylines and sketches around graphic novels, comics and cartooning. The activations include:

- Opportunity for Comic Art working group to design a cartoon style Frameside Lounge T-Shirt and badge for members of the group to sport at IAMCR Hyderabad and stickers to hand out to other participants, funded by personal budgets
- Storyboard frames mounted on display stands with visitors encouraged to enrich the process by continuing and contributing to graphic narratives
- Example material from respective origin countries of participants placed on coffee table for browsing
- Crowd-sourced material from The Frameside Lounge will be incorporated as part of a "Catalogue of Thrills"

The intention is for product from joint-creations conceptualised at FSL Hyderabad to be on display at FSL Montréal – IAMCR 2015

IAMCR contribution to the Global Alliance on Media and Gender
(Joint session with Gender and Communication Session and Working Group on Global Media Policy)
Wednesday, July 16 2014, 16.00-17.30. MR 2.03/2.04

Chair: Janet Wasko (University of Oregon)
Discussant: Claudia Padovani (University of Padova)

Presentations:

Aimè Vega Montiel (UNAM): IAMCR Contribution to the Global Alliance on Media and Gender: towards a research agenda

Karen Ross (University of Northumbria): The challenges of cross-cultural collaborations: lessons learnt from a pan-European research project

Carolyn Byerly (Howard University): The 'policy challenge' of gender equality and women's empowerment in media systems

Ammu Joseph (India): Global Alliance on Media and Gender: Challenges for India/South Asia

Lisa McLaughlin (US): What is Missing from the Global Alliance on Media and Gender?: Women, ICT and Entrepreneurship Development as a Critical Concern

Anita Gurumurthy (ICT for change): Women's rights and ICT in the Global South

Claudia Padovani (University of Padova): The 'sharing of knowledge' challenge: using Mapping Global Media Policy to support a research agenda

Kaitlynn Mendes (University of Leicester): Towards a sustainable research agenda: the role of the IAMCR Gender and Communication section

Home and the World: A Festival of Films from South Asia

Organised in Collaboration with Magic Lantern Movies and South Asian University

July 16 to July 18, 14.00 – 17.30
Hall 6

Nation and Region			
16 July 2014 14.00 - 17.30	Red Ant Dream	Sanjay Kak	120 min
	Tales From The Margins	Kavita Joshi	23 min
	A Certain Liberation (Shadhinota)	Yasmine Kabir	37 min
Corporeal, Cultural, Engendered			
17 July 2014 14.00 - 17.30	We Homes Chaps	Kesang Tseten	59 min
	View From a Grain of Sand	Meena Nanji	82 min
	Death On a Full Moon Day	Prasanna Vithanage	69 min
Domains of Home and Work			
18 July 2014 14.00 - 17.30	Narayan Gangaram Surve	Arun Khopkar	45 min
	Tales of the Night Fairies	Shohini Ghosh	74 min
	Manjuben TruckDriver	Sherna Dastur	52 min
	I Am Your Poet	Nitin K Pamnani	40 min

AUDIENCE (AUD)

Chair: Peter Lunt (Leicester University)

Vice-Chair: Toshie Takahashi (Waseda University)

Vice-Chair: Miguel Vicente-Mariño (Universidad de Valladolid)

AUDW1 MRG.01 09:00-10:30

News Reception

Chair:
Peter Lunt (Leicester University)

Presentations:
Kayoung Kim: Change of Korean viewers' attitudes toward product placement in dramas: Focusing on viewers' comments on internet news articles about product placement

Musawenkosi Wiseman Ndlovu: South African (Young Adults') Viewership of Television News and Implication for Democracy

Vanessa Malila: Media consumption and political participation - the decisions facing South African youth

AUDW2 MRG.01 14:00-15:30

Media and social uses

Chair:
Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
Antonieta Rebeil, Rebeca Iliana Arevalo and Victor Manuel Rodríguez: The impact of interaction between youth and cellphones

Muthu Selvi Subburaj and Govindaraju Periasamy: Psychological influence of mobile phone usage and addictive behaviour among students of rural-based university

Miguel Vicente-Mariño (Universidad de Valladolid) and **Sirin Dilli** (University of Giresun): Exploring the action of active audiences: perceptions and uses of media among social activists in Spain and Turkey

Kurniawan Adi Saputro: The Collective Attention of the Indonesian Audiences to the Mt. Merapi Disaster in 2010

AUDW3 MRG.01 16:00-17:30

Theoretical and Conceptual Issues in Audience Research

Chair:
Peter Lunt (Leicester University)

Presentations:
Asta Zelenkauskaite: User-generated content and audience autonomy

Madhavi R.K Reddy: "Verbal togetherness" in vibrant city: Investigating mediated imaginations of youthful audiences

Changwook Kim: Rethinking the Audience: Jacques Ranciere's Concept of Emancipated Spectator

Adrian Athique: Transnational Audiences: Media Reception at a Global Scale

AUDT4 MRG.01 09:00-10:30

Literacy and the social value of media

Chair:
Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
Bingjie Liu: Is critical knowledge of media helpful? Presumed media effects on others and females desire to be thin

Ma Zhihao and Ge Jinping: Do Entertainment-Education Promoting Positive Attitudes and Actions Toward People with Parent-Child Relationship? A Longitudinal Study of Audience involvement with "Babaqunaer", A Celebrity Parent-Children's TV show in China

Aakanksha Sharma: Determining media literacy among rural women in India: Study on new media usage

Ashay Sahasrabuddhe: Better Understanding of the Feature Film among Deaf Viewers through Usage of Multiple Sign Language Interpreters.

AUDTBM MRG.01 14:00-15:30

Audience Section Business Meeting

Chair:
Peter Lunt (Leicester University)

Vice Chair:
Miguel Vicente-Mariño (Universidad de Valladolid)

AUDT5 MRG.01 16:00-17:30

New Media Audiences/Users

Chair:
Peter Lunt (Leicester University)

Presentations:
Rahul Gadekar and Saumya Pant: Facebook Use and Issues of Privacy: An Indian Perspective

Andreas M. Fahr and Anja Graf: Debordering of Privacy- Risk-Benefit Calculus of Models on their Social Network Sites

Jie Gu: The co-construction of expertise in YouTubing practice: Product, competence and producer

Peter Lunt (Leicester University): Footing and Participation Genres in Social Media

AUDF6 MRG.01 09:00-10:30

Narrative and Audiences

Chair:
Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
Miruna Doicaru: Outcome Delay as determinant factor of suspense in scenes with a positive ending: A focus on the film genre differences

Maria T, Soto-Sanfiel (Universitat Autònoma de Barcelona): Transportation in audio narrative engagement

Rajneesh Krishna and Neel Mani Chawla: Online and Offline Social Networks: A Qualitative Study of Digital Natives

AUDF7 MRG.01 14:00-15:30

Commercial Media and Audiences

Chair:
Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
Vinnie Guo-Chiang Yu: Analyzing Elements of Video Collector Satisfaction with Digital Video Files: the Application of Tetraclasse Model

Iris Jennes and Jo Pierson: Framing the Television Audience in a Commercial Digital Broadcasting Ecosystem: Linking User Practices and Industry Strategies

Miguel Vicente-Mariño (Universidad de Valladolid) and Belén Monclús (Universitat Autònoma de Barcelona): How are online audiences investigated? Updating the state of the art of scholarly and commercial contributions to the field of audience research

Farah Fazlinda Mohamad: The effects of consumer sale promotions towards buying branded products: a study in Aeon Buket Raja Klang, Malaysia

AUDF8 MRG.01 16:00-17:30

Genre and Active Audiences

Chair:
Peter Lunt (Leicester University)

Presentations:
Karina Aveyard: The Social Geography of 'Going Out': Teenagers and Cinema in Rural Australia

Rama Raj: Who is the audience of Gyanvani FMs in Tamil Nadu?

Andreas M. Fahr, Lukas Angerer, Katharina Schmidl, Janina Modes and **Anna-Victoria Behr:** Cultivation Effects of Scripted Reality Viewing: A Prolonged Exposure Study

AUDF9 MRG.04 16:00-17:30

Young People and New Media

Chair:
Miguel Vicente-Mariño (Universidad de Valladolid)

Presentations:
Ana Francisca Monteiro and António José Osório: Online competitiveness: Exploring children's devotedness towards digital spaces and participation challenges

Wendy Susan Keys: Child Audiences and Media Convergence: the unbounded child in a post-broadcast world

Chikezie Emmanuel Uzuegbunam, Nelson Obinna Omenugha and Kate Azuka Omenugha: When the old meets the new: Exploring Nigerian children's engagement with traditional and new media

Betsy Forero Montoya: The expansion of Japanese Popular Culture in Colombia: an analysis of the active role of young audiences

COMIC ART (CA)

Chair: John A. Lent (International Journal of Comic Art)

Vice-Chair: Geisa Fernandes D'Oliveira (Observatório de Históriasem Quadrinhos-ECA/USP, UBA)

CATBM MR1.03 14:00-15:30

Business Meeting

Chair:
John A. Lent and Geisa Fernandes D'Oliveira

CAF1 MR1.03 9:00-10:30

Cartooning in Africa

Chair:
John A. Lent (International Journal of Comic Art)

Presentations:
Levi Obonyo (Daystar University):To Draw or Not to Draw: The Cultural Textual Ethical Framework for Cartoonists in Africa

Mikhail Peppas(SanKofa Book & Design Fair, Durban) and **Sanabelle Ebrahim** (University of KwaZulu-Natal): Framing Spatial Identity: The BunnyKat as Cultural Signifier of Green Heart City Durban

CAF2 MR1.03 16:00-17:30

Political and Journalistic Cartooning?

Chair:
John A. Lent (International Journal of Comic Art)

Presentations:
Chithra Anand (Bharathiar University)**:**Analyzing Political Cartoons as Found among the Readers of a Regional and National Daily of the Same Newspaper through Burack's Cartoon Analysis Checklist

Vimal Krishnan R. (Amrita School of Arts and Science): Frames of Fringes: Sketching Dalit Identities through Comic Journalism

CAS3 MR1.03 9:00 - 10:30

Cartoonists/Scholars Collaboration; Cartoonist Jerry Robinson

Chair:
Geisa Fernandes D'Oliveira (Observatório de Históriasem Quadrinhos-ECA/USP, UBA)

Presentations:
John A. Lent (International Journal of Comic Art): Conversations with the Ambassador of Cartooning, Jerry Robinson

Geisa Fernandes D'Oliveira (Observatório de Históriasem Quadrinhos-ECA/USP, UBA): We Should Drink More Beers Together: How Cartoonists Could Teach Comics Scholars a Thing or Two

COMMUNICATION POLICY & TECHNOLOGY (CPT)

Chair: Jo Pierson (Vrije Universiteit Brussels)

Vice-Chair: Bart Cammaerts (London School of Economics and Political Science)

Vice-Chair: Aphra Kerr (National University of Ireland Maynooth)

CPTW1 MRG.02 9:00-10:30

Social Media and Social Networks

Chair:
Jo Pierson (Vrije Universiteit Brussels)

Discussant:
Stefania Milan (Tilburg University)

Presentations:
Indra de Lanerolle and Mark Orkin (University of Witwatersrand): Ethnoscapes and Technoscapes: Social Networks and an Internet of the next five billion

Jeremy Shtern (Ryerson University) and **Sylvia Blake** (Simon Fraser University): User Generated Perspectives on the Creation of Social Media Advertising Markets: A Q Method Study

Debora A Lui (University of Pennsylvania): The Private as Implicitly Public: Online participation within the context of social curation sites

Joseph Kayany (Western Michigan University): Social information processing and its value to resolve information overload

CPTW2 MRG.02 14:00-15:30

Socio-technical design of ICT

Chair:
Lawrie Hallett (University of Bedfordshire)

Discussant:
Joseph Kayany (Western Michigan University)

Presentations:
Jo Pierson (Vrije Universiteit Brussels), **Laurence Claeys** (Vrije Universiteit Brussels), **Anthony Morton** (University College London), **Bettina Berendt** (Katholieke Universiteit Leuven) and **Seda Guerses** (New York University): 'Tool clinic' as a technique for interdisciplinary research and dialogue in ICT design: the case of privacy and user control in online social networks

Lela Mosemghvdlishvili and Jeroen Jansz (Erasmus University Rotterdam): How free and open is Google's Android? An analysis into differences in open source code development for mobiles

Francesca Musiani (Mines ParisTech): Decentralized Trust: Expert Knowledge and Confidence-Building in Bitcoin

Sandra Braman (University of Wisconsin-Milwaukee): Designing for Instability: Internet Architecture and Constant Change

CPTW3 MRG.02 16:00-17:30

Digital, regulatory and commercial challenges for traditional media systems

Chair:
Maria Michalis (University of Westminster)

Discussant:
Robin Mansell (London School of Economics and Political Science)

Presentations:
Sibongile Sindane (UNISA): Regulatory alternative of the press in South Africa

Titik Puji Rahayu (Airlangga University and University of Sydney): Communications Access as The Fourth Estate of Democracy in Convergence Era: How Communications Policy Should Adapt

Anis Rahman (Simon Fraser University), **Shameem Reza** (Goldsmiths University of London and University of Dhaka) and **Fahmidul Haq** (University of Dhaka): The Politico-commercial Nexus and the Broadcast Policy Reform in Bangladesh

CPTT4 MRG.02 9:00-10:30

Factors influencing internet governance

Chair:
Divina Frau-Meigs (Sorbonne Nouvelle University)

Discussant:
Julia Pohle (Vrije Universiteit Brussel)

Presentations:
Daphne Mangalousi and Lela Mosemghvdlishvili (Erasmus University Rotterdam): The debate on establishing the Digital Single Market in Europe and its implications for Net Neutrality

Ramesh Subramanian (Quinnipiac University and Yale University), **Colin Agur** (Columbia University and Yale University) and **Valerie Belair-Gagnon** (Yale University): India and Internet Governance: Interplay between National and Global Internet Policies

CPTBM **MRG.02** **14:00-15:30**

Business Meeting

CPTT5 **MRG.02** **16:00-17:30**

Media and Communication Activism

Chair:
Jeremy Shtern (Ryerson University)

Discussant:
Francesca Musiani (CSI, Mines ParisTech)

Presentations:
Sonja Vivienne (University of Queensland): Civic Engagement through e-literacy in FOSS: case studies in India and Australia

Arne Hintz (Cardiff University): Policy Hacking: Citizen-based Law-making and Policy Code

Liliana Gomez (Universidad Sergio Arboleda): #ciberdemocracia? Comunidades de práctica para el desarrollo de competencias en política mediado por ecosistemas digitales [#Cyberdemocracy? Communities of Practice to Develop Political Competencies Mediated by Digital Ecosystems]

Laurie Hallet Democratising digital audio broadcasting

CPTF6 **MRG.02** **9:00-10:30**

Mobile communication technologies, policy and usage

Chair:
Ann Hollifield (University of Georgia)

Discussant:
Lela Mosemghvdlishvili (Erasmus Universiteit Rotterdam)

Presentations:
Gerard Goggin, Fiona Martin, Tim Dwyer and Jonathon Hutchinson (The University of Sydney): Emerging Mobile Internets: New Communication Politics, Policy, and Citizenship

Sobee Shinohara (The University of Tokyo), Hiroyuki Morikawa (The University of Tokyo) and Masatsugu Tsuji (University of Hyogo): Factors of Mobile Broadband Adoption in Major Countries: Focusing on Smartphone

Hsin-yi Sandy Tsai (Michigan State University): Mobile Broadband Policies: A Qualitative Comparative Approach

Sushobhan Yeshwant Patankar (Symbiosis International University): Digital Media in India: Study of Indian Hindi, English and Regional language TV News channels, websites and their mobile device interface

CPTF7 **MRG.02** **14:00-15:30**

Users and (dis)empowerment by digital media

Chair:
Nico Carpentier (Vrije Universiteit Brussel)

Discussant:
Gerard Goggin (The University of Sydney)

Presentations:
Anne Dippel (Humboldt-University Berlin): I am back now. I had to kill vidyo and reconnect. Through the labyrinth of Computer-Simulations to the interpretation of Big Data with the help of communication technologies in team-oriented knowledge production of contemporary high-energy physics

Meghdad Mehrabi (Nanyang Technological University) and **Masoud Kousari** (Tehran University): Excessive video game playing: A grounded investigation of players' addictive experiences in Iran

Amit M Schejter (Penn State University and Ben-Gurion University of the Negev), **Orit Ben Harush** (Ben-Gurion University of the Negev), **Noam Tirosh** (Ben-Gurion University of the Negev), **Shula Mola** (Ben-Gurion University of the Negev), **Jonathan Mendels** (Ben-Gurion University of the Negev) and **Malka Shaham** (Ben-Gurion University of the Negev): Be openhanded toward your fellow Israelites who are poor and needy in your land: Introducing a need-based approach to digital divide policy interventions

Normand Landry (Université du Québec) and **Joelle Basque** (HEC Montréal): Literature, curricula and practices: connections and disconnects in media education in Canada.

CPTF8 MRG.02 16:00-17:30

Technology-centric perspectives of states and ecosystems

Chair:
Helena Sousa (University of Minho)

Discussant:
Dana Schurmans (Vrije Universiteit Brussel)

Presentations:
Seongbin Hwang and **Yasunari Takita** (Rikkyo University): Techno-Nationalism in Japan: A case study of Japanese Electronics Industry

Shobha Vadrevu (National University of Singapore): The school in Asia's technological society: Pedagogy, new media and agency in Singapore

Usha Raman, Himabindu Chintakunta and **Rebecca Girigalla** (University of Hyderabad): Glittering and Grey: the two facets of Hyderabad's IT-led growth

Gwang James Han (Chung Buk National University): Five major shifts in the TV ecosystems in the midst of N-screen services: A comparative analysis of the US and South Korea.

CPTS9 MRG.02 9:00-10:30

Policy Analysis of Television Distribution in India (PANEL)

Chair:
Adrian Athique (University of Waikato)

Discussant:
Noah Arceneaux (San Diego University)

Presentations:
Sandeep Bhushan and **Vibodh Parthasarathi** (Jamia Millia Islamia): Market Structure and Diversity in TV distribution: Changing perspectives in Policy thinking

Shruti Ravi (Jamia Millia Islamia): Relevant Markets in the Cable and DTH Market: A Case Law and Policy Formulated Opinion

Rajat Kumar (Independent lawyer): Tariff Regulation and Access of Cable Television in India: An Analysis

Susan Koshy (Jamia Millia Islamia): Tracing the Legislative Discourse around Digitization of Cable Distribution

COMMUNICATION, HEALTH AND HIV/AIDS (CHA)

Co-Chair: Nanna Engebretsen (Lillehammer University College)

Co-Chair: Kate Holland (University of Canberra)

Co-Chair: Sarah Cardey (University of Reading)

Co-Chair: Marjan de Bruin (University of the West Indies)

Co-Chair: Ravindra Kumar Vemula (The English and Foreign Languages University, Hyderabad)

CHAW1 MR1.09 9:00-10:30

Organisational and Cultural Influences on Health and HIV and AIDS Communication Initiatives

Chair:
Abeer El Kayaty (University of Reading)

Discussant:
Sarah Cardey (University of Reading)

Presentations:
Subba Rao M Gavaravarapu (National Institute of Nutrition): Critical Examination of Communicative Processes Adopted by Different Organizations for Nutrition Communication - Lessons for Health Communicators

Nanna Engebretsen (Lillehammer University College): HIV and AIDS from UNESCO's point of view

Mariekie Burger (University of Johannesburg): Community driven HIV/AIDS communication in South Africa

Yuki Azaad Tomar (University of Delhi) and **Kiron Bansal** (Indira Gandhi National Open University): Assessing Information needs of rural women on HIV/AIDS: A qualitative exploration

Simran Sidhu (Doaba College Jalandhar): Injection Drug Users (IDUs) and HIV/AIDS in Punjab

CHAW2 MR1.09 14:00-15:30

Researching Health Communication Effectiveness: Community and Message Considerations

Chair:
Yolanda Paul (University of the West Indies)

Discussant:
Marjan de Bruin (University of the West Indies)

Presentations:
Nancy Muturi, Tandalayo Kidd, Koushik Adhikari and **Janavi Kumar** (Kansas State University): Understanding Childhood Obesity among Ethnic Minorities through Participatory Action Research

Nakia M. Matthias (Ohio University): Assessing Refugee Communicative Ecology to Critique and Guide Health Communication Campaigns on HIV Prevention

Sunday Olayinka Alawode and Stephen Fatonji (Lagos State University): Home Video depictions of Health and Moral Decadence as Correlates of Entertainment-Education in Nigeria

POSTERS:
Xiaofei Song (Kansas State University): Influence of Nutrition Literacy on College-Age Consumers' Dietary Behavior

Yu Wang (Communication University of China): How Do We Deal with the Time of the "Over-Sugary": Urban Media's Agenda building of Diabetes mellitus in China

CHAW3 MR1.09 16:00-17:30

Mobile and Social Media for Health and HIV and AIDS Communication

Chair:
Nanna Engebretsen (Lillehammer University College)

Discussant:
Colin Tinei Chasi (University of Johannesburg)

Presentations:
Usha Raman (University of Hyderabad), **Pallab Maulik** (The George Institute for Global Health)**, Aditya Deshbandhu** (University of Hyderabad), **Kishor Mogulluru** (The George Institute for Global Health), **Robyn Norton (The George Institute for Global Health)** and **Georgia Lockwood** (Imperial College London): Would a Health Information App Work? Adolescents, Social Media and Health Communication

Brian Pindayi (Rusangu University): Mobile Phones and Health Education: A Comparative Study of South Africa, Zambia and Zimbabwe

Ammina Kothari (Rochester Institute of Technology) **and Dennis D Elliott** (Indiana University): Acknowledging and Acting on SMS Health Messages: A Study of User Needs in Tanzania

Sinikka Torkkola (University of Tampere): Pharmaceutical Discussions in the Social Media

Guido Zurstiege, Alexander Ort and Tino G.K. Meitz (Eberhard Karls Universitaet Tuebingen): Sowing Bad Seeds? - The Diffusion and Re-contextualisation of a Provocative Public-Service Campaign against Childhood Obesity in Digital Media

CHAT4 MR1.09 9:00-10:30

Conceptual Issues in HIV and AIDS and Health Communication

Chair:
Subba Rao M Gavaravarapu (National Institute of Nutrition)

Discussant:
Ravindra Kumar Vemula (The English and Foreign Languages University, Hyderabad)

Presentations:
Musara Lubombo (University of KwaZulu-Natal): Transcending limits of GIPA: Ubuntu as a framework for mainstreaming participation of people living with HIV in social change communication for HIV prevention in Sub-Saharan Africa

Colin Tinei Chasi (University of Johannesburg): Towards an African moral theory of health communication

Semiu Musa Bello (University of Canterbury): The Concept of Health Communication, History and Emerging Concepts: Towards a more Informed Populace

Sanjay Singh (United Nations Children's Fund) and Nilesh Chatterjee(Johns Hopkins University): Putting the change in Behaviour Change Communication (BCC): "BCC inside a box" strategic approach from Jharkhand

CHATBM MR1.09 14:00-15:30

Business Meeting

CHAT5 MR1.09 16:00-17:30

Media Representations and Healthcare Communication

Chair:
Musara Lubombo (University of KwaZulu-Natal)

Discussant:
Subba Rao M Gavaravarapu (National Institute of Nutrition)

Presentations:
Perpetua Wanja Njuguna (Robert Gordon University Aberdeen): HIV & AIDS Stigma in the Print Media: Evaluation of Reporting on HIV & AIDS 2000-2010 for Two Namibian Newspapers

Karthik Kamalanathan and **Usha Raman** (University of Hyderabad): Tracing the History and the Media Discourse on the Nutrition Policy in India

Kate Holland and **Kerry McCallum** (University of Canberra): Media Reporting and Women's Understandings about Alcohol Consumption during Pregnancy

Shobha Mocherla (L V Prasad Eye Institute), **Usha Raman** (University of Hyderabad) and **Brien Anthony Holden** (University of New South Wales): Fears and Anxieties of Patients in Chronic Disease

Lun Meng (Hohai University): Disadvantaged Village Doctors: Insufficient Sharing of Information in China's Rural Health Care System

COCF13 MRG.03 9:00-10:30

Co-sponsored session with COMMUNITY COMMUNICATION (CoC)

Citizen Media and Health Communication

(See page 12)

COMMUNITY COMMUNICATION (CoC)

Chair: Arne Hintz (Cardiff University)

Vice-Chair: Susan Forde (Griffith University)

Vice-Chair: Adilson Cabral Filho (Fluminense Federal University)

Vice-Chair: Joanah Gadzikwa (Monash University)

COCW1 MRG.03 9:00-10:30

Community & Citizens' Media: Experiences Between the Local and the Global

Chair:
Arne Hintz (Cardiff University)

Presentations:
Kanchan K. Malik, Vinod Pavarala, Vasuki Belavadi, and **Preeti Raghunath** (University of Hyderabad): Marginal Voices in Central India - An Analysis of the Warp and Woof of Community Radio in the Bundelkhand Region

Mukesh Kumar (Panjab University): Local Newspaper, Global Reach: A Case Study of "Khabar Lahariya"

Einar Thorsen, Daniel Jackson, and **Ann Luce** (Bournemouth University): "The People Must Have Their Voices": Empowering Marginalised Groups through Citizen Journalism

Antxoka Agirre, Alazne Ayestaran, Beatriz Zabalondo, Txema Ramirez de la Piscina (University of the Basque Country): Quality in the Digital Editions of Basque Community Media: A Comparison with European Reference Newspapers

Shanthini Sarah, Govindaraju Periyasamy (Manonmaniam Sundaranara University): A Study of Representation of Community in Community Radio Station through the Prism of Lefebevre's Spacial Triad

COCW2 MRG.03 14.00-15:30

New Opportunities and New Challenges: Policy Change for Community and Citizen Media

Chair:
Dorothy Kidd (University of San Francisco)

Presentations:
Carole Phiri Chibbonta (University of Zambia): Shaping community radio broadcast policy in Zambia

Gabriel Kaplún (Universita de la Republica): Community Media in Uruguay: Overview after legalization and new challenges

Kate Coyer (Central European University): Hungarian community radio: In the crossfire

Adilson Vaz Cabral Filho (Fluminense Federal University): Sustainment and sustainability in Community Broadcasting

COCW3 MRG.04 16:00-17:30

'Rurality': Domestication of Technology Through Community Memory (Panel)

Chair:
T B Dinesh (Janastu, India)

Presentations:
Harsh Satya and Navjyoti Singh (International Institute of Information Technology): 'Rurality': Domestication of Technology Through Community Memory

Harsh Satya and Pravin Patil (International Institute of Information Technology): Rurality Apps for Community Expression and Utilization of Knowledge: Venkatrampuram Initiative

Sunil Lohar and Vibhav Srivastava (International Institute of Information Technology): Media Empowerment of Traditional Artist Community: Raghurajpur Village Experiment

Shalini A (International Institute of Information Technology): Follow the Sheep

COCW4 MRG.04 16:00-17:30

Challenges of the Online Space: Community Communication and Digital Media

Chair:
Einar Thorsen (Bournemouth University)

Presentations:
Chen-Ta Sung (London School of Economics and Political Science): Taiwanese Online Interpersonal Interaction on Facebook: Exploring Localised Culture Unfolding on a Global Social Media Platform

Chen-Ling Hung (National Taiwan University): Broadband adoption and low income community: The Keyspot project in Philadelphia

Fei Jiang, Kuo Huang (Chinese Academy of Social Sciences): Community Media and Communication Infrastructure - A Comparative Case Study between China and Australia

Payal S Kapoor and Srinivas Gunta (Indian Institute of Management Indore): How does anonymous communication impact reputations?

Anubhuti Yadav (Indian Institute of Mass Communication): The Role of New Media in Knowledge Generation by the Community: A Case Study of NROER

COCT5 MRG.03 9:00-10:30

Advancing Theory: Conceptualising 'Our' Media

Chair:
Stefania Milan (Tilburg University)

Presentations:
Brilliant Mhlanga (University of Hertfordshire): Theorising Community Radio - Virtuality and the aesthetics of language in community communication

Dorothy Kidd (University of San Francisco): Theorizing social movement media

Amparo Cadavid (University Minuto de Dios): How Latin America is thinking and problematizing communication for social change

Tanja Dreher (University of Wollongong): 'The world is talking. Are you listening?': Alternative media and the injunction to listen

Arne Hintz (Cardiff University): From the Margins to the Centre: The New Role for Citizen, Community and Participatory Media

COCTBM MRG.03 14:00-15:30

Business Meeting

Chair:
Arne Hintz (Cardiff University)

COCT6 MRG.03 16:00-17:30

Activism, Participation and Technology

Chair:
Adilson Cabral Filho (Fluminense Federal University)

Presentations:
Stefania Milan (Tilburg University): Algorithms for social change: Data activism and the evolution of policy advocacy

Shudipta Sharma (University of Chittagong): Shahbag Protest and Communication Technologies: Exploring the Trend of Social Movements in Bangladesh

Sarvesh Dutt Tripathi (GGS Indraprastha University): Empowerment through mobile media literacy among marginalized women activists of Kaimur region

Hamid Reza Akrami (Allameh Tabatabaei University): The politics of Social Bookmarking in Iran

Moa Charlotta Vennergrund (Lulea University of Technology): When new and old forms of participation come together

COCT7 MRG.04 16:00-17:30

Freeing the Airwaves for Community Radio: The South Asia Policy Experience (Panel)

Chair:
Vinod Pavarala (University of Hyderabad)

Presentations:
Preeti Raghunath (University of Hyderabad): Community Radio Policy In India: An Ethnography Of Policy-Making

Sudhamsu Dahal (Kathmandu University): Sustaining the Community Airwaves through Policy Making in Nepal

S M Shameem Reza (University of Dhaka): Revisiting Bangladesh Community Radio Policy: Addressing the Gaps and Way Forward

Rasmin Careem (Sri Lanka Development Journalists' Forum): Legalizing Community Airwaves: Exploring the Legal Situation Around Community Broadcasting in Sri Lanka

COCF8 MRG.03 9:00-10:30

Social Movements and Social Media

Chair:
Kate Coyer (Central European University)

Presentations:
Wai Han Lo (Hong Kong Baptist University): The Relationship between Social Media and Traditional Media: A Case Study of the 2013 Hong Kong Dock Strike

Jens Dallmann and Prantik Bordoloi (Stenden Rangsit University): How Mainstream Social Media Participation Challenges Cultural Norms in Thailand Protests

Faiz Ullah (Tata Institute of Social Sciences): Workers' Media: Discursive Strategies, Material Resistances

Alicia Wright (University of Wisconsin-Madison): Starved for Information: The Conflict Between Mobilizing Hunger Strikes and Distracting Media Frames

COCF9 MRG.04 9:00-10:30

NGOs, Non-profits and Media Strategies

Chair:
Arne Hintz (Cardiff University)

Presentations:
Altug Akin, Burak Dogu (Izmir University of Economics): Topography of media-related NGOs in Turkey: Causes, sources and international cooperation

Sudeshna Roy, Stephen F. (Austin State University): Branding Social Change: Critical Discourse Analysis of Competing Social and Traditional Media Representations of Indian Nonprofit Organizations

Phyllis Celia Sakinofsky (Macquarie University, Sydney): PR from the outside - Public Relations in Australia - crossing ancient borders

Anubhuti Yadav, Vedabhyas Kundu (Indian Institute of Mass Communication): Tracking media habits of school children - A survey.

COCF10 MRG.03 14:00-15:30

Media and Rural Spaces: Engaging Local Communities

Chair:
Archna Kumar (University of Delhi)

Presentations:
Helen Hambly Odame, Mahmuda Anwar (University of Guelph): Power and Change in Rural Radio: Comparative Analysis from Sri Lanka and Bangladesh

Priya Kapoor (Portland State University): Community, Disaster Radio: Creating Channels of Communication in Rural Locales

Umesh Arya (Guru Jambheswar University of Science & Technology), **Dev Vrat Singh** (Central University of Jharkhand), **Monika Verma** (Makhanlal Chaturvedi National university of Journalism and Communication), **Vinod Pavarala** (University of Hyderabad): Modes of Listening and Audience Involvement in Three Rural Community Radio Stations in the Bundelkhand Region of India

Mary Christabel Dalima (MBC Media Networks and Internews Sri Lanka), **Rasmin Mohammadu Careem** (Mustafa International University and Sri Lanka Development Journalist Forum), **Sisini Thrikkawela** (University of Colombo): Understanding the digital culture in rural communication and re-defining the concept of Community Radio

Steven Barnett and **Judith Townend** (University of Westminster): Artisanal News: How can national and transnational media policy help sustain and grow an emerging hyperlocal sector?

COCF11 MRG.04 14:00-15:30

Seeing it: Alternative and Citizens' Film & Social Documentary

Chair:
Tanja Dreher (Woollongong University)

Presentations:
Kanyika Shaw (University of Thai Chamber of Commerce): Film it! The role of digital media in Community Communication in Thailand

Phyllis Dannhauser (University of Johannesburg): The 'Heartbeat' of real people: collaborating with marginalised subjects in the social documentary

Yuko Tsuchiya (Hiroshima University of Economics), **Akiko Ogawa** (Nagoya University): Creating digital stories with different people: An collaborative attempt beyond discommunication and digital divide

Amir Hargil (Netanya Academic College), **Lea Mandelzis** (Kinneret Academic College): Documentary film plus Civil society organizations' activity equals Social change

Ankuran Dutta (Commonwealth Educational Media Centre for Asia): Democratic and Participatory Potentiality of Community Video in India.

COCF12 MRG.03 16:00-17:30

Community Media and Digital Technology

Chair:
Amparo Cadavid (University Minuto de Dios)

Presentations:
Amolina Ray (Jadavpur University): Revisiting Community Participation and Community Radio through the technical lens

Venu Arora, Ramakrishnan Nagarajan (Ideosync Media Combine): Community Media Manch: Adapting technology for collaborative practice

Vinesh Kondra (University of Hyderabad): Civic Participation through Mobilizing Voice: An evaluation of two IVR-based mobile phone enabled portals in Central India

Aparna Moitra (University of Delhi), **Aaditeshwar Seth** (Indian Institute of Technology), **Archna Kumar** (University of Delhi): Mapping IVR system-mediated Community Communications - The case of Jharkhand Mobile Radio

Khushboo Khanna (University of Delhi), **Zahir Koradia** (Indian Institute of Technology), **Archna Kumar** (University of Delhi): GRINS Usage and Impact in Community Radio Stations in India.

COCF13 MRG.03 9:00-10:30

Citizen Media and Health Communication

(Co-sponsored by the working groups 'Health Communication and Change' and 'Communication and HIV/AIDS)

Chair:
Ravindra Kumar Vemula (The English and Foreign Languages University, Hyderabad)

Presentations:

Neha Sharma, Ruchi Yadav (University of Delhi): mHealth: Examining an innovative ICT tool 'Mobile Kunji' for facilitating change in reproductive and child health issues

Shibaji Bose (Institute of Health Management Research): Role of media in health system ecologies in vulnerable regions: A case from Indian Sundarbans

Varghese Riju Joshua (Bharathiyar University): Social Media and Health Communication: A Content Analysis of Facebook pages for Health Communication

Anshul Singhal, Bhavisha Sehgal (University of Delhi): Synergizing Interpersonal and Mass Mediated Health Messages at the Grassroots: The role of Kalyani Clubs.

CRISIS COMMUNICATION (CRI)

Chair: Ester Pollack (Stockholm University)

Vice-Chair: Sigurd Allern (University of Oslo)

CRIW1 TB1 9:00-10:30

Routines, challenges and ethical implications

Chair:
Ester Pollack (Stockholm University,)

Discussants:
Sigurd Allern (University of Oslo), Ester Pollack (Stockholm University)

Presentations:
Maria Konow-Lund (Høgskoleni Oslo) and **Eva-Karin Olsson** (National Defence College): Crisis management in media organizations - when routines are not enough

Soledad Puente, Daniela Grassau and Silvia Pellegrini (Pontificia Universidad Católica de Chile): When bad working conditions damage journalists' professional performance: A mixed - method study of the relationship between difficulties in gathering information and quality of TV newscasts during Chile's 2010 earthquake

Ibrahim Saleh (University of Cape Town): Narrating Climate Change Crisis: Social Imaginaries & Harsh Realities in Africa

Cornelius Pratt (Temple University, USA) and **Cheri Cutler** (Temple University, Japan): Ethical Implications of Risk Communication for Government-Citizen Divides in the Wake of the Meltdown of Japan's Fukushima-Daichii Nuclear Power Plant

CRIBM TB1 14:00-15.30

Business Meeting

CRIT2 TB1 16:00-17:30

Crisis, response and mobilization

Chair:
Ester Pollack (Stockholm University)

Discussants: Sigurd Allern (University of Oslo), Rikke Bjerg Jensen (University of Westminster)

Presentations:
Gregory Asmolov (London School of Economics): Mobilization of volunteers for crisis response: ICTs and the mediation of transition from everyday to emergency

Namarta Joshi and **Ranbir Singh:** Indian Media: A New Approach in Socio- Political Transition.

CRIF3 TB1 9:00-10:30

Narratives, frames and representation

Chair:
Ester Pollack (Stockholm University)

Discussants:
Sigurd Allern (University of Oslo), Barbie Zelizer (University of Pennsylvania)

Presentations:
Rikke Bjerg Jensen (University of Westminster): More than 10 years in Afghanistan: A (strategic) narrative of war

Yamini Krishna Chintamani, Prashant Sankaran: Indo-US diplomatic crisis: Framing of the Khobragade incident in The Times of India

Sudeshna Roy, Stephen F. (Austin State University): What's in a Name? The Crisis of Ethnic Identity Representation in Bollywood Movies.

EMERGING SCHOLARS NETWORK (ESN)

Co-Chairs: Francesca Musiani (MINES ParisTech)

Sandra Ristovska (University of Pennsylvania)

ESNW1 MR 2.06 9.00 - 10.30

Interrogating Journalism Practices

Chair:
Elastus J. Mambwe (University of Zambia)

Discussant:
Barbie Zelizer (University of Pennsylvania)

Presentations:
Archana Singh, Sanjeev Sharma and Neha Miglani Vadhera (Panjab University): Quality of Work Life of Media Professionals: Analysis of English Press Employees in North India

Manjushree Ganapathy Naik (Manipal University): Women in the Newsroom: Challenges and Opportunities

Svenja Ottovordemgentschenfelde (London School of Economics and Political Science): The Role and Impact of Social Networking Platforms on Journalistic Practices, Notions of Professionalism and Identities in an Age of Post-Industrial Journalism

Erin Maree Bradshaw (Monash University): DOOMED: Reactions of Newsmakers and Online Audiences to About-to-Die Images and Ethical Controversy

ESNW2 MR 2.06 14.00 - 15.30

Humor and Communication

Chair:
Iris Jennes (Vrije Universiteit Brussel)

Discussant:
Peter Lunt (University of Leicester)

Presentations:
Amulya Komarraju and **Suheil Imtiaz** (St. Francis College for Women): Consumption of News as Humor

Elastus J Mambwe (University of Zambia): When Entertainment Education Meets Social Media: A Case Study of Love Games Zambia

Chetna Monga (Mudra Institute of Communications Ahmedabad): Watching Comedy Nights with Kapil: Assessing the Popularity of the Show from Audience's Perspective

ESNW3 MR 2.06 16.00 - 17.30

Media and Conflict

Chair:
Toussaint Nothias (University of Leeds)

Discussant:
Sigurd Allern (Stockholm University)

Presentations:
Olga Kocheva (Ball State University): The Euromaidan Across the Globe: A Cross-National Study of the Coverage of the Ukranian Uprisings

Omar Al-Ghazzi (University of Pennsylvania): The 40th Anniversary of the 1973 War with Israel and the Breakdown in Egyptian National Memory

Admire Mare and **Stanley Tsarwe** (Rhodes University): "Newspapers as Purveyors of Propaganda and Hate Speech". An Analysis of the Coverage of the 2008 and 2013 General Elections by the Mainstream Weekly Newspapers in Zimbabwe

ESNT4 MR 2.06 16.00 - 17.30

Thinking Culture(s)

Chair:
Wajiha Raza Rizvi (Film Museum Society/Center for Research on Pakistani Cinema)

Discussant:
Annabelle Sreberny (SOAS University of London)

Presentations:
Kate Zambon (University of Pennsylvania): "I Am Not a Racist:" The Discourse of Cultural Difference in Germany's Sarrazin Debate

Toussaint Nothias (University of Leeds):How do French and British Journalists 'Actually' Write about Africa? The Case of the Celebrations of 50 Years of African Independence

Andrea Sisk (University of Auckland): Transcultural Adaptations: Classic Texts, Modern Films and Visions of Empire

Anupama KP (University of Hyderabad): Body, Desire and Identity: A Textual Analysis of the Film 'Chitrangada-The Crowning Wish'

ESNTBM MR 2.06 14.00 - 15.30

ESN Business Meeting

ESNT5 MR2.06 16.00 - 17.30

Framing Research: International Perspectives

Chair:
Omar Al-Ghazzi (University of Pennsylvania)

Discussant:
Ibrahim Saleh (University of Cape Town)

Presentations:
Muhammad Hamisu Sani (University of Winnipeg): Justice Versus Prejudice: A Comparative Analysis of Selected African and International Newspapers' Framing of the ICC-AU Friction

Shanshan Zhang (Shanghai University): Framing Analysis of the Online News Coverage of China and the Reader Comments: Case of NYTimes.com in 2013

Tabe Bergman (Renmin University of China): The New York Times on Noam Chomsky

ESNF6 MR 2.06 9.00 - 10.30

Communication and Social Impact in Place and Space

Chair:
Stefania Milan (Tilburg University)

Discussant:
Cees Hamelink (University of Amsterdam)

Presentations:
Rene Alicia Smith (Durban University of Technology): Teaching, Learning and Action Research: A Case Study of the 'journ2engage' Private Blog

Changwook Kim (University of Massachusetts Amherst): Assembling Creative Cities in Seoul and Yokohama: Rebranding East Asian Urbanism

Tindra Thor (Stockholm University): Cosmopolitan Performances- Mediating of Alternative Expressivity

ESNF7 MR 2.06 14.00 - 15.30

Special Session on Research Paths In and Outside of the Academy

Chair:
Sandra Ristovska (University of Pennsylvania)

Discussant:
Sunil Abraham (Center for Internet and Society, India)

Nimmi Rangaswamy (Indian Institute of Technology Hyderabad, formerly Microsoft Research India)

Vinod Pavarala (UNESCO Chair; University of Hyderabad)

ESNF8 MR 2.06 16.00 - 17.30

Critical Studies in Digital Culture

Chair:
Sylvia Blake (Simon Fraser University)

Discussant:
Jo Pierson (Vrije Universiteit Brussel)

Presentations:
Sanchari De (Jadavpur University):Human-Computer Interaction and the Aesthetics of Information: An Attempt to Study Collective Protests in the Digital Age

Damien Spry (Hanyang University): Digital Societies, Ageing Societies: Seeing the Blind Spots

Lei Huang (Global IELTS Education Corporation): Relational Goals and Self-Preservation of Male Homosexuals in Mobile Dating Apps

ESNS9 MR 2.05 9.00 - 10.30

Health and Development Communication

Chair:
Yu Xu (University of Southern California)

Discussant:
Marjan de Bruin Maxwell (University of the West Indies)

Presentations:
Deepti Chittamuru (University of Pennsylvania): Habits: Randomized Controlled Trial of a Diabetes Prevention Program

Yolanda Etakathrina Paul (University of West Indies, Mona Campus): Making the Medium of Communication More Culturally Sensitive

Susana Aga Alo (University of Reading): Addressing Gender-Based Violence Against Women and Girls in Northern Ghana: The Role of Communication

ESNS10 MR 2.06 9.00 - 10.30

Global Cultures and Media Studies

Chair:
Francesca Musiani (MINES ParisTech)

Discussant:
Herman Wasserman (Rhodes University)

Presentations:
Basil Nchimunya Hamusokwe (University of Kwazulu-Natal): Breaking Away from the West: Towards a Zambian Political Economy of Communication

Lauella Amy and Kanchan K Malik (University of Hyderabad): In Search of Roots: Tracing the Historical Trajectory of Citizen Journalism in India

Laure Marchis-Mouren (University of Avignon): Des Taureaux en France et en Inde: Versune Culture de la Médiatisation Engagée?

DIASPORA AND MEDIA (DIA)

Chair: Roza Tsagarousianou (CAMRI, University of Westminster)

Vice-Chair: Jessica Retis (California State University)

DIAW1	TB1	14.00-15.30

ICTs and Cyberspace

Chair:
Roza Tsagarousianou (University of Westminster)

Presentations:
Sofia Cavalcanti Zanforlin, Florence Marie Dravet, Ana Carolina Kalume Maranhao (Universidade Catolica de Brasilia): Bangladesh to Brazil: migration, intercultural communication and use of ICTs

Rama Krishnan (Bangalore University): Diaspora space to Virtual space: A hybrid effect. A mixed-method study on the use and satisfaction of digital content among teenagers.

Svetlana S Bodrunova (St.Petersburg State University), **Olessia Koltsova, Sergey Nikolenko** and **Sergey Koltsov** (Higher School of Economics): Mapping Ethnic Attitudes in the Russian Blogosphere: Regions As Key Drivers of Public Thinking on Ethnicity

Uwes Fatoni [Universitas Islam Negeri (State Islamic University)/UIN Sunan Gunung Djati Bandung]: The Significance of Online Citizen Journalism Media for Indonesian Diaspora (Case Study of kompasiana.com)

DIAT2	TB1	9.00-10.30

Imagining Togetherness

Chair:
Margherita Sprio (University of Westminster)

Presentations:
Lun Meng (Tsinghua University): Imagined Togetherness Across Social Media by Diaspora Ethnic Minority in China

Roza Tsagarousianou (CAMRI, University of Westminster): European Muslim Charities Online and the Politics of Muslim diasporic identities

Ahammed Junaid NP (University of Hyderabad): Kerala Malabar Islamic class room: Exploring the counter public sphere role of a podcaster on regional Islam

Charu Uppal (Karlstad University): Negotiating Identity: Young Indo-Fijians and Media

DIATBM	MR2.01	14.00-15.30

Business Meeting and Elections

DIAF3	TB1	14.00-15.30

Debates and Practices

Chair:
Roza Tsagarousianou (University of Westminster)

Presentations:
Tendai Joseph Chari (University of Venda): Performing Patriotic Citizenship: Zimbabwean Diaspora and their Online Newspaper Reading Practices

Arnav Keyur Anjaria (University of Hyderabad): Tibet: The story of Real Time Resistance

Sumanth Inukonda (Bowling Green State University): Cultural Separatism and South Asian Diaspora: The Case of TeNA Web Forum

Moises Lemos Martins (Universidade do Minho): Globalization and Lusophony: the debate of languages

Samuel Chege Mwangi (Kansas State University): The Best Practices and Communication Strategies in Framing Diaspora Engagement for National Development

DIAS4	TB1	9.00-10.30

From production to consumption

Chair:
Moises Lemos Martins (Universidade do Minho)

Presentations:
Boram Jeon, Kang-Seok Kim and **Seon-GiBaek** (Sungkyunkwan University): Migrant Televised Broadcasting, a Diaspora media, and its Cultural Implications: A Semiotic and Discourse Analysis on Contents of the Migrant Workers TV, MWTV, in Korea

Jozon Angeles Lorenzana (Ateneo de Manila University): Successful star and sacrificial hero: Exemplarity in Filipino diasporic and homeland media and class politics

Margherita Sprio (University of Westminster): Migrant Memories: Cinema and Diaspora

Chun Chen (University of Zurich): Media Use and Social Integration: A Study on Students with Migration Backgrounds in Switzerland

GENDER & COMMUNICATION SECTION (GEN)

Co-Chair: Kaitlynn Mendes (University of Leicester)

Co-Chair: Margaretha Geertsema-Sligh (Butler University)

GENW1 MR1.05 9:00-10:30

Media Use

Chair:
Kaitlynn Mendes (University of Leicester)

Presentations:
Hadiza Jummai Ibrahim (Bayero University Kano): The Impact of Domestic Violence on Media Usage Among Women in Kano Metropolis, Nigeria

Sumana Kasturi (University of Hyderabad): Framing Feminist Discourse through the Everyday: Blogging about gender in India

Vidya Ramachandran (Amrita School of Arts and Sciences): Empowerment, Presence and Social Networking of Women in the New Defined Frame of Governance: An Analysis of Akshaya Women Entrepreneurs

GENW2 MR1.05 14:00-15:30

Representations of Violence Against Women

Chair:
Kaitlynn Mendes (University of Leicester)

Presentations:
Smeeta Mishra (Institute of Management Technology Ghaziabad) and **Amani Ismail** (The American University in Cairo): Violence Against Women Digitized: An Analysis of Times of India Online Videos after the Delhi Gang Rape

Sushmita Pandit (Institute of Leadership, Entrepreneurship and Development): "If It Bleeds It Leads": Journalistic Writings on Violence against Women in India

Radha Bathran and **Periasamy Govindaraju** (Manonmaniam Sundaranar University): Local press coverage of violence against women: ethical considerations

Punita Arun Harne (UGC): Gender Disharmony and re-reading patriarchy in Media: A content analysis study of the regional language newspaper

GENW3 MR2.03 & 2.04 16:00-17:30

IAMCR contribution to the Global Alliance on Media and Gender (Joint Session with the Global Media Policy Working Group) (P.No.141)

Chair:
Janet Wasko (University of Oregon)

Discussant:
Claudia Padovani (University of Padova)

Presentations:
Aimèe Vega Montiel (National Autonomous University of Mexico): IAMCR Contribution to the Global Alliance on Media and Gender: towards a research agenda

Karen Ross (University of Northumbria): The challenges of cross-cultural collaborations: lessons learnt from a pan-European research project

Carolyn M Byerly (Howard University): The 'policy challenge' of gender equality and women's empowerment in media systems

Ammu Joseph (Journalist): Global Alliance on Media and Gender: Challenges for India/South Asia

Lisa McLaughlin (Miami University): What is Missing from the Global Alliance on Media and Gender?: Women, ICT and Entrepreneurship Development as a Critical Concern

Anita Gurumurthy (IT for Change): Women's rights and ICT in the Global South

Claudia Padovani (University of Padova): The 'sharing of knowledge' challenge: using Mapping Global Media Policy to support a research agenda

Kaitlynn Mendes (University of Leicester): Towards a sustainable research agenda: the role of the IAMCR Gender and Communication section

GENW4 MR1.06 9:00-10:30

Representation (Part 1)

Chair:
Rajashree Gandhi (Tata Institute of Social Sciences)

Presentations:
Ruchi Nitin Sawardekar (Tata Institute of Social Sciences): Serial Woman: Textuality and Reception of the Contemporary Marathi Woman in Television

Jhuma Basak (NSHM Institute of Media and Design): Portrayal of Urban Feminine Identity in Bengal through Aparna Sen's Lens.

Ketaki Savnal, Aakash Karkare, Khushbu Srivastava, Srushti Iyer and **Smita Dutta** (Sophia Institute of Social Communications Media): Knights in Shining India: Portrayal of Men in Indian Chick Lit

Rajashree Gandhi (Tata Institute of Social Sciences): Televization of a Marathi Past - The Brahmanical emancipation of women in 'Uncha Mazha Zoka', a TV show based on Ramabai Ranade's life

GENW5 MR1.06 14:00-15:30

Media, Sexuality and the Erotic (Part 1)

Chair:
Fernanda Capibaribe Leite (Federal University of Pernambuco)

Presentations:
Wajiha Raza Rizvi (Film Museum Society/Centre for Research on Pakistani Cinema): The censorship of visual pleasure in Pakistani films

Emília Teles da Silva (Universidade Federal Fluminense): The absent kiss: influences of colonialism and the struggle for independence on the increased conservatism of Indian Hindi film of the colonial era

Prabhakar Kumar and **P N Vasanti** (Centre for Media Studies Media Lab): Sexualization of Female in Hindi/ Bollywood Music in India

Fernanda Capibaribe Leite (Federal University of Pernambuco): Being Male and Female: gender identity, sexuality and subjectivities in Brazilian contemporary movies

GENW6 MR1.06 16:00-17:50

Audience Studies

Chair:
Nan Lu (Hong Kong Baptist University)

Presentations:
Maria T Soto-Sanfiel and **Adriana Ibiti** (Universitat Autònoma de Barcelona): Reception of lesbian sexual scenes: A case study of Abdellatif Kechique's "La vie d'Adèle"

Diana I Nastasia (Southern Illinois University), **Charu Uppal** (Karlstad University) and **Sorin Nastasia** (Southern Illinois University): Girls around the World Interpret Non-Western Disney Princesses

Neha Miglani Vadhera (Panjab University): Are Editors in India good Leaders?

Nan Lu (Hong Kong Baptist University): Reading women's magazines: Femininity construction and self-presentation of Chinese young women

GENT7 MR1.05 9:00-10:30

Gender and Technology

Chair:
Sheida Shirvani (Ohio University)

Presentations:
Janet D Kwami (Furman University): Marginality, Gendered Engagement and Digital Mobility in the Global South: Narratives from Ghanaian Market Women

Norma Blazquez and **Raquel Güereca** (Universidad Nacional Autónoma de México): Género y Tecnologías de Información y Comunicación en América Latina: Posturas Divergentes y Avances en la Región

Ujjwala Barve (University of Pune): Tanishka: Getting New Readership by Empowering Women?

Sheida Shirvani (Ohio University) and **Christina Paschyn** (Northwestern University): Human Mobility, Social Ties, and Role Prediction: Role of Gender and Religion on the Social Network in Muslim countries

GENTBM8 MR 1.05 14:00-15:30

Business Meeting

GENT8 MR 1.05 16:00-17:30

Advertising

Chair:
Kaitlynn Mendes (University of Leicester)

Presentations:
Ruma Sen (Ramapo College of NJ): Deconstructing empowerment: An analysis of the discourse in social media surrounding a "progressive" jewelry commercial

Sreehari Kg (Christ University Bangalore): Objectification of Male and the Question of Female Gaze: A Content Analysis of Indian Television Advertisements

Kavita Karan and **James Henry Johnson** (Southern Illinois University): Commercializing Men-Beauty, Color or just Whiteness- Convergence of Gender Stereotypes in Indian Advertising

GENT9 MR 1.06 9:00-10:30

Feminism, Activism & Media (Part 1)

Chair:
Kaitlynn Mendes (University of Leicester)

Presentations:
Kaitlynn Mendes (University of Leicester): "Is This Feminist? And Other Relevant Questions": Representations of SlutWalk in mainstream and Feminist publications

Christa J Ward (Walden University):The "New" Russian Feminism: Mythical Archetypes and Pussy Riot Now!

Zhao Wei (Wuhan Textile University): Chinese Women's Activism and Its Resistance Politics Online

GENTBM MR 1.05 14:00-15:30

Business Meeting

GENT10 MR 1.06 16:00-17:30

Representation (Part 2)

Chair:
Dulce Helen Mazer (Federal University of Rio Grande do Sul)

Presentations:
Rajani Karki Chhetri (St. Anthony's College): Media and Gender Construction: A Comparative analysis of representation of girl/ women images in animated cartoon shows on Indian TV

Ruchi Jaggi (Symbiosis International University): Deconstructing Gender in Cartoon programming on children's television channels in India

Priscilla Ann Boshoff (Rhodes University): Intersexions: gendered narratives in the sexual network

Dulce Helena Mazer (Federal University of Rio Grande do Sul) and **Thayane Cazallas** (Federal University of Rio Grande do Sul): Women and body-image representations in Brazilian press: a Eurocentric view as heritage

GENF11 MR 1.05 9:00-10:30

Media, Sexuality and the Erotic (Part 2)

Chair:
Nehal Jain (Sophia-Shri BK Polytechnic)

Presentations:
Haoyu Wang (Fu Jen Catholic University): The Analysis of Gay Characters of 2001-2013 Taiwan Trendy Dramas

Rafael Ventura (Universitat Pompeu Fabra): Heteronormativity in the informative discourse of Spanish television newscasts

Nehal Jain, Parul Rawat, Rashmi Mehta, Shantala Phatarphod and **Arundhati Sethi** (Sophia-Shri BK Polytechnic): Beyond Kamasutra: Deconstructing Sex Advice Columns in Indian Newspapers

GENF12 MR 1.05 14:00-15:30

Newsroom Culture

Chair:
Carolyn M Byerly (Howard University)

Presentations:
Saayan Chattopadhyay (University of Calcutta): Reporting the Image of Thought: Hegemonic Masculinity and the Journalistic Field

Uche Onyebadi and **Fawaz Alajmi** (Southern Illinois University): Women, journalism and professional attitudes: Evaluating male journalists' assessment of their female counterparts in Kuwait

Nithila Kanagasabai (Tata Institute of Social Sciences): In the Silences of a Newsroom - Reflections on Sexual Harassment in the News, in the Newsrooms

Ranu Tomar (Tata Institute of Social Sciences): Khabar Lahariya: a Feminist Critique of Mainstream Hindi Print Media

Inta Brikse (University of Latvia): Gender representation during pre-election campaigns: case study of Latvia

GENF13 MR 1.05 16:00-17:30

Feminism, Activism & Media (Part 2)

Chair:
Kaitlynn Mendes (University of Leicester)

Presentations:
Kate Coyer (Central European University): Feminist technology collectives and digital activism

Betsy Jose (Indiana University): Queerative Spaces: The 2013 Kashish Mumbai International Queer Film Festival

Yue Qian (Hong Kong Baptist University): The Strategies for Sex-minority Groups in HK Public Sphere

Komita Dhanda (Delhi University): Discourse on Gender through Performance as Protest

GENF14 SPR 4 16:00-17:30

Panel: Feminist Media Research: The Next Generation

Chair:
Carolyn M Byerly (Howard University)

Presentations:
Carolyn M Byerly (Howard University): Women and Media Ownership

Claudia Padovani (University of Padova): Normative Frameworks for the Digital Age

Radhika Parameswaran (Indiana University) and **Sunitha Chitrapu** (Sophia-Shri BK Polytechnic): Women's Movement Media

Thaïs de M Jorge (University of Brasilia), **Alzimar Ramalho** (Centro Universitário De Rio Preto) and **Laís di Giorno** (Centro Universitário Instituto de Educação Superior de Brasília)- Women in charge of newsrooms and the selection of news

GENS15 MR 1.05 9:00-10:30

Communication strategies

Chair:
Kaitlynn Mendes (University of Leicester)

Presentations:
Kate Fitch (Murdoch University): Feminism and public relations: A critical overview

Sarah Cardey, Gareth Horsfield and **Luisa Ciampi** (University of Reading): Deconstructing Gender: Queering Development Communication Theory and Practice

Ramalakshmi Lakshmanan (Vaishnav College for Women): A study to develop an effective communication strategy to persuade victims of domestic violence to seek assistance

Sarita Anand and **Ruchi Gaur** (University of Delhi): Incentive based schemes for the Girl child: How can Communication Strategies contribute?

DIGITAL DIVIDE (DD)

Chair: Olga Smirnova (Moscow State University)

Vice-Chair: Ali Zarqa (Auckland University)

Vice Chair: Liangwen Kuo (National Chiao Tung University)

DDW1 TB6 9:00 - 10:30

Digital Divide: the Regional Dimensions

Chair:
Olga Smirnova (Moscow State University)

Presentations:
Marjan Syed Mahfujul Haque (Daffodil International University): Union Information Centers in Rural Bangladesh: A Study on Users' Perception

ASM Asaduzzaman (University of Dhaka): ICT4D in Bangladesh: A new approach to development communication?

Yoonwhan "Miles" Cho (Hankuk University of Foreign Studies): Understanding Digital Divide in Korean Peninsula: A Survey on the Perception of the Regional Crisis Status and Media Uses

Marina Magalhães de Morais (New University of Lisbon): 'Taste Portugal': a case study of ecosystem Net Activism in Portuguese digital networks

Liangwen Kuo (National Chiao Tung University) and **Sukan Lin** (Tamkang University): A Case Study of Ethnographic Aboriginal Writers in Bridging the Gap of Digital Divide in Lanyu, Taiwan

DDW2 TB6 16:00 - 17:30

Social Issues in the Context of Digital Divide

Chair:
Dipak De (Banaras Hindu University)

Presentations:
Chia Sui Crystal Sun (National Dong Hwa University): How Digital Divide affects the Indigenous Media Journalists in Taiwan: From Gender, Age and Ethnic Aspects

Uma Shankar Pandey (university of Calcutta): Addressing the gendered digital divide: An empirical study of female students' motives of internet use as social capital

Fangjing Tu (The University of Texas at Austin): Migrant workers, micro-blog use and political participation: Does the use of micro-blog encourage the inactive migrant workers to participate in politics online?

Hui Zhang (Colorado State University): After the access divide: A digital divide case in outcomes from searching for online health information

DDT3 TB6 9:00 - 10:30

New Angles of Digital Divide

Chair:
Liangwen Kuo (National Chiao Tung University)

Presentations:
Basavaprabhu Jirli (Banaras Hindu University): e-Readiness4D: An analysis

Niranjana Prem (Tata Institute of Social Sciences): Innovation and Alliances to address Digital Divide in Developing Countries

Uttaran Dutta (Arizona State University): Digital-Divide at the Margins: Co-developing Information Solutions to Address Needs of Indigenous Subalterns

Nirupam Biswas and **Dipak De** (Banaras Hindu University): The Effects and Drawbacks of Social Computing Perceived by the Students of Agricultural Sciences

DDTBM TB1 14:00 - 15:30

Business Meeting

DDF4 TB6 9:00 - 10:30

Digital Divide: Case of India

Chair:
Uma Shankar Pandey (Surendranath College for Women)

Presentations:
Athi Ramanujam Subramanian (Central University of Tamil Nadu) and **Jeba Kumar Chelladurai** (Thiruvika Government College): A Study on the problems and issues faced by older people in the usage of mobile phones in India

Mathew John Poothullil Martin (University of Mumbai): Banking and Financial Institutions in India Creates Digital Divide

Nidhya Balasubramanian (Research Scholar): Measuring OSN activities of liberal arts students in Chennai-using FAS

Junali Deka (Central University of Rajasthan): Issues, challenges in implementation of ICT and e-governance policies in North East India-with special reference to Assam

Falguni Vasavada, Santosh K Patra, Palak Gadhiya (Mudra Institute of Communications Ahmedabad): Capturing trends and identifying the emerging cool: a study of Indian Bollywood celebs on twitter

HISTORY (HIS)

Co-Chair (acting chair 2013-2014): Epp Lauk (University of Jyväskylä)

Co-Chair (acting chair 2015-2016): Chandrika Kaul (University of St. Andrews)

HISW1 SPR4 09:00-10:30

Colonial and imperial discourses in the press and broadcasting

Chair:
Halliki Harro-Loit (University of Tartu, Estonia)

Discussants:
Elna Russow, Siddharth Negi, Arshad Amanullah

Presentations:
Chris Verschooten and **Emme Lampens** (University of Leuven): Independence and Partition in the British press. A discourse analysis of reports in The Times and The Daily Telegraph

Colin Agur (Columbia University.): Lines of Control: Networks of Imperialism and Independence in India (1840-1947)

Vikas Pathak (Symbiosis International University): Conformity and resistance: colonial discourses on India and writings in the Punjab press in the late 19th and early 20th centuries

HISW2 SPR4 14:00-15:30

Various impacts on public agenda and collective memory

Chair:
Denize Araujo

Discussants:
Kate Fitch, Michael Meyen, Noah Arceneaux, Colin Agur

Presentations:
Anne F McLennan (York University): Frames and Fences: The concept of the audience in early Canadian broadcasting in policy and practice

Menahem Blondheim (The Hebrew University of Jerusalem): From Paul Revere to the Titanic: How the Way We Come to Know of Events Affects Collective Memory

Martha Jane Evans:Nelson Mandela: the last historical television star?

Gideon Kouts (Paris 8 University): The Wanderings of Ha-Levanon (1863-1886): The Palestinian, Oriental and Indian Connection

HISW3 SPR4 16:00-17:30

Retrospective interpretations of events, personalities and cultural phenomena

Chair:
Elna Russow (Stellenbosch University)

Presentations:
Denize Araujo: Point-Counterpoint: history, dictatorship and memory

Discussants:
Martha Jane Evans, Sanjay M Johri, Bidu Bhusan Dash

Venkat Nagesh Babu Karri (Tata Institute of Social Sciences): The Terror of Erra (Red) Cinema: Textuality and History

Sanjay M Johri and **Mili Sharma** (Amity University): Impact of Global Media Culture on Folk Media- A Study on Cultural Synchronization of 'Nautanki'

HIST4 SPR4 09:00-10:30

Journalism and journalists in times of political and social change

Chair:
Michael Meyen (University of Munich)

Discussants:
Anna Edin, Vikas Pathak, Chris Verschooten, Venkat Nagesh Babu Karri

Presentations:
Halliki Harro-Loit (University of Tartu): Change of journalistic conventions regarding privacy

Fay Anderson (Monash University): Get the picture: Australian press photographers, crime and suffering

Siddharth Negi (Punjab University): Investigative Journalism in India: Case studies of prominent journalists

Arshad Amanullah (University of Jamia Millia Islamia): Transformations in the Urdu Media Field

HIST5 SPR4 14:00-15:30

Communication, technology and development

Chair:
Colin Agur (Columbia University)

Discussants:
Gideon Kouts, Anne McLennan, Menahem Blondheim, HallikiHarro-Loit

Presentations:
Noah Arceneaux (San Diego State University.): A History of Mobile Spectrum Allocation in India

Jock Given: Decolonising Communications:War, Peace and Privatisation at Cable and Wireless

Bidu Bhusan Dash (Tata Institute of Social Sciences): Fifty Years of Community Radio in India: Where Is The Community?

Anna Edin (University of Gävle): Back to the future: the meaning of "social media" before social media

HIST6 SPR4 16:00-17:30

Representations of the past and **present: resistance, democratization and professionalization**

Chair:
Chris Verschooten (University of Leuven)

Discussants:
Jock Given, Denize Araujo, Fay Anderson

Presentations:
Michael Meyen (Universität München): The second wall: GDR media and the temptations of the free Western world

Elna Russow, Lizette Rabe (Stellenbosch University): Women's magazines in a 21st century democratic South Africa: merely parrot-talk or truly shape-shifters?

Kate Fitch (Murdoch University): Professional narratives: Locating 'Asia' in Australian public relations history

HISFBM MR1.06 09:00-10:30

Business Meeting

ENVIRONMENT, SCIENCE, AND RISK COMMUNICATION (ENV)

Chair: Pieter Maeseele (University of Antwerp)

Vice-Chair: Anders Hansen (University of Leicester)

Vice-Chair: Dorothee Arlt (University of Bern)

ENVW1 SPR2 9:00-10:30

Climate Change and Natural Disasters in the Media

Chair:
Pieter Maeseele (University of Antwerp)

Presentations:
Soledad Puente, Daniela Grassau, Rodrigo Rojas and **Nicolás Vatter** (Pontificia Universidad Catolica de Chile): How authorities are challenged by the anchorperson during a natural disaster: the relationship between journalist's roles and media representation of leadership

Arul Aram (Anna University Chennai): Newspaper Coverage of Climate Change in South Asia

Shubhda Arora (Mudra Institute of Communications): News media and the coverage of natural disasters: An ethnographic study of Leh, Ladakh (India)

Prem Nivas and **Arul Aram** (Anna University Chennai): Climate Change Framing in TV Channels

ENVW2 SPR2 14:00-15:30

Media Discourses on GM Food

Chair:
Arul Aram (Anna University Chennai)

Presentations:
Pieter Maeseele, Laurens Van der Steen, Daniëlle Raeijmaekers, Robin Reul and Steve Paulussen (University of Antwerp): On de/politicization and pluralism. Discourses on the GM food risk conflict in traditional and alternative news media in the case of the Wetteren field trial (Belgium)

Yu Wang (Communication University of China): Demonization or Risk Notification? An Analysis on Chinese Media's Agenda Construction of Genetically Modified Crops and Food

Praveen Kumar Napari (University of Hyderabad): Science, Media and the Public: Framing of the GM risks in Indian Context

Yeoh Pei Lee (University of Antwerp & University of Malaya), **Kamila binti Ghazali** (University of Malaya) and **Pieter Maeseele** (University of Antwerp): Silence is Golden: Moralizing the Biotech Politics of GMOs in India

ENVW3 SPR2 16:00-17:30

The Environment and Public Understanding/Engagement

Chair:
Pieter Maeseele (University of Antwerp)

Presentations:
Floriane Clement (International Water Management Institute, Nepal Office) and **Pawan Kumar** (Freelancer - film-making and participatory video): Don't tell us how we should adapt to climate change. Unheard narratives from men and women farmers in Nepal

Bidu Bhusan Dash (Tata Institute of Social Sciences): Shubh Kal - Badlti Jalbayu ke Liye Tayar Hum: A Community Radio Campaign on Climate Change

Jo Bates (University of Sheffield), **Yuwei Lin** (University for the Creative Arts) and **Paula Goodale** (University of Sheffield): The Secret Life of a Weather Datum: developing a new approach for understanding the socio-cultural worlds of weather data production, distribution and re-use

Ming-Ying Lee (Providence University): Public mobilization of techno-science issues: Discussing risk communication in the case of establishment of Kuokuang petrochemical plant in Taiwan

Kitty van Vuuren (The University of Queensland): Domesticating climate change discourses: Public responses to the 'carbon tax' in two Australian regions

ENVT4 SPR2 09:00-10:30

New Media, Film and the Environment

Chair:
Arul Aram (Anna University Chennai)

Presentations:
Miki Kawabata (Mejiro University): New Media and Public Anxiety for the Environmental Issues

Linlin Ku (National Taiwan University): Users of Social Media and their Understanding of Global Warming

Joseph Aloysius (Guru Nanak College, Chennai): A study on the role of Facebook groups in popularizing bird conservation

Maitreyee Mishra (Manipal University): Self-Realisation through Nature: The Feminine and Depictions of the Natural World in Studio Ghibli's Films

Irene Carolina Herrera and **Cornelius B Pratt** (Temple University): Nuclear Truths. How Independent Documentary Filmmaking Influences the Female Voice on the Fukushima Nuclear Accident

ENVT5 SPR2 14:00-15:30

The Environment and Society

Chair:
Pieter Maeseele (University of Antwerp)

Presentations:
Radhika Mittal (Independent Researcher): Local Food Through the Mediated Lens of Environmental Sustainability

Elisabeth Eide and **Anja Haaheim Naper** (Oslo and Akershus University College): The first climate election in Norway - or not?

Trish Morgan (National University of Ireland): From Economic Self-Interest to Ecological Altruism? New ecological imaginaries and the role of the media and cultural industries in their dissemination

Dan Cao and **Yiping Li** (Jinan University): Key Drivers in China's Environmental Communication

Lutfiyah Suliman, Ute Schwaibold and **Janeske Botes** (University of the Witwatersrand): A review of environmental journalism in South African print and online media examining environmental representation and risk communication

ENVTBM SPR2 16:00-17:30

Business Meeting

Chair:
Pieter Maeseele (University of Antwerp)

Chair: Pieter Maeseele (University of Antwerp), Anders Hansen (University of Leicester) and Dorothee Arlt (University of Bern)

INTERNATIONAL COMMUNICATION (InC)

Chair: Herman Wasserman (University of Cape Town, South Africa)

Vice-Chair: Tania Cantrell Rosas-Moreno (Loyola University Maryland, US)

Vice-Chair: Karen Arriaza Ibarra (Universidad Complutense de Madrid, S)

InCW1 MRG.05 09:00-10:30

Media in Emerging Regions: The Challenge of the BRICS Countries

Chair:
Kaarle Nordenstreng

Discussant:
Lu Xinyu

Presentations:
Fernando Oliveira Paulino: IberoAmerica – a model for regional cooperation

Dmitry Strovsky: Eurasia – an alternative to Western models

Daya Thussu and **Savysaachi Jain**: Chindia – real or illusory?

Yuezhi Zhao: Chimerica and beyond – the US-China rivalry shaking Inter-Asian Communication

Viola Milton: AfroAsia- do Western media systems apply?

Colin Sparks: Deconstructing the BRICS

InCW2 MRG.05 14:00-15:30

South-South comparisons

Chair & Discussant:
Sujatha Sosale

Presentations:
Sujatha Sosale and **Tania Rosas-Moreno:** Navigating cooperation and competition in the press: A South-South partnership in the public arena

Joseph Straubhaar and **Swapnil Rai:** The new middle class and changes in television systems and genres in two of the main television systems of the BRICS, Brazil and India

Rajesh Kumar: Interlocalization, a dividend earned through communication business alliances and transnational networking among Indian Diaspora

Gita Bamezai: Meeting competitive technological diversity by shaping content, business, policies and regulation: Examining key imperatives for broadcasting in India

InCW3 MRG.05 16:00-17:30

China from a Global Media Perspective

Chair & Discussant:
Wenna Zeng

Presentations:
Gejun Huang: Global and local: the networked online game industry in China

Wenna Zeng: The 'rise of rest' and media contraflow: A comparative analysis of changes in the adaptation of TV reality show formats in China

Gina Plana: China through British lenses: Framing the other in documentary film

InCW4 MRG.06 09:00-10:30

Coverage under Fire: Media and conditions of conflict

Chair & Discussant:
Seon Gi Baek

Presentations:
Yuval Karniel, Amit Lavie-Dinur and**Tal Arzan**: A bitter-sweet deal: International and Israeli media coverage of the Israel-Hamas Gilad Shalit prisoner exchange deal

Seon Gi Baek: Media coverage on the 'surprising' execution of the 2nd high-ranking leader of North Korea, and its international implications: An International comparative study on media coverage among Korea, Japan, China and U.S.

Chris Paterson: The normalisation of media facility destruction in modern conflict

Athanassios Samaras and**Sofia Iordanidou**: Fear, threat and risk in the mediated representations of hegemonic countries, PIGS and countries facing conflict situations

InCW5 MRG.06 14:00-15:30

Democracy, Civil Society and Indian Journalism

Chair & Discussant:
Vipul Mudgal

Presentations:
Kalyani Chadha and **Linda Steiner:** The potential and limitations of citizen journalism initiatives: Analyzing Chattisgarh's CG Net Swara

Shakuntala Rao and **Herman Wasserman:** A media not for all: Democracy and exclusion in Indian and South African media

Ravikant Sharma: Humanizing cinema, democratizing humans: Madhuri (c.1964-78)

Radhika Parameswaran: Shaming the nation on television: Colorism and civil society on Barkha Dutt's We The People

InCW6 MRG.06 16:00-17:30

Broadcasting the Global and the Local

Chair & Discussant:
Swapnil Rai

Presentations:
Brilliant Mhlanga: Digital constellations and changing media ecologies in the age of technological convergence: a study on the impact of free-to-air satellite decoders in Zimbabwe's political landscape

Jaromir Hanzal: Al Jazeera and the CEE Region: A Decade of Change

Swapnil Rai: India's Zee - A networked media conglomerate from the global south

Matilde Delgado, Iliana Ferrer, Gina Plana, Sheila Guerrero, Celina Navarro: Self-promotion strategies of public and private broadcasters in Europe: A comparative study of the five main markets

InCT7 MRG.05 09:00-10:30

Branding the Nation in the Context of Transnationalism

Chair & Discussant:
Damien Spry

Presentations:
Amparo María Vázquez García: The role of transnational citizen as independent journalist, international communicator and mediator in "Turtles can Fly"

Paul Thomas Jordan: "This country is land of lost opportunities": An examination of nation branding, nation building and nationalism in Ukraine

Damien Spry: "From Morning Calm to 'Gangnam Style'": Soft power, discourse networks and 'brand Korea'

InCT8 MRG.05 16:00-17:30

Imperialism, contraflow and geopolitics

Chair & Discussant:
Kasun Ubayasiri

Presentations:
Kasun Ubayasiri: War crimes allegations and the perception of cultural imperialism: International media's challenge to post-war Sri Lankan sovereignty

Florian Toepfl: De-Westernizing the Four Theories: A discursive approach to the comparative analysis of the media and politics

Peter Roccia: Heartland, borderland, homeland: EuroMaidan's positioning of Ukraine within the discursive functions of affective geography and geopolitics

InCT9 MRG.06 09:00-10:30

Broadcasting Ecologies and the Cultural Industries

Chair & Discussant:
Karen Arriaza Ibarra

Presentations:
Mohammad Majidzadeh: American series and the Iranian youth: An ethnographic study of Iranian youth viewers of American series

Ruma Sen: Consuming "desi" popcorn: Impact of globalization on television audiences in urban India

Karen Arriaza Ibarra: The impact of the crisis in the cultural industries in Europe: The case of the film industry

InCTBM MRG.05 14:00-15:30

Business Meeting

InCT10 MRG.06 16:00-17:30

Press and Politics in Global Transitions

Chair & Discussant:
Richard Shafer

Presentations:
Eric Freedman and **Richard Shafer**: Contrasting regional portraits of press rights on post-Soviet terrain: The Baltics vs. the Caucasus and Central Asia

Sara Said Elmaghraby and Yasmine Mohamed Abu El Ela: Framing political change in Egypt: How does ideology influence coverage?

Vandana Pednekar-Magal: Bridging the 'old' and the 'imagined' - transnational spaces in the city

InCF11 MRG.05 09:00-10:30

Framing Transnational Crises

Chair & Discussant:
Richard C. Vincent

Presentations:
Dani Madrid-Morales: News coverage of GM food in three developing economies: a comparison of Brazilian, Chinese and Indian newspapers

Richard C. Vincent and **Haijing Tu**: A comparative analysis of global warming as framed in Britain and United States' newspapers: a fourteen-newspaper study

Mala Ekayanti: Framing analysis of terrorism in Southeast Asia: How media in Indonesia, Malaysia, Singapore, the Philippines and Australia represent suspected terrorism actor Noordin M. Top

Philip Onguny: Assessing the use of interactive media as a tool to strengthen political accountability and humanitarian response in war-torn zones: Case study of Ushahidi and the Great Lakes conflicts

InCF12 MRG.05 14:00-15:30

De-Americanizing Soft Power: the BRICS dimension

Chair & Discussant:
Daya Thussu

Presentations:
Daya Thussu: De-Americanizing Soft Power: an Indian perspective

Colin Sparks: China's Soft Power within BRICS and beyond

Joseph Straubhaar: Brazilian Soft Power: From samba and telenovelas to the World Cup and Olympics

Herman Wasserman: China's SoftPower in South Africa

InCF13 MRG.05 16:00-17:30

Regional Perspectives on Traditional and Social Media

Chair & Discussant:
Janet Kwami

Presentations:
Rofhiwa Mukhudwana: Framing the death of a legend: Global reporting of the passing of Nelson Mandela

Janet Kwami: Mourning a global icon: A comparative frame analysis of media coverage of Nelson Mandela's memorial service by BBC, CNN and SABC

Asta Zelenkauskaite: Emerging practices in Italian radios on social media platforms: Regional and national perspectives

Diana Nastasia: The impact of social media on political communication in Europe

InCF14 MRG.06 09:00-10:30

TV Drama, Film and Documentary Film in the BRICS countries: In and between BRICS and the US

Chair & Discussant:
Joseph Straubhaar

Presentations:
Joseph Straubhaar: The emergence of the social telenovela in Brazil: How television drama by left-wing writers came to dominate the national agenda under military dictatorship in Brazil

Ying Zhu: Film as soft power and hard currency: The Sino-Hollywood courtship

Iiris Ruoho: Television drama in the production of knowledge, affect, and the social imaginary: studying documentary television drama of BRICS countries

Viola Candice Milton: Histories of becoming: Re-membering South Africa

Xinyu Lu: A familiar stranger: Grierson in China

InCF15 MRG.06 14:00-15:30

Cultural Production, Ethics and Regulation

Chair & Discussant:
Matt Mogekwu

Presentations:
Matt Mogekwu: Global media ethics: The challenge of national identity and cultural boundaries

Benjamin Pearson: Transnational interventions in cultural production: UNESCO, the E.U., and audiovisual industries in the Global South

Simon Berghofer: Explaining new dynamics in global media and communication policy: International authority, politicization and digital networks

InCF16 MRG.06 16:00-17:30

China and its global neighbours

Chair & Discussant:
Jingwei Piao

Presentations:
Clement YK So and**Yuying Dong**: Analyzing Sichuan earthquake photos: A comparison of books published in mainland China and Hong Kong

Tilak Jha: Chinese Social Media: An alternative against the global north social networks?

Jingwei Piao: Financial media in framing China's globalisation – comparing the neoliberal narrative constructions of Economist and Caijing

InCS17 MRG.05 09:00-10:30

Global media perspectives on India

Chair & Discussant:
Kokil Jaidka

Presentations:
Smitha Lakshminarayan: Chhota Bheem: India's Global Superhero

Savyasaachi Jain: Resolving Indian media's Janus paradox: Mapping the instrumentalization of journalism for multiple practices of power

Saifuddin Ahmed and **Kokil Jaidka**: Within and outside the wall: A comparative study of framing the 2013 Little India riots in the Singaporean and international media

Swati Maheshwari: Tracing parallel flows: A cross-cultural analysis of the Indian Film 3 Idiots

ETHICS OF SOCIETY AND ETHICS OF COMMUNICATION (ETH)

Vice-Chair: María Teresa Nicolás Gavilán (Universidad Panamericana)

Vice-Chair: Manuel Parés I Maicas (Universidad Autónoma de Barcelona)

ETHW1 TB4 14:00-15:30

Ethical and aesthetic values in contemporary tv series

Chair & Discussant:
Concha Edo (Universidad Complutense de Madrid)

Presentations:
María Teresa Nicolás Gavilán (Universidad Panamericana): Proposal for an anthropological and narratological analysis model for characters in tv series

Lourdes López Gutiérrez (Universidad Panamericana): Madmen, structural, analytical and formal analysis

Juan Carlos Carrillo and **María Teresa Nicolás Gavilán**(Universidad Panamericana): Moral chemistry: ethic and narratological analysis of Breaking Bad

ETHW2 TB4 16:00-17:30

Select themes from Communication Ethics I (UP)

Chair & Discussant:
Lourdes Lopez Gutierrez (Universidad Panamericana)

Presentations:
Yuval Karniel (Sammy Ofer School of Communications): A Bitter Sweet Deal: International and Israeli Media Coverage of the Israel-Hanmas Gilad Shalit Prisioner Exchange Deal

Fernando Oliveira Paulino (University of Brasilia): Ethics, journalism and nationalism of occasion

Milindo Migom Taid (University of Hyderabad): Advertising Practice in India: ethical negotiations and the practitioner

Concha Edo (Universidad Complutense), **Elvira García de Torres** (CEU-CH University), **Juan Carlos Marcos** and **Javier Mayoral** (Universidad Complutense): Emerging media and social networks weaken the ethical requirement of contrasting information sources.Analysis of the new perspectives of journalistic documentation in Spanish media

ETHT3 TB4 09:00-10:30

Panel Proposal Media Accountability and political transformation, a comparative analysis of Latin America and Europe

Chair & Discussant:
Lourdes Lopez Gutierrez (Universidad Panamericana)

Presentations:
Sashil Koul (Panjab University): Human Rights of Journalists in Kashmir: An awareness assessment study of the Journalist working in the Urdu Dailies in Kashmir

Fernando Oliveira Paulino (Professor at University of Brasilia): Ombudsmen and Media in Ibero American Countries

Ramu Suravajjula (University of Hyderabad): Journalist and Ethics: An Exploratory Study of Issues in Telugu Press

ETHTBM TB4 14:00-15:30

Business Meeting

JOURNALISM RESEARCH & EDUCATION (JRE)

Chair: Ibrahim Saleh (University of Cape Town)

Vice-Chair: Claudia Lago (Anhembi Morumbi University)

Vice-Chair: Kerry Green (University of South Australia)

JREW1 MR 1.01 09:00-10:30

Journalism Education: Regional and Geographical Challenges

Research Symposium

Theme V:
Generic Studies of Journalism Research & Education

Moderator & Discussant:
Ibrahim Saleh (University of Cape Town, South Africa)

Presentations:
Ann Hollifield (University of Georgia) **Anthea Garman** (Rhodes University) **Beate Josephi** (Edith Cowan University) **Claudia Lago** (Anhembi Morumbi University) **Jyotika Ramaprasad** (University of Miami) **Sheeva Dubey** (Mudra Institute of Communications Ahmedabad) **Elisabeth Eide** (Oslo University College)

JREW42 MR 1.02 09:00-10:30

Journalism Practice: Are We Going To Crack The World Open?

Theme II:
Professional Journalism

Chair:
Kerry Green (University of South Australia)

Presentations:
Rune Ottosen (Oslo and Akershus University College of Applied Sciences) and **Cathrine Andenæs Bull** (Nordisk Film TV): How to explain the "unthinkable "? An analysis of the coverage of July 22 events in Dagbladet and Aftenposten

Robert E Gutsche Jr (Florida International University): Boosterism as Banishment: Identifying the Power Function of Local, Business News and Coverage of City Spaces

Surbhi Dahiya (University of Delhi): Editorial Freedom; Fettered by Business Bigwigs or Political Powers

Assya Yassin El-Shokairy (October University for Modern Sciences and Arts): Journalism Performance Impact Role on the Coverage of Egypt's 2014 Referendum

JREW73 MR 1.03 09:00-10:30

Journalism & 'The Words of Power'

Theme II:
Professional Journalism

Chair:
Sharon Daniel (Mudra Institute of Communications Ahmedabad)

Presentations:
Sophia Iordanidou (Open University) and **Athanassios N. Samaras** (University of Piraeus): Nation Images of South-East Asia Countries in the Cypriot, Greek, Turkish and British Press: A Comparative Analysis

Bunty Avieson (Macquarie University): From mani stones to twitter: Bhutan creates a unique media matrix for a new democracy

Sivani Pillay (University of Cape Town): Politics, economics and power, the case of the Independent Newspaper Group in South Africa

Shakuntala Rao (State University of New York) and **Pradeep Weeresinghe** (University of Colombo): The Rise (and fall) of Television News: A comparative study of television journalism practices in India and Sri Lanka

JREW4 MR 1.01 14:00-15:30

Proliferation of Journalism Education & Its Effects on Professional Standards

Theme V:
Generic Studies of Journalism Research & Education

Chair:
Fiona R. Martin (University of Sydney)

Presentations:
Lee Bernard Becker, Cheryl Ann Hollifield and **Tudor Vlad** (University of Georgia), **Wilson H. Lowrey** (University of Alabama): Predictors of Technical and Administrative Innovation in Professional Communication Education at Institutions of Higher Education

Wolfgang Donsbach (Technische Universität Dresden): Journalism as Knowledge and Orientation Profession: Consequences for Journalism Education

Ammina Kothari and **Andrea Hickerson** (Rochester Institute of Technology): Social Media in Journalism Education: Comparing Student and Faculty Expectations

Lorenzo Dalvit (Rhodes University): Knowledge and external influence in journalism education: reflections on a Master course in New Media at a South African University

JREW5 MR 1.02 14:00-15:30

Meddling in India's Political Landscape: Media's Itch for Change and Media Punchline at Reflections

Theme II:
Professional Journalism

Chair:
Uma Shankar Pandey (Surendranath College for Women)

Presentations:
Vipul Mudgal (Centre for the Study of Developing Societies): Newsroom in the times of Neo-liberalism

Suguna Kasinathan (Loyola Jesuit College): Beyond and behind the Media frames: A case study on the Karaikal gang rape case

JREW6 MR 1.03 14:00-15:30

A Taste of Home! Brazilian Researchers Negotiate the Present & Future of Journalism Research and Education

Theme II:
Professional Journalism

Theme IV:
Generic Studies of Journalism Research & Education

Chair:
Beatriz Becker (Federal University of Rio de Janeiro)

Presentations:
Beatriz Becker (Federal University of Rio de Janeiro): A historiography of audiovisual journalistic narratives: dialogues between media and education

Monica Martinez (University of Sorocaba): Mapping Walter Benjamin influence in the Brazilian Journalism Researchers Association (SBPJor) (2003-2012)

Márcia Avanza (FIAM-FAAM - University Centre - USP) and **Rafael Grohmann** (University of Sao Paulo): Knowledge-Based Journalism: the 'new' Patterson and the 'old' Brazilian Research

Marcus Assis Lima (Universidade Estadual do Sudoeste da Bahia) and **Rafael Flores** (Gambiarra Magazine): The Production of Information as an Alternative Communication Process: The Brazilian Media Ninja (Independent Journalism & Action) Project

Cláudia Lago (Anhembi Morumbi University): Journalism Research in Brazil: The SBPJ or Experience

JREW37 MR 1.01 16:00-17:30

Political Journalism and Web 2.0

Podium Session

Theme III:
Innovations in Journalism

Moderator:
Ibrahim Saleh (University of Cape Town)

This podium session aims to address key questions:Can Web 2.0 truly displace the Main Stream Media (MSM) as the premier medium of political discourse? Can political journalism change the current mass-market media stage?

Wolfgang Donsbach, Director of Department of Media and Communication, Technische Universität Dresden

JREW8 MR 1.02 16:00-17:30

Climate change and Journalism's challenges

Panel

Theme I:
International Collaborative Research

Chair:
Elisabeth Eide (Oslo University College)

Discussants:
Hillel Nossek (The College of Management Academic Studies) and Anders Hansen (University of Cambridge)

Presentations:
Elisabeth Eide (Oslo University College): International climate negotiations - declining interest? An analysis of and discourses in the Norwegian coverage from 2007 to 2013

Dmitry Yagodin (University of Tampere) and **Matthew Tegelberg** (McMaster University): Climate news on the move: Comparative analysis of the non-diffusion patterns of Donors Trust news in Canada and Russia

Billy Sarwono (University of Indonesia): Climate change and journalism challenges

JRET9 MR 1.01 09:00-10:30

New Media Impacts on Journalism: Revisiting the Dynamics of News Production

Theme II:
Professional Journalism

Chair:
Kokkeong Wong (Sunway University)

Presentations:
Johan Lidberg (Monash University): Next generation Freedom of Information - from "pull" to "push" - a comparative study

Mike Friedrichsen (Stuttgart Media University): Traditional Press in World 2.0 - Journalism adapt or die?

Oscar Parra (Universidad del Rosario): Challenges in linking new players in investigative journalism in Colombia

Corinne Irolene Barnes (University of the West Indies): Reading the signs of transparency in journalism: An interactive model

Michael Koliska and **Kalyani Chadha** (University of Maryland): Reading the signs of transparency in journalism: An interactive model

Fiona Martin (The University of Sydney): The politics of participation: online journalism and the nature of commenting work in news and opinion sites

JRET10 MR 1.02 09:00-10:30

Imagination of News Practice Knows No Boundaries

Theme III:
Innovation in Journalism

Chair:
Jan Boesman (Catholic University Leuven)

Presentations:
Uma Shankar Pandey (Surendranath College for Women): Beyond the hegemony of Instrumental Rationality in news collection: A study of Indian journalists' use of online resources

Jyotika Ramaprasad and **Katharina Lang** (University of Miami): Botswana's Journalism in an Era of Commercialization and New Communication Technologies: Stasis or Change?

Abiodun Salawu (North-West University): Discourse of User-Generated Content on Nigerian online news media

Txema Ramirez de la Piscina, Beatriz Zabalondo, Alazne Aiestaran and **Antxoka Agirre** (University of the Basque Country): The future of journalism: Agreement and disagreement among the visions of European professionals and internet users (2013 - 2014)

JRET11 MR 1.03 09:00-10:30

Wanted, Dead or Alive: Media Frames, War Narratives, and Support for the War

Theme II:
Professional Journalism

Chair:
Ylva Rodny-Gumede (University of Johannesburg)

Presentations:
Fernando Resende (Fluminense Federal University): From Far West to Middle East: Can Journalism Look Beyond Regions?

Sharon Daniel (Mudra Institute of Communications Ahmedabad): War Narratives, Citizen Journalism and the Question of Ownership

Omar Al Ghazzi (University of Pennsylvania): Digital media practices and meta-narratives: The citizen journalism frame in an Arab context

Kari Andén-Papadopoulos (Stockholm University): Journalistic witnessing in a digital era: Audiences' experiences of connecting to distant crises through crowdsourced images

Wenbin Tang (China Daily Hong Kong Limited) and **Alice Y. N. Lee** (Hong Kong Baptist University): Where Reading's Past is also its Future : A Case Study of News App of Nandu Daily

JRETBM MR 1.01 14:00-15:30

Business Meeting

JRET12 MR 1.01 16:00-17:30

Journalists in online media: Perspectives from the BRICS countries

PANEL

Theme I:
International Collaborative Research

Chair:
Svetlana Pasti (University of Tampere)

Discussant:
Jyotika Ramaprasad (University of Miami)

Presentations:
Brazil: Raquel Paiva (Federal University, Rio de Janeiro): Twenty years of online journalism in Brazil: A mirror of the country

Russia: Dmitrii Gavra (St. Petersburg State University): Journalists of the Russian online media: Values and Professionalism

India: G. Nagamallika (The English and Foreign Languages University, Hyderabad): Understanding online journalism: Redefining news coverage in India

China: Yu Xu (Tsinghua University) and **Raymond Ruiming Zhou** (Fudan University): Online journalism in China: Views from a period of transition

South Africa: Musawenkosi W. Ndlovu (University of Cape Town): What is the state and future of online Journalism in South Africa?

JRET13 MR 1.02 16:00-17:30

Learning From Newsroom Nightmares

Theme II:
Professional Journalism

Chair:
Clement Y K So (Chinese University of Hong Kong)

Presentations:
John Babu Koyye (University of Kashmir): What kind of news that drive media discourse in Kashmir region? A content analysis of regional newspapers

Kerry Philip Green (University of South Australia): Australia: The land of the compliant press

Stefania Milan and **Alice Corona** (Tilburg University): Between news and algorithms. How does technology shape journalistic practice (and vice-versa)?

JRET14 MR 1.03 16:00-17:30

Imagining the Spaces of Regional Action: News Framing Problems & Solutions

Theme II:
Professional Journalism

Chair:
Lee Becker (University of Georgia)

Presentations:
Beate Josephi (Edith Cowan University) and **Rabi Dahal** (Bhutan Media Foundation): Region is not always the frame, or how Bhutan's journalists carve out their own path

Azmat Rasul (National College of Arts), **Define Bilir** (Florida State University), **StephenD. McDowell** (Florida State University) and **Barbara Robinson** (Florida State University): Framing Syria: Identifying individual and media frames in the coverage of the Syrian crisis in Al-Jazeera Qatar and Al-Jazeera USA

Annika Sehl and Mike Kortsch (Dortmund University of Technology): A Comparison of the Euro Crisis Coverage in East and West German Regional Newspapers

Heba Metwally Ibrahim (Cairo University): Child Labor Phenomenon: A Visual Communication and Anthropological Study in Egypt

JRET15 VIP Lounge 16:00-17:30

Network-Centric Advocacy, Social Imaginary & New Generations of Freedom

Theme II:
Professional Journalism

Chair:
Bunty Avieson (Macquarie University)

Presentations:
Alet Janse van Rensburg (University of Cape Town): Communicating climate change in an age of integrated media in South Africa: the potential and pitfalls

Melinda B. Robins (Emerson College): Palestinian Imaginary: Resistance and Existential Dread in Palestine Online

Ylva Rodny-Gumede and Colin Chasi (University of Johannesburg): Ubuntu, community and the individual in the coverage of Mandela

JREF16 MR 1.01 09:00-10:30

Question the Press: (RE) Contextualizing Past, Present & Future

Theme II:
Professional Journalism

Chair:
Fangzhou Ding (Zhejiang University)

Presentations:
Rui Alexandre Novais (CECS - University of Minho) and University of Liverpool): Cyclical or unprecedented? The newspaper crisis put into context

Mike Friedrichsen (Stuttgart Media University): Traditional Press in World 2.0 - Journalism adapt or die?

Kalyani Chadha and **Michael Koliska** (University of Maryland): Journalism Practice in Politically Affiliated Newsrooms: The Case of Four Regional Television Indian Television Channels

Markus Thieroff (LMU Munich, Institute of Communication Studies and Media Research,): Online is the Message"? - Media Logic in Online and Offline News Coverage

Anthea Corinne Garman (Rhodes University): Voice and Listening and Journalism: young South Africans in the public sphere

JREF17 MR 1.02 9:00-10:30

Reciprocal Journalism: A Concept of Mutual Exchange Between Journalists and Audiences

Theme II:
Professional Journalism

Chair:
Melinda B. Robins (Emerson College)

Presentations:
Kari Andén-Papadopoulos (Stockholm University): Journalistic witnessing in a digital era: Audiences' experiences of connecting to distant crises through crowdsourced images

Sisanda Nkoala (University of Cape Town): Malemaphobia: The Role Played by the Media in Creating the Malema Monster Through Selective SoundBits & Framing

Andrea Jean Baker (Monash University): Journalists, the Creative Class and Music Cities

Jordan Stalker and **Alicia Wright** (University of Wisconsin): Power and Voice in the Indian Media Ecology: Tarun Tejpal's Sex Scandal and its Implications for Tehelka

JREF18 MR 1.01 14:00-15:30

Opportunities and Challenges of Online Survey Journalism Research

Panel

Theme IV:
Quantified Methods of Journalism

Moderator:
Andrea Jean Baker (Monash University)

Presentations:
Clement Y K So and **Ven-hwei Lo** (Chinese University of Hong Kong): Newspaper Readership Flow among Paid, Free, Online and Mobile Platforms: A Longitudinal Study

Lars Willnat and **David Weaver** (Indiana University-Bloomington): The American Journalist in the Digital Age: Changes in Demographics, Perceived Roles, Values and Attitudes 2002-2013

Filip Dingerkus and **Vinzenz Wyss** (Zurich University of Applied Sciences): Evaluating marketing efforts of the European Journalism Observatory as a Dissemination Network - A Practical Showcase of Empirical Data

JREF19 MR 1.02 14:00-15:30

Risky News, Public Crisis: Showcases of Journalism Reporting & Portrayal

Theme II:
Professional Journalism

Chair:
Oscar Parra (Universidad del Rosario)

Presentations:
Urvi Desai (Graduate Institute of International and Development Studies): Poverty Pornography: Consumption of the Poor India by Western Imaginations

Suguna Kasinathan (Loyola Jesuit College): Beyond and behind the Media frames- A case study on Karaikal Gang rape issue

Vaia Doudaki and **Dimitra L. Milioni** (Cyprus University of Technology): Foreign correspondents in Cyprus: Tackling between tradition and change

Jungah Ahn (Tsinghua University): Celebrity Suicide and News in Korea

Alvaro Enrique Duque (Universidad del Rosario): ¿Qué tan viables son las propuestas sobre nuevas políticas de comunicación hechas por el grupo guerrillero de las Farc en Colombia?

JREF20 MR 1.01 16:00-17:30

New Voices in the Public Sphere: Political Conversation in the Mediatised Society

Theme II:
Professional Journalism

Chair:
Sophia Iordanidou (Open University)

Presentations:
Kokkeong Wong, Vijaya Sooria Kutty, Alan Lau (Sunway University): Comparing Coverage of Malaysia's 13th General Election in May 2013 by "Mainstream" Traditional Media and "Alternative" News Portals: What News Portals Can Teach Traditional Media About Balanced and Fair Journalism

Jan Boesman, Leen d'Haenens and **Baldwin Van Gorp** (Catholic University Leuven): Who is responsible for the frame? The influence of frame sponsors, generic frames and intermedia agenda-setting on the cultural framing of the Belgian 'Syria-warriors'

Kalyani Chadha (University of Maryland): Journalism Practice in Politically Affiliated Newsrooms: The Case of Four Regional Television Indian Television Channels

JREF21 MR 1.02 16:00-17:30

Capacity Building Workshop for Journalism Academics

Across Themes of Journalism Research & Education (JRE)

Workshop

Trainers:
Ammina Kothari (Rochester Institute of Technology) **Richard Shafer** (University of North Dakota)

The workshop aims to enhance the capability of conducting quality research among faculty members. The workshop will give a thorough exposure to research methodology, data analysis, field research and academic writings. The aim is to give participants' hands?on experience in conducting field survey, preparing a field report, project proposal and writing quality research papers/articles.

JREF22 MR 2.01 16:00-17:30

Journalism Education in BRICS and SAARC: Challenges of Media Sector Reforms

Panel

Theme I:
International Collaborative Research

Chair:
Sanjay Bharthur (University of Hyderabad)

Discussant:
UNESCO representative (TBC)

Presentations:
Kaarle Nordenstreng (University of Tampere): Overview of journalism education in BRICS countries

Sanjay Bharthur (University of Hyderabad): Media sector reforms and journalism education in SAARC

Shafiul Alam Bhuiyan (University of Dhaka): Journalism teaching institutions vs. pressures of commercial media market in Bangladesh

Azmat Rasul (Floride State University): Pakistan's response to media sector reforms and impact on Journalism education context of media sector reforms and journalism education

JRES23 MR 1.02 09:00-10:30

Pushing Change in Journalism Education with Revamped Education Shift Section

Theme V:
Generic Studies of Journalism Research & Education

Chair:
Dimitrij Umansky (University of Cape Town)

Discussant:
Alet Janse van Rensburg (University of Cape Town)

Ganga Vadhavkar (University of Wisconsin-Eau Claire): Understanding the Disparities in Global Teaching and Learning Models To Advance International Collaboration in Journalism Pedagogy and Research

Jothi Kumar (Annamacharya Institute of Technology & Sciences): Mobile News Communication Practice

Dimitrij Umansky (University of Cape Town): The male world of football media and beer drinking: a case study of sports bars in Cape Town, South Africa

JRES24 **MR 1.04** **09:00-10:30**

Exporloring Methodologies for Journalism Research and Professional Practice

Across Themes of Journalism Research & Education (JRE)

Moderator and Presenter:
Richard Shafer (University of North Dakota)

Presentations:
Lars Willnat (Indiana University-Bloomington), **Richard Shafer** (University of North Dakota) and **Gary Rice** (California State University) **Karin Becker** (University of North Dakota) **Richard Aregood** (University of North Dakota) **Sivani Pillay** (University of Cape Town) Opportunities and Challenges of Online Survey Journalism Research

GLOBAL MEDIA POLICY (GMP)

Chair: Claudia Padovani (University of Padova)

Vice-Chair: Gerard Goggin (University of Sindey)

Vice-Chair: Arne Hintz (University of Cardiff)

GMPW1 G.04 14:00-15:30

Emerging Issues in Communication Policy: Roundtable by the IAMCR-OSF Rapid Response Grantees

Chair:
Arne Hintz(University of Cardiff)

Presentations:
Julia Pohle (Vrije Universiteit Brussel): Mapping the WSIS+10 Review Process

Sylvia Blake (Simon Fraser University): Media diversity in the era of communicative abundance: Mapping Canadian and global policy

Veronique Wavre (University of Exeter): Does the EU's influence matter? Discussing trends in communication and media policies in Southern Mediterranean countries

Preeti Raghunath (University of Hyderabad): Reconstructing Histories – Community Radio Policies and Policy-making in South Asia

Harsh Taneja and**Angela Wu** (Northwestern University): What Balkanizes the Internet: Access Denied or Access Unwanted

Benjamin Birkinbine (University of Oregon): Open Source Brazil:(The Role of Information and Communication Policies in Granting Communication Rights

The IAMCR has offered, with the support of the Media Program of the Open Society Foundations (OSF), several grants for research conducted by emerging scholars to contribute new and critical knowledge in several topic areas within the broader terrain of media and communications policy where new trends are emerging and where research gaps exist. Grants have been assigned at the end of 2013 and research has been conducted in early 2014. This session offers the recipients of those grants the possibility to publicly present their work, discuss a range of emerging issues in global communication policy, and identify ways in which their work can be connected to existing policy-related projects, including the IAMCR Mapping Global Media Policy.

GMPW2 MR 2.03 & 2.04 16:00-17:30

IAMCR contribution to the Global Alliance on Media and Gender (Joint session with Gender and Communication Section and Working Group on Global Media Policy)

Chair:
Janet Wasko (University of Oregon)

Discussant:
Claudia Padovani (University of Padova)

Presentations:
Aimè Vega Montiel (UNAM): IAMCR Contribution to the Global Alliance on Media and Gender: towards a research agenda

Karen Ross (University of Northumbria): The challenges of cross-cultural collaborations: lessons learnt from an pan-European research project

Carolyn Byerly (Howard University): The 'policy challenge' of gender equality and women's empowerment in media systems

Ammu Joseph: Global Alliance on Media and Gender: Challenges for India/South Asia

Lisa McLaughlin: What is Missing from the Global Alliance on Media and Gender? Women, ICT and Entrepreneurship Development as a Critical Concern

Anita Gurumurthy (IT for change): Women's rights and ICT in the Global South

Claudia Padovani (University of Padova): The 'sharing of knowledge' challenge: using Mapping Global Media Policy to support a research agenda

Kaitlynn Mendes (University of Leicester): Towards a sustainable research agenda: the role of the IAMCR Gender and Communication section

This operational and forward looking session will discuss how can IAMCR best contribute to the Unesco-promoted Global Alliance on Media and Gender between 2014 and 2015. The final goal of the session is to develop an articulated proposal to structure (thematically) and implement (in terms of concrete collaborations) a truly international research agenda with a focus on women's empowerment in transformed media environments and on gender equity in the evolving governance of global communications.

GMPTBM **G.04** **14:00-15:30**

Business Meeting

Chair:
Claudia Padovani (University of Padova)

Discussant:
Gerard Goggin (University of Syndey)

Presentations:
The Working Group on Global Media Policy has decided to focus its activities over the years 2014 and 2015 on major upcoming international events and high level summits that will take stock, assess, celebrate longer term processes relevant to the evolution and transformations of global media policy: the World Summit on the Information Society +10, the Internet Governance Forum, the Beijing Conference on Women +20 and the Millennium Development Goals. The Business meeting will therefore focus on such activities, including preparation for the IAMCR 2015 Conference and cooperation with the IAMCR Policy TF.

GMPF3 **MR2.05** **09:00-10:30**

Does scientific knowledge make a difference in knowledge societies?

Chair:
Claudia Padovani (University of Padova)

Introductory remarks:
Francesca Musiani (CSI, MINES ParisTech) & **Julia Pohle** (Vrije Universiteit Brussel)

Invited participants:
Jeremy Shtern and **Stefania Milan** (IAMCR Policy Task Force), **Aimée Vega Montiel** (UNAM), **Anita Gurumurthy** (ICT for change), **Divina Frau** (Université de Paris III), **Hopeton Dunn** (University of the West Indies), **Jo Pierson** (Vrije Universiteit Brussel), **Michael Gurstein** (Centre for Community Informatics Research, Development and Training (CCIRDT), **Nikhil Agarwal** (Cambridge Global Partners and University of Edinburgh), **Robin Mansell** (LSE), **Sameer Padania** (Open Society Foundations), **Sandra Braman** (University of Wisconsin–Milwaukee), **Wolfgang Kleinwachter** (University of Aarhus).

This interactive session invites a number of IAMCR members who have been actively involved in different national, regional or international policy processes - including UN and Unesco, ITU, Internet Governance – to interrogate themselves on the relevance of research-based knowledge to policy-makers and decision-making. The question 'does scientific knowledge make a difference in knowledge societies?' invites a reflective attitude towards how knowledge is 'conceived and used' in ideating and implementing mechanisms to steer and regulate todays' digital environments. The panel also welcomes experience-based storytelling of the opportunities and risks of channeling scientific knowledge through policy making.

LAW

Chair: Sandra Braman (University of Wisconsin – Milwaukee)

Vice-Chair: Slavka Antonova (University of North Dakota)

Vice-Chair: Mohammad Sahid Ullah (University of Chittagong)

LAWW1 TB6 14:00-15:30

Legal and Policy Practice

Chair: Juan Du (Hong Kong Baptist University)

Respondent: Abubakar Alhassan (to be confirmed)

Presentations:
Judith Townend (University of Westminster/City University London): Decentralised Media-Legal Work in Australia and the UK: Court Suppression Orders and Injunctions

Julie Reid (University of South Africa): Freedom of Expression and the Independence of the Media in Sub-Saharan Africa: A Snapshot View of the Continent between 2006 and 2012

LAWT2 TB6 14:00-15:30

Chair and Respondent:
JudithTownend (University of Westminster / City University London)

Presentations:
Chun Liu (Southwest Jiaotong University): The Race between the Dragon and the Elephant: Comparing China and India's National Broadband Plans

Juan Du (Hong Kong Baptist University): Toward Electronic Governmentality: TheReal-Name System, Censorship, and Other Internet Laws and Policies in China

Anthony Löwstedt (Webster University): Transnational Media Regulation: How toBalance Human Rights, Cultural Diversity and Regionalism?

LAWF3 TB6 16:00-17:30

Collaborative Research Planning Meeting

ISLAM & MEDIA (ISM)

Chair: Basyouni Hamada (International Academy for Media Sciences)

Vice-Chair: Mahmoud Galander (Qatar University)

Vice-Chair: Bushra Hameedur Rahman (University of the Punjab)

ISMW1 TB3 14:00-15:30

Global Media, Public Sphere and Interfaith Dialogue

Chair:
Basyouni Hamada (International Academy for Media Sciences)

Discussant:
Mahmoud Galander (Qatar University)

Presentations:
Ahsan Akhtar Naz and **Wajiha Raza Rizvi** (University of the Punjab):The Role of Global Elite Media in Interfaith Dialogue

Abdul Halik Azeez (Sri Lanka) and **Carmen Aguilera-Carnerero** (University of Granada):Virtual Communities and the Religious-Political Interface

Bushra Hameedur Rahman (University of the Punjab): Analyzing Role of Religious Values in Commercial Media: Comparing Perspectives of Media Students, Teachers and Practitioners in Religious Sensibilities

Raheem Karinkappara(Sur College of Applied Sciences):Social Media as Virtual Public Sphere in the Arab World- An Inquiry in the Light of Arab Spring

ISMW2 TB3 16:00-17:30

Media Portrayal of Islam and Muslims

Chair:
Basyouni Hamada

Discussant:
Mahmoud Galander

Presentations:
Masoud Kousari (Tehran University) and **Meghdad Mehrabi** (Communication Research): Representation of Muslims in Video War Games: Exploration of Politics behind Misrepresentation of Muslims

Ganesh Kumara (Manonmaniam Sundaranar University): The Muslim Audience Perception on the Portrayal of Islam in Tamil Cinema

Nuaiman Keeprath Andru (University of Hyderabad):Media Cultures: Media-tions among Mappila Muslims of Malabar, South India

Sheida Shirvani (Ohio University-Zanesville), **Christina Paschyn** (Northwestern University), **Leon Moosavi** (Social Policy and Criminology): Human Mobility, Social Ties, and Role Prediction: Role of Gender and Religion on the Social Network in Muslim Countries

ISMT3 TB3 16:00-17:30

Media, Politics and Arab Spring

Chair:
Mahmoud Galander (Qatar University)

Discussant:
Basyouni Hamada (International Academy for Media Sciences)

Presentations:
Mahmoud M. Galander (Qatar University):In Response to W. Rugh's Model: Re-conceptualizing a Media System for Arab Media

Basyouni Hamada (International Academy for Media Sciences) and **Lamees El Baghdady** (MSA University):Mapping Journalism Status in Egypt: Journalists' View

Azza Osman (Ahram Canadian University): Journalism Discourse and Management of Political Conflict in Egypt during and after Muslim Brotherhood Regime

Valentina Scialp (City University of Hong Kong): Western Coverage of the Role ofSocial Media in the Arab Spring Movements

ISMF4 TB3 09:00-10:30

Press Freedom in Arab and Muslim Countries

Chair:
Mahmoud Galander (Qatar University)

Discussant:
Basyouni Hamada (International Academy for Media Sciences)

Presentations:
Basyouni Hamada (International Academy for Media Sciences) and **Lamees El Baghdady** (MSA University):Access to Information, Self - Regulation and Independence: Searching for the Core of Press Freedom in Egypt

Omair Anas (Jawaharlal Nehru University):Public and Counter Publics after Arab Spring

Ahmad Olyaei (Iran):Jurisprudential and Legal Study of Commercials Advertising

Fatma Elzahraa Mohammad Elsayed (Cairo University): Features of the Egyptian society in Video Clips of NYT and El-Watan Online Newspapers – Semiotic study

ISMF5 TB3 14:00-15:30

Media Framing, Social Ties and Political Consequences

Chair:
Basyouni Hamada (International Academy for Media Sciences)

Discussant:
Mahmoud Galander (Qatar University)

Presentations:
Sancharide (Jadavpur University): Framing the Protest: Real and Imagined Spaces and the Agency of New Media in Jafar Panahi's This is not a Film (2011) and Closed Curtain (2013)

Priya Kapoor, Alex O Brehm, Adam – Testerman (Portland State University): Mohamud and the Terror Factory: A Discourse Analysis of Local Media Coverage of the Christmas Tree Lighting Episode

Andrea Lee Press (University of Virginia): Women in Palestine Discuss Romance, Family and Feminism: An Audience Study of Responses to a Romantic, American Film and a Documentary on Honor Killing

Thanzeel Nazer.V (University of Hyderabad): Zones of Engagement and Politics of Locations: Case Study of a Malayalam Muslim Magazine.

ISMFBM TB3 16:00-17:30

Business Meeting

Chair:
Basyouni Hamada (International Academy for Media Sciences)

MEDIA & SPORT (SPO)

Chair: Alina Bernstein (College of management academic studiesl)

Acting Vice-Chair: Pam Creedon (University of Iowa)

SPOT1 TB5 09:00-10:30

Paralympics and Special Olympics

Chair:
Linda K. Fuller (Worcester State University)

Panel Presentations:
Linda K. Fuller (Worcester State University): "Grit and glam: Female Paralympians' reframing and revisioning of 'disability' in 2012 London"

May Al Khaji (United Arab Emirates University) and **Pam Creedon** (University of Iowa): "Middle East and North Africa (MENA) Special Olympics: A special look at female Paralympic athletes"

Parichart Sthapitanonda (Chulalongkom University): "Media framing of Thai Paralympics and Paralympians"

Ann Schupack (Wilbraham & Monson Academy): "The difference that extra bounce can make: Wheelchair tennis"

SPOT2 TB5 14:00-15:30

Business Meeting

SPOT2 TB5 16:00-17:30

Media and Sport in India

Chair:
Nancy Muturi(Kansas State University)

Presentations:
Jayakrishnan Sreekumar (Amrita Vishwa Vidyapeetham University): "Media representation of Sachin Tendulkar'sretirement: A comparison of newspaper editorials"

Shreyas Rao (Tata Institute of Social Sciences): "'Sympathy Calling' - A critical analysis of newspaperreporting of Indian non-cricket sports achievers"

Joe Demsy Christopher (English and Foreign Languages University): "Sports, Capital and Politics of Nation: Reading Cricket Leagues in Contemporary India"

Vivek Sharma and **Kiron Bansal** (Indira Gandhi National Open University):"Analysis of Sports News Bulletins of Indian and International News Channels during London Olympics 2012"

SPOF3 TB5 09:00-10:30

Media and Sports Around the World

Chair:
Pam Creedon (University of Iowa)

Presentations:
May Abdulwahed Al Khaja (United Arab Emirates University) **Pam Creedon** (University of Iowa): "Media Coverage of Arab Women in Sports: A Focus on the Arab Women's Sports Championship"

Kulveen Trehan (Guru Gobind Singh indraprastha University): "Media frames and women sporting issues in India: Analyzing the extent, form and content of sports coverage in national newspapers"

Nancy Muturi and **Faith Thanji** (Kansas State University): "Rural Sports as a Communication and Prevention Strategy for Chronic Alcoholism in Kenya"

Hesbon Hansen Owilla (Daystar University): "The Uses and Gratifications of the Televised English Premier League Among Kenyan Fans"

Ayotunde Emmanuel Alao (Redeemer's University): "The role of national dailies in sport development, a Nigerian example"

MEDIA PRODUCTION ANALYSIS (MPA)

Chair: Roel Puijk (Lillehammer Univesity College)

Vice-Chair: Chris Paterson (University of Leeds)

Vice-Chair: Ida Willig (Roskilde University)

MPAW1 MR1.10 09:00-10:30

Regional perspectives on media production

Chair:
Roel Puijk (Lillehammer University College)

Presentations:
Madhusri Shrivastava (Indian institute of Management Indore): Sleaze, Slur…and the Search for a Sanitized Identity: Bhojpuri Media at the Crossroads

Bhargav Ramakrishna Nimmagadda (University of Hyderabad): Tarrying with the Stringer: Towards a Field Theory of Regional Language Journalistic Production in South India

Elvira Garcia De torres (University CEU Cardenal Herrera), **Concha Edo Bolos** (University Complutense of Madrid), **Pedro Jerónimo** (University of Porto) and **Lyudmyla Yezers´ka** (University of Piura): Crowdsourcing the news on Twitter: regional perspectives

MPAW2 MR1.04 14:00-15:30

Production Culture

Chair:
Chris Paterson (University of Leeds)

Presentations:
Carolina Acosta-Alzuru (University of Georgia): Is the Happy Ending in Miami? Examining the Venezuelan Telenovela Talent Diaspora

Willemien Sanders (Utrecht University) and Roel Puijk (Lillehammer University College): Identity and success - a comparison of two television production companies in the Netherlands

Poarkodi Natarajan (Manonmaniam Sundaranar University) and Krishnapriya Natarajan Chitra (Madras University): Working Class Film Production, Parody and Provincial Cinema of Malegaon

Ranit Grossaug (The Hebrew University of Jerusalem): The Canadian Paradox

MPAT3 MR1.02 14:00-15:30

Journalistic Production in Society

Chair:
Willemien Sanders (Utrecht University)

Presentations:
Mel J Bunce (City University): Foreign correspondents in East and West Africa: exploring regional variations in news production

JaneskeBotesClass (University of the Witwatersrand): Protest and News Production: A South African Case Study

Nesrine Khaled Abdel-Sattar (Oxford University): The Political Shaping of Innovation: Comparative Study of Multimedia Innovation at Two Arabic Newsrooms during the Arab Spring

MaiyaHadib Al Habsi (Leicester University): Visualising the audience: Political and cultural discourses in Aljazeera news production

MPATBM SPR1 16:00-17:30

Production Routines and Business meeting

Chair:
Roel Puijk (Lillehammer University College)

Presentations:
Golo Föllmer (Martin-Luther-University):Naturally confined? - Restrictions in variance of articulation and other identity markers in radio

Patrick Enaholo (University of Leeds):Framing Software Piracy in New Media Production

Business meeting – included election of chair and vice-chairs

MEDIA EDUCATION RESEARCH (MER)

Chair: Divina Frau-Meigs (Sorbonne Nouvelle University)

Vice-Chair: Manuel Pinto (Minho University)

MERW1 MR 1.04 09:00-10:30

Skilling for media literacy

Moderator:
Normand Landry (University of Québec)

Presentations:
Kusuma Krishna Sankar (Jamia Millia Islamia): Introduction of Practice Based Ph.D. programme in India media education: Study of possibilities and challenges

Sanna Kivimäki (University of Tampere): Mapping the methodologies and methods in media education - mission impossible?

Lorenzo Dalvit (Rhodes University): 'Tech Stories': A pedagogical innovation for new media and mobile communication courses

Eva Navarro (University of Amsterdam): Artistic Research as Innovative Teaching on Media Literacy

Sheida Shirvani (Ohio University Zanesville): Facebook in a College Class Room: An Alternative Strategy for Promoting Communication Interaction as a Teaching Tool

MERW2 MR 1.04 16:00-17:30

Media Education Policies in Evolution: Shaping the Agenda

Moderator:
Nikhil MG (University of Hyderabad)

Presentations:
Normand Landry, Joelle Basque (Teluq, University of Québec): Media education in transition: challenges for policy, practitioners and researchers

RaminChabokiDarzabi (AllamehTabatabai University): Media literacy in Iran: definition, barriers and policies

Divina Frau-Meigs (Sorbonne Nouvelle University, France): European Public Policies for Media and Information Literacy in comparative perspective

Alice Y. L. Lee, Tiande Wang (Hong Kong Baptist University, China): Negotiating the Social Use of Media Literacy: A Structuration Analysis on Media Education Development in China

MERT3 MR 1.04 09:00-10:30

Crossing boundaries in Media Literacy

Moderator:
Sara Osuna (UNED)

Nikhil MG (University of Hyderabad): Serious Approach to Gaming

AtulSinha (JamiaMillia Islamia): Overview of animation education in India

Raquel Ramírez Salgado (Universidad Autónoma del Estado de Hidalgo):Educación para losmedios como contribuciónalempoderamiento y a losderechos humanos de lasmujeres

Rosane Silva Borges, Eliane Borges Silva (State University of Londrina): Education for the media, race relations and gender in Brazil

MERTBM MR 1.04 14:00-15:30

Business Meeting

MERT4 MR 1.04 16:00-17:30

ICT-enhanced media education and e-learning potential

Moderator:
Leo Van Audenhove (Free University of Brussels)

Presentations:
Alfonso Gutiérrez, Andrés Palacios, Luis Torrego (University of Valladolid): Learning Management Systems and Platforms: "The Taming of the Shrew"

Elizabeth Titilayo Aduloju, Gbemisola Omorinola Ojo, Aniefiok Jackson Udoudo (Catholic Institute of West Africa): The extent of the use of e-learning methods in Nigeria: a case study of secondary schools in Port Harcourt, Rivers State, Nigeria

Sara OsunAcedo (UNED), **Vicente Montiel** (Tabarca Consulting): ECO (Elearning, Communication and Open-data: Massive Mobile, Ubiquitous and Open Learning)

Jobin Joy (Sree Buddha College of Engineering For Women): Teachers' aptitude on 'ICT supported instruction' and innovative pedagogical integration for quality education

MERF5 MR 1.04 09:00-10:30

Media literacy, audiences and media use contexts

Moderator:
Alice Lee (Hong Kong Baptist University)

Presentations:
HendriyaniHendriyani (University of Indonesia): "No, Thank You, That's Not Me":How Media Literacy Changes Lifestyle Reception Among Young Audience

Dana Schurmans, Leo Van Audenhove (Free University of Brussels): Towards a conceptual framework of urban digital inequalities

Ketil Andre Thorgersen (Stockholm University): WHOA! Constructing Swedish Hip-Hop through Online Participation

MERF6 MR 1.04 14:00-15:30

Children and youth (self) construction in media environments

Moderator:
Divina Frau-Meigs (Sorbonne Nouvelle University)

Presentations:
Sanjay Asthana (Middle Tennessee State University): Conceptualizing Youth Media as Post-disciplinary Studies

Keval Joseph Kumar (Mudra Institute of Communications Ahmedabad): Self-Disclosure, Privacy and Social Media: Towards a Digital Media Literacy for Children

Debora A Lui (University of Pennsylvania): Online Maker Contests for Broadening Participation? Youth IdentityConstruction in the 2013 Make-to-Learn Youth Contest

SirkkuKotilainen (University of Tampere), **ManishaPathak-Shelat** (University of Wisconsin, USA and India): Media and Information Literacies and Well-Being of Young People: Comparative Perspectives

MERF7 MR 1.04 16:00-17:30

Media Literacy Studies as Social Practice

Moderator:
Manisha Pathak-Shelat (University of Wisconsin, USA and India)

Presentations:
Olaf H. Werder (University of Sydney): Balancing 21st century skill and critical thinking: Simulation as a teaching practice

Ellen Vanderhoven, Tammy Schellens, Martin Valcke (Ghent University): Raising risk awareness and changing unsafe behavior on social network sites: a design based research in secondary education

CláudiaLago, PatríciaHortaAlves, Richard Romancini (University of Anhembi – Morumbi): Accounts on Media and Education: Teachers, Media e Students with Special Needs

JyotiRanjanSahoo (JamiaMilliaIslamia Central University): Inter-disciplinarity in Communication and Media Studies in India: Challenges and Way Forward

Gabriele Hadl (Kwansei Gakuin University): Greening Media Education -polar bears, nature games and fairphones

MERTBM MR 1.04 14:00-15:30

Business meeting

MEDIA, RELIGION & CULTURE (MRC)

Co-Chair: Yoel Cohen (Ariel University)

Co-Chair: Victor Khroul (Moscow State University)

MRCW1 SPR 3 09:00-10:30

New Media & Religion

Chair:
Chandrabhanu Pattanayak

Presentations:
Fr. Mi Shen (University of Santo Tomas): Social Networking and Catholic Youth in China today

Arul Selvan (Indira Gandhi National Open University): A Study on Pattern of Online Hindu Religious Practices among Digital Natives

Anthony Roman (University of Santo Tomas): God in Facebook, Like it or Not: Filipino Youth Response to Socially Mediated Religious Messages

MRCW2 SPR 3 14:00-15:30

Religious Identity

Chair:
Anh Vu Ta

Presentations:
Urvi Desai (Graduate Institute of International & Development Studies): The Creation of Hindustan: Empire, Identity Politics, and the Nation

Abdul Halik Azeez (University of Colombo) and **Carmen Aguilera-Carnerero**(University of Granada): The Construction of Muslim Identity in Western Cyber-Discourse

Geetanjali Kala (University of Delhi): Shah-e-Marda: A space of religious and political intersections among Shias of Delhi

Harvey O. Igben (Delta State University): Communicating Deviance from Pulpits in Churches in Nigeria

MRCW3 SPR 3 16:00-17:30

Media in Theological

Chair:
Yoel Cohen

Presentations:
Binod C Agrawal (Taleem Research Foundation): Media and Religious Communication in Asia: Future Implications

Menahem Blondheim (The Hebrew University of Jerusalem): Communicating with Authority: The Origins of Prayer in the Bible-based Religious Traditions

Anna Salustiano (University Federal of Pernambuco): Dialogism and strategies of market liberation in the Bola of Neve Church

MRCT4 SPR 3 9:00-10:30

Covering Religion

Chair:
Franz-Josef Eilers

Atul Anand (Tata Institute of Social Sciences): Hindutva culture: Threat for subaltern and control over newsrooms

Yoel Cohen (Ariel University):Journalists and Religiousity: a case study in Israel

Gareth H. Stanton (Goldsmith College, London University): A Demand Too Far: UK Press Coverage of the Shabagh Demonstrations in Bangladesh, 2013

Murali Balaji (Hindu American Foundation) and **Vamsee Juluri** (University of San Francisco): 50 Shades of Mayo: Cultural Imperialism, Orientalism and Media Framing of an Indian book battle

MRCTBM SPR 3 14:00-15:30

Business Meeting

Chair:
Yoel Cohen & Victor Khroul

MRCT5 SPR 3 16:00-17:30

Communicating Christianity

Chair:
Victor Khroul

Presentations:
Frank Coffey: Communicating Religiously in Mass Media: Francis of Rome as a Telling Example for Practice with the Resource of Time

Zhuocheng Li: Christianity and reconstruction of rural life: A case study of a village in South China

Franz-Josef Eilers (Santo Tomas University): Competence in Religious Communication

Anh Vu Ta (Royal Pontifical University of Santo Tomas): Religious Communication of Christianity in the cultural context of Vietnam: An Exploration

MRCF6 SPR 3 9:00-10:30

Cultural And Anthropological Dimensions of Religion: Festivals & Shrines

Chair:
Binod Agrawal

Presentations:
Mehak Siddiqui (University of Hyderabad):Your Ramadan, My Ramadan: Exploring the Dynamic Shades of the Holy Islamic Month in Hyderabad City

Vasuki Belavadi (University of Hyderabad): Ritual celebrations in West Africa in the New World of the Media

Renata Wojtczak (Hong Kong Baptist University): Cultural environment for expression of intimacy: a comparison between China and Poland

Himabindu Chintakunta (University of Hyderabad): Bonalu - A Cultural Concoction: An ethnographic study of a festival in Hyderabad

MRCF7 SPR 3 14:00-15:30

Media, Religion And Public Interest

Chair:
Arul Selvan

Presentations:
Victor Khroul (Moscow State University): (Re) Discovering Public TV Principles in Religious Perspective

Ridhima Sharma (Tata Institute of Social Sciences): I am a Hindu but I am moderntoo: An analysis of 'Awakening with Brahmakumaris' on Aastha TV

Andreia P Escudero (Anhgembi Morumbi University): The Sacred Transfiguration of media space media space:the aestheticization "Puero" of Faithful and Pastors

MRCF8 SPR 3 16:00-17:30

Film, Music & Religion

Chair:
Jennifer S. Carlberg

Presentations:
Sunday O Alawode (Lagos State University): Dimensions of Religiousity in Nigerian Home Videos

Jennifer S. Carlberg (University of Leeds): Post Secularism and Popular Music

MRCS9 SPR 3 09:00-10:30

Dimensions of Religion & Social Communication in Asia - Panel

Panelists:

Chair:
Chandrabhanu Pattanayak (University of Hawai)

Binod C. Agrawal (Taleem Research Foundation, Ahmedebad)

Chinmay Pandya (Dev Sanskriti Vishwavidyalaya)

Anthony Roman (Santo Tomas University)

MEDIATED COMMUNICATION PUBLIC OPINION AND SOCIETY (MCP)

Chair: Hillel Nossek (College of Mangement Academic Stuies)

Vice-Chair: Corinna Luthje (Rostock University)

MCPW1 MR 1.08 09:00-10:30

Media, Public Opinion and Public Sentiments

Chair & Discussant:
Corinna Luthje (Rostock University)

Presentations:
Deepika Mohan Dass and **Radha Bathran** (Manonmaniam Sundaranar University): Media, Public and Politics

Jing Yan and **Yalong Jiang** (City University of Hong Kong): Online populist discourses initiated by Chinese authorities or by grassroots? A comparison study on populist content in two Chinese traditional media and three Internet forums

Kalyani Suresh and **Chitra Ramakrishnan** (Amrita School of Communication): Online Twitter'ing' Sentiments: A Study of Pre-poll tweets for predictive analysis of public sentiment

Akanksha Shukla (Amity University): Role of media in ideological reorientation of public opinion. A study TV panel discussion

MCPW2 MR 1.08 14:00-15:30

Implications of New Media Technologies Use

Chair& Discussant: Hillel Nossek (College of management Academic Studies)

Presentations:
Santosh Patra, Saumya Pant (Mudra Institute of Communication Arts Ahmedabad): 'Intersubjectivity' world of virtual reality: facebook user's behaviour in the context of individual 'privacy' and extended 'self and identity'

Ju-won Hwang (Seoul National University): The differential use of relational maintenance behaviors in neighboring relationships of Blog

Friedrich Krotz (University of Bremen): Apps and the Mediatization of Everyday Life

Pedamallu Venkatasatya Prasad (College of Applied Sciences): Hand-held devices, mobile or cell phones, as the future of news dissemination

MCPW3 MR 1.08 16:00-17:30

Media Economy and Media Structure

Chair & Discussant:
Friedrich Krotz (University of Bremen)

Presentations:
Mike Friedrichsen (Stuttgart Media University): Media Convergence and New Business Models: Innovations in Daily Newspaper Economy

Tapas Ray (Maulana Abul Kalam Azad Institute of Asian Studies): The corporate push and media theorization

Markus Lang (Friedrich-Alexander-University Erlangen Nuremberg): Reframing renewable energy-technologies. Media monitoring of the German press

MCPT4 MR 1.08 09:00-10:30

Family and Media

Chair & Discussant:
Corinna Luthje (Rostock University)

Presentations:
Ajantha Thamayanthi Baliyas (Manonmaniam Sundaranar University): Parental mediation and increasing the competency on Media Literacy

Balasubramania Raja (Manonmaniam Sundaranar University): Parental Television Mediation towards Caste Related Violence in Southern Districts of Tamil Nadu

Remiya Sasidharan (Manonmaniam Sundaranar University): Impact of Parental Television Mediation on Parent-Child Relationship

Shiyuan Wang (Hong Kong Baptist University): Outsiders in the City: Media representation of Chinese Female Migrant Workers

MCPTBM MR 1.08 14:00-15:30

Business Meeting

MCPT5 MR 1.08 16:00-17:30

Theory and methodology in Media Research

Chair & Discussant:
Hillel Nossek (College of management Academic Studies)

Presentations:
Corinna Luthje (Rostock University): Functional analysis as method of new cultural historical communication research: Methodology, epistemology and science communication as a sample application

Murali Shanmugavelan (School of Oriental and African Studies, University College of London): Caste in everyday's communicative practices ethnographic notes from a Dalit community

Nasir Mirza (University of Kashmir): Role of Press in Peace Building: A Study of Times of India's Aman Ki Asha

MCPF6 MR 1.08 09:00-10:30

Media Uses and Effects

Chair & Discussant:
Corinna Luthje (Rostock University)

Presentations:
Xiaojia Zhang (Hong Kong Baptist University): Media use, intermedia use and value orientations in China—evidences from Shanghai university student

Hongli Wong (Jinan University): A Research on News Reports of Suicide in College Students from the Perspective of Frame Theory

Achana Rakesh Singh (Panjab University): Nirbhaya, Netizens and News: A semiotic analysis of Tweets with reference to the 16th December 2012 Delhi Rape Case

Sumana Chattopadhyay(Marquette University): Cross-cultural framing of the 3/11 tragedy online

MCPF7 MR 1.08 14:00-15:30

Media New and Old and the Public Sphere

Chair & Discussant:
Hillel Nossek (College of Management Academic Studies)

Presentations:
Sweta Singh (Guru Gobind Singh Indraprastha University): Social media as alternative public sphere and the growth of alternative politics in India

Yanshuang Zhang (The University of Queensland): Chinese social media as a dominated public sphere: A case study of China's leadership transition on Sina Weibo

Svetlana S. Bodrunova, Anna Litvinenko, Alexander Yakunin, Ivan Blekanov (St. Petersburg State University): Twitter discussions on migrants in Russia and Germany: crossroads of opinion or public sphere fragmentation drives?

K.M. Baharul Islam (Indian Institute of Management): Identity and Ethnicity Issues in Media: Deconstructing Migrants as Imagined Communities in Public Space

MCPF8 MR 1.08 16:00-17:30

Media and Social, political and Cultural Change

Chair & Discussant:
TBA

Presentations:
Rasem Mohamed El Gammal (Cairo University): Mass Media Tools, Social Networking and societal Culture Change The Triangle of the Popular Revolutions in the Arab World Evidence from Egypt

Julio Cesar Lemes de Castro (Federal University of Rio de Janeiro): Representation and experience: Susan Sontag, photography, and social networks

Eunkyoung Choi (HanYang University): Kremlinology-based Journalism: The case of North Korea

Mologadi Makwela (University of Cape Town): To what degree does the public's reaction to mediatised issues indicate power and/or class divisions within the South African society, 20 years into democracy? A look at the public's responses on Twitter and Facebook, to Brett Murray's painting: The Spear

POPULAR CULTURE (POP)

Chair: Barry King (Auckland University of Technology)

POPW1 MR1.07 09:00-10:30

Global, National and Local Cultures

Chair:
Barry King (Auckland University of Technology)

Presentations:
Sanjukta T. Ghosh (Castleton State College): Spelling Otherness: Indian Americans as the "New Model Minority"

Varunika Saraf (Jawaharlal Nehru University): This curio called Indian Miniature c. 2000

Kshitij Pipaleshwar (Tata Institute of Social Sciences): Re-emergence of Gunda and Loha: A study of the unprecedented popularity of "B"-grade films among its unintended audiences

Noa Lavie (The Academic College Tel Aviv-Jaffa) and **Alexander Dhoest** (University of Antwerp): Making 'Artistic' Television in Small-Scale Capitalist Markets: The Cases of Flanders and Israel

CSHN Murthy (Tezpur University): Inclusiveness through art films in Telugu: A Modern and Post-modern Study of K.Viswanath's Films

POPW2 MR1.07 14:00-15:30

Cultures of Production

Chair:
John Benson (LaTrobe University)

Presentations:
Benson Rajan (Fellowship Program in Management): Communication Technology and Changing face of Sufi Music: A Case Study of Coke studio

Wei Ling Nien (London School of Economics): The Media Representation of iPod in Taiwan 2001-2010, Discourse Analysis

Aditya Deshbandhu and **Usha Raman** (University of Hyderabad): Life across screens: A ludological autoethnography of gaming platforms today

Garry Whannel (University of Bedford): Popular science in the media: balancing "the Popular" and "the Scientific"

POPW3 MR1.07 16:00-17:30

Soundscapes and Spaces

Chair:
Barry King (Auckland University of Technology)

Presentations:
Niranjana Prem and **Parool Sharma** (Tata Institute of Social Sciences): From Dhol to Dubstep- Exploring the intersections in Music in the TV show "Sound Trippin"

Leonardo Vidigal (Universidade Federal de Minas Gerais – UFMG): Reggae sound-systems and media in Brazil: occupying public spaces and public spectrum

Miaoju Jian (Taiwan National Chung Cheng University): The evolutional politics of a sustainable DIY Career: Case studies from within the Indie music scene in China and Taiwan

Eduardo Vicente and **Rosana Soares**, (USP - School of Communication and Arts): Global and local perspectives on ethnic and regional Identities through Brazilian popular music

POPT4 MR1.07 09:00-10:30

Television Imaginaries

Chair:
Barry King (Auckland University of Technology)

Presentations:
John Joseph Benson (LaTrobe University): Turning intimate marriage counselling and therapy into public entertainment and relationship education.

Deborah Philips (University of Brighton): Cooking doesn't get much tougher than this - Masterchef and theneo-liberalisation of Cookery Programmes

Simon Cross (Nottingham Trent University): Grooming the Nation: Jimmy Savile and the Dark Side of BBC Light Entertainment

POPTBM MR1.07 14:00-15:30

Business Meeting

POPT5 MR1.07 16:00-17:30

Celebrity and Power

Chair:
Deborah Philips (University of Brighton)

Ravindra Bhaskarrao Chincholkar (Solapur University): Celebrity systems and the exercise of political and economic power

Sam Naidu (Rhodes University): Sherlock Holmes: Evolving Cultural Icon

Jan Fredrik Hovden and **Karl Knapskog** (University of Bergen): Popular Culture in the Norwegian field of Cultural Production

Elastus J Mambwe (University of Zambia): Celebrity or Just popular? Identifying the Zambian celebrity and their display of economic and political power

Kayla D. Hales and **Mural Balaji** (Michigan State University): Apology (not) accepted: Examining the implications of YouTube users' responses to a celebrity apology video

POPF6 MR1.07 09:00-10:30

Spaces of Nationhood

Chair:
John Benson (LaTrobe University)

Presentations:
Alex Nelungo Wanjala (University of Nairobi): The Role of Popular Media in the Construction of Kenya's Transnation

James Mark Percival (Queen Margaret University): Independent and public: the BBC, radio and new popular music in Scotland

Shanene Louise Ditton (Griffith University): Reimagining Australia's Gold Coast: The Cultural politics of Placemaking

Anirban Mukhopadhyay (Independent Researcher) and **Satyabrata Paul** (University of Calcutta): Neo-colonization and the New Logic of Cultural Space

Chikezie Emmanuel Uzuegbunam, Kate Azuka Omenugha and **Nelson Obinna** (Nnamdi Azikiwe University): Framing of western identities in Nigerian home videos: a critical discourse analysis of select Nollywood movies

POPF7 MR1.07 14:00-15:30

Network Identities

Chair:
Garry Whannel (University of Bedfordshire)

Presentations:
David Amrani (Fairfield University): Standing Together and Standing Out: Network Structures of Internet Meme Usage

Sunil Kanta Behera (Berhampur University) and **Ayesha Tahera Rashid**, **Syed Murtaza Alfarid Hussain** (Assam University): Identity, Self Esteem and Social Networking Sites: A Study of Facebook Users in Assam

Alice Samson (English and Foreign Languages University): Reality Television and Politics in India

Amulya Sai Komarraju (St. Francis College for Women):Fashioning Identities on blogosphere - A textual analysis

POPF8 MR1.07 16:00-17:30

Cinematic transformations

Chair:
Deborah Philips (University of Brighton)

Presentations:
Barry King (Auckland University of Technology): Empire and Spectacle

Saumya Bharti Verma (A J K Mass Communication Research Center): Re-locating Devdas: Investigating the politics of representation and cinematic practice in Anurag Kashyap's Dev D

Nikhil Thomas Titus (Tata Institute of Social Sciences): The Other Hindi Cinema

POPS9 MR1.07 09.00-10:30

Discourse and Change

Chair:
Barry King (Auckland University of Technology)

Presentations:
Fernanda Martinelli and **João GuilhermeXavier da Silva** (University of Brasilia): Rolezinho, Youth culture, consumption and layers of inequality

Lyndsey Beutin (Univeristy of Pennsylvania): Instructional Satire: Complicating History and Memory in "Ask A Slave"

Laura Guimaraes Correa (Universidade Federal de Minas Gerais): Silent scenes of dissent in Brazil:

the World Cup communication and the discursive struggle in public spaces

Aarti Wani (Symbiosis College of Arts & Commerce): Childhood: Marathi Film in Flux

Komita Dhanda (Lady Irwin College) and **Joyoti Roy** (National Museum):Street Theatre: Politics, People and Practice

PARTICIPATORY COMMUNICATION RESEARCH (PaC)

Chair:
Satarupa Dasgupta (New York University)

Vice-Chair:
Florencia Enghel (Karlstad University)

Vice-Chair:
Elske van de Fliert (The University of Queensland)

PaCW1 MR 2.05 09.00-10:30

Participatory communication strategies in the negotiation of region

Chair: Elske van de Fliert (The University of Queensland)

Discussant:
Jyotika Ramaprasad (University of Miami)

Presentations:
Uttaran Dutta (Arizona State University):Voices of the Indigenous Subalterns form the Margins: Structural and Communicative Inaccesses

Sushmita Pandit (Institute of Leadership, Entrepreneurship and Development): Regional Participation in a Networked Society: Crony Journalism and the Alternative Media in India

Manoj Deori (Berhampur University):Youth activism through social media in Assam: An exploratory study

Chaya Anilkumar (Bangalore University): Role of Corporate Social Responsibility in Community Development: An Analysis

PaCW2 MR 2.05 14.00-15:30

Participatory communication strategies influencing democracy, citizen rights and identity politics in the modern nation state

Chair:
Nico Carpentier (VUB Free University Brussels)

Discussant:
Pradip Thomas (The University of Queensland)

Presentations:
Nico Carpentier (VUB Free University Brussels): Participation's ambiguous relationship with democratic values. A case study of substantive participation in a Cypriot community radio station

Jonathan Hutchinson (The University of Sydney): The Impact of Social TV and Audience Participation on National Cultural Policy: Co-creating television comedy with #7 DaysLater

Satish Goud Thalla (Free University):New Media, Political Participation and Identity

Saskia Witteborn (Chinese University of Hongkong): Forced Migrants in Europe: A Rights-based Approach to Communication and Participation

Joya Chakraborty and **Anjuman Borah** (Tezpur University):Participatory Strategies for Realizing Child Rights: Revisiting the Moina Parijat Experience

PaCW3 MR 2.05 16.00-17:30

Exploring the intersections between participatory communication and development: Theoretical challenges and practical application

Chair:
Tanja Dreher (University of Wollongong)

Discussant:
Jo Tacchi (RMIT University)

Presentations:
Srinivas Melkote (Bowling Green State University), **H L Steeves** (University of Oregon): Directed change in the age of globalization: Devcom actions and strategies for social justice outcomes

Thomas Jacobson (Temple University): ParticipatoryCommunication in Contemporary Approaches to Theorizing Social Change for Development

Aldrin Dale Alcafaras Garces (University of the Philippines): Qualitative Analysis of Bayan Academy's Practice of Development Communication and Its Programs' Impact on Selected Stakeholders

Hsin-yi Sandy Tsai (Michigan State University): Social media as a new platform for participatory communication?

Jesus Roberto Sanchez Reina (Benemerita Universidad Autonoma de Puebla):Coordinates for a map of Communication for Development: (Re) defining the profile of social communicator

PaCTBM MR 2.05 14.00-15:30

Business Meeting

PaCT4 MR 2.05 16.00-17:30

Participatory communication as a driving force in development, innovation and change

Chair:
Rico Lie (Wageningen University)

Discussant:
Srinivas Melkote (Bowling Green State University)

Presentations:
Rajeswari Saha (Tata Institute of Social Sciences): Grassroots communication through comics

Sarah Cardey, Peter Dorward, Graham Clarkson and **Chris Garforth** (University of Reading): Supporting farmer innovation for agricultural growth: an innovation systems perspective

Renu Singh (MGAHV): Participatory Diffusion Communication: An empowerment tool for the marginalised section (A Case Study of the Dalit or scheduled caste community of Bihar, India)

Gabriel Menotti Gonring (Universidade Federal): DIY library networks: uses of ebook piracy in higher education learning in Brazil

PaCF5 MR1.09 09.00-10:30

Reconstituting Marginality and Publics in the digital age (Panel)

Chair:
Joy Pierce (University of Utah, USA).

Discussant:
Haripriya Narasimhan (IIT Hyderabad, India)

Presentations:
Joy Y. Pierce (University of Utah), **Stephanie Bor** (University of Reno): Can You See Us Now? Invisible Digital Natives and their Families Negotiate Online and Offline Space in a Technopopulous City

Nimmi Rangaswamy (IIT Hyderabad), **Shriram Venkatraman** (University College, London), **Payal Arora** (Erasmus University): Polymedia: A Perspective through Filial Relationships at Panchagrami

T T Sreekumar (Mudra Institute of Communications Ahmedabad): New media, space and marginality: A comparative perspective on cyber cafe use in small and medium towns in Asia

PaCF6 MR 1.09 14.00-15:30

Participatory communication practices: Community radio

Chair:
Kitty van Vuuren (The University of Queensland)

Discussant:
Tom Jacobson (Temple University)

Presentations:
Venu Arora (RMIT), **Ramakrishnan Nagarajan** (Ideosync Media): Using Mind Maps: exploring CR Audiences

Rachita Malik (Lady Irwin College):Youth Participation in Community Radio Henvalvani: Mapping the Dimensions of Youth Development through the most significant change technique

Anshul Singhal and **Neha Sharma** (Lady Irwin College):Tapping the flavor of traditional rhythm: How can community radio help?

Suchi Gaur and **Sarita Ananda** (Lady Irwin College):Policy & Participation in Models of Community Radio: India & Sri Lanka Story

S M Shameem Reza (University of Dhaka): Engaging Communities in Community Radio Operation in Bangladesh: Challenges to Active Participation

PaCF7 MR 1.10 14.00-15:30

Participatory communication practices: Community arts

Chair:
Elske van de Fliert (The University of Queensland)

Discussant:
Loes Witteveen (Wageningen University)

Presentations:
Saumya Pant (Mudra Institute of Communications Ahmedabad): Acting your way to Empowerment: Using Participatory Theater to Uncover the Narratives of Surrogacy in Gujarat, India

Pragati Bhalla (Jamia Millia Islamia Central University): Most Significant Change: A Participatory Research on Street Theatre with young people

Margriet Goris and **Loes Witteveen** (Wageningen University): Dilemmas of Participatory and Artistic Qualities of Community Art Filming for Social Change

PaCF8 MR1.09 16.00-17:30

Evaluating Participatory Communication: Opportunities and challenges

Chair:
Jo Tacchi (RMIT University)

Discussant:
Helen Hambly Odame (University of Guelph)

Presentations:
Kelly Michelle Royds (Univeristy of New South Wales): "My friends accept me with two hands" - Using film to promote intercultural dialogue between children in Australia and Timor-Leste

Stephanie Hemelryk-Donald (University of New South Wales), **Tracy Mullan** (Middlesex University): Gatekeepers: friends or foes in participatory research?

Jessica Noske-Turner and **Jo Tacchi** (RMIT University): Baseline studies: the time capsules of media and communication for development

Jo Tacchi (RMIT University), **Rafael Obregon** (UNICEF), **Vinod Pavarala** (University of Hyderabad), **Patricia Porte la Souza** (UNICEF): Building capacity in evaluating communication for development (C4D)

Kanchan K Malik (University of Hyderabad): Enabling Participatory Self-Assessment – A review of the Community Radio Continuous Improvement Toolkit (CR-CIT)

PaCF9 MR 1.10 16.00-17:30

Participatory communication practices: Community based filmmaking

Chair:
Loes Witteveen (Wageningen University)

Discussant:
Christopher High (Open University)

Presentations:
Nilanksha Sachdev and **Anjali Capila** (Lady Irwin College):Empowering Communities through Participatory Communication: A Case Study of Video SEWA, Ahmedabad

Grady Walker (University of Queensland):A Window to Insider Knowledge: Video Production as Praxis in Critical Pedagogy

Ataharul Chowdhury (University of Guelph), **Md. Asaduzzaman Sarker** (Bangladesh Agricultural University), **Florian A. Peloschek** (University of Natural Resources and Life Sciences), **Helen Hambly Odame** (University of Guelph): Participatory Rural Video Centre: An Approach to Support Learning and Enabling Food Security in Bangladesh

Manjari Sharma (University of Delhi):Mapping Community Video Initiatives in Urban and Rural Communities: A Study of Video Volunteers IndiaUnheard Program

PaCF10 MR 2.05 14:00-15:30

Media, Listening and Citizenship (Panel)

Chair:
Tanja Dreher (University of Wollongong, Australia)

Discussant:
Saskia Witteborn (Chinese University of Hongkong)

Presentations:
Tanja Dreher (University of Wollongong): Listening as participation

Anthea Garman and **Vanessa Malila** (Rhodes University): Listening to the 'Born Frees': politics and disillusionment in South Africa

Azwihangwisi Mufamadi (Rhodes University): Equal Education and school learners: being heard and having a voice that matters

Kerry McCallum (University of Canberra), **Lisa Waller** (Deakin University): Listening in Australian Indigenous Policymaking

Justine Lloyd (Macquarie University): Listening in/to panic: Australian news media coverage of anti-racist mobile witnessing practices

PaCS11 MR 2.01 09.00-10:30

Participatory video – Better Practice for Social Change

Chair:
Christopher High (Open University)

Discussant:
PV Satish (Deccan Development Society)

Presentations:
Namita Singh (Open University): The Impacts of Participatory Video Practices on Young Women in India

Nick Lunch, **Soledad Muñiz** and **Gareth Benest** (InsightShare):Participatory video in practice

Christopher High (Open University):Participatory communication at scale, building a global community of practice in participatory video

THE POST-SOCIALIST AND POST-AUTHORITARIAN COMMUNICATION (PSPA)

Chair:
Anastasia Grusha (Moscow State University)

Vice-Chair:
Katja Lehtisaari (University of Helsinki)

Vice-Chair:
Michael Meyen (University of Munich)

PSPAW1 TB4 09.00-10:30

Media structures and journalism in transition

Chair:
Katja Lehtisaari(University of Helsinki)

Discussant:
Florian Toepfl (London School of Economics and Political Sciences)

Presentations:
Binod C Agrawal (TALEEM Research Foundation): Socialist transformation of communication under market economy: A case of India

Dragana Lazic (University of Tsukuba): Media and democracy in Bosnia and Herzegovina

Jonila Godole (University of Tirana): Albanian journalism

Michael Meyen, Anke Fiedler (University of Munich): Comparing media systems in transition: A study of Pakistan, South Sudan, Mali, Tunisia, Egypt, and Iraq

PSPWBM TB 3 14.00-15:30

Business meeting

PSPAT2 TB4 16.00-17:30

Russia, China, and Taiwan

Chair:
Anastasia Grusha (Moscow State University)

Discussant:
Ewa Callahan (Quinnipiac University)

Presentations:
Lihyun Lin (National Taiwan University): Strengthening public television in a transitional context: The Taiwanese case

Katja Lehtisaari (University of Helsinki): Role of business press in media transformation and formation of business community in Russia

Dmitry Strovsky (Ural Federal University, Russia): Regional and local media in Russia: crisis of the journalistic profession

Jing Yan, Yalong Jiang (City University of Hong Kong): Transitional Chinese consumer society: Inequality in consumption news coverage

Ji Pan, Dan Zhao (Shanghai University of Finance and Economics): When party-organ discourses meet non-organ discourses: Remember comrade Lei Feng in China's shifting media kaleidoscope

PSPAF3 TB4 14.00-15:30

Audiences and media representation

Chair:
Michael Meyen (University of Munich)

Discussant:
Anke Fiedler (University of Munich)

Presentations:
Florian Töpfl (London School of Economics and Political Science): The making of representative claims: Internet votes, the mass media, and the struggle for power in Russia's hybrid regime

Mehita Iqani (University of Witwaterstrand): A new class for a new South Africa? The discursive construction of the "new black middle class" in post-Apartheid media

Anke Fiedler (University of Munich): The effects of state media control on public opinion: A case study on the TV broadcatser ORTM in Mali

Ewa Callahan (Quinnipiac University): Facebook expansion and popularity of homegrown social networking sites in post-communist European countries – comparative studies

POLITICAL COMMUNICATION AND RESEARCH (PCR)

Chair: Christina Holtz-Bacha (University of Erlangen-Nuremberg, Germany)

Chair: María José Canel (University Complutense of Madrid, Spain)

Vice-Chair: Bengt Johansson (University of Gothenburg, Sweden)

Vice-Chair: Julio Juárez (National Autonomous University of México)

PCRW1 VIP Lounge 9:00-10:30

Exploring dynamics of media representations and its consequences on politics

Chair:
Bengt Johansson (University of Gothenburg, Sweden)

Presentations:
Vipul Mudgal (CSDS, India), **Srirupa Roy** (University of Göttingen), **Paula Chakravartty** (New York University): Representation of Economic Growth, Inequality and Corruption/ Impropriety in the Indian media

Edrinnie Kayambazinthu (University of Malawi) and **Ivor Gaber** (City University London): "Horse race" or issue-based: analysis of the media coverage of the 2014 tripartite elections in Malawi

Seongbin Hwang (Rikkyo University): Utility of America's Recognition in the territorial dispute over the Senkaku/Diaoyu islands

Zahera Harb (City University London): Hezbollah, Al Manar TV Channel and Syria's War: A message of Defiance

Hossein Afkhami and **Allameh Tabatabai** (University of Tehran) and **Elham Shamoradi** (Communication Researcher and Public Relations Practitioner, Iran): Coverage of Iranian Presidential Election Campaign of 2009 and 2013 as Presented on BBC TV Persian Service

PCRW2 VIP Lounge 14:00-15:30

Do social media matter?

Chair:
Ester Pollack (Stockholm University)

Presentations:
Elira Turdubaeva (Turkey Manas University): Social network site users and political participation in Kyrgyzstan

Kavita Karan and Yun-Sen Chan (Southern Illinois University Carbondale Illinois): Political Engagement and Political Efficacy through Social 'Friendships' on Facebook - Impact of Presidential Campaigns Through Social Networking Sites in Taiwan

Weishan Miao (Tsinghua University): Does Weibo matter? An Analysis of the influence of microblogging on political efficacy, trust and online political participation

Bernadine Jones (University of Cape Town): 20 Years and Born Frees: towards an informed citizenry of South Africa's electorate

Pei-Ju Liu (National Chengchi University): Social Media Political Activity and Online and Offline Political Engagement

PCRW3 VIP Lounge 16:00-17:30

Politicians trying to dance Tango with journalists. New lights on the struggle for news space

Chair:
Ivor Gaber (City University London)

Presentations:
Irene Dorothy Awino (University of Oregon): Parajournalists and the scramble for a piece of "hot cake" press during Kenya's 2013 elections

Vasco Ribeiro (University of Porto): Spin doctoring in Portugal. A study of professional sources of information operating in the Portuguese Parliament

Anup Kumar (Cleveland State University): Politics-Media-Politics Cycle and Competitive Symbiosis on TV News Panel Shows

Sigurd Allern (University of Oslo) and **Ester Pollack** (Stockholm University): 'Revolving doors' and democratic challenges

Rod Tiffen (University of Sydney): Media and Party Leadership Struggles - A unique conflict

PCRT4 VIP Lounge 9:00-10:30

Trying to explain the jump from old media to new media

Chair:
Rod Tiffen, University of Sydney, Australia

Presentations:
Ugyal Tshering (Lama, Jain University): The Role of Social Media in Political Communication

Mark Brewin (University of Tulsa): Changing regions and changing frames: An alternative tradition for digital politics

Carina Jacobi, Martin Haselmeyer and **Katharina Kleinen-von Königslöw** (University of Vienna): Campaign coverage in online newspapers as compared to print: better or worse from a pro-democratic perspective?

Gisela Gonçalves (Universidade de Beira Interior): On-line relationship management and digital participation in the political sphere: a communicative myth

Sundara Raman and Govindaraju Periyasamy (Manonmaniam Sundaranar University Tirunelveli): Election Campaign via Social Media in the forthcoming Loksabha Election in India

Rofhiwa Felicia Mukhudwana (University of South Africa): Social Media (Gov 2.0) as direct government communication

PCRTBM VIP Lounge 14:00-15:30

Business Meeting

PCRF5 VIP Lounge 9:00-10:30

What is new about concepts, models and approaches for innovating in political communication research?

Chair:
Matías Ponce (Universidad Católica del Uruguay)

Presentations:
Shih-che Tang (Nation Chung Cheng University): Networking insurgence, networking power: A re-examination of mediatization as an analytic concept in political communication

Sarah El-Richani (University of Erfurt): A Variation on the Polarized Pluralist model

Gholam Khiabany (Goldsmiths, University of London) and **Annabelle Sreberny** (SOAS, University of London): Beyond Metropolitanism and Nativism: Toward a critique of De-Westernization

Rousiley C. M. Maia, Vanessa V. Oliveira, Patricia C. G. Rossini, Thaiane A. S. Rezende, Marcela Dantas (The Federal University of Minas Gerais) and **Pedro S. Mundim** (The Federal University of Goias): How to Apply the Systemic Approach to Deliberative Democracy to Political Communication Research?

Bengt Johansson, Nicklas Håkansson and **Orla Vigsø** (University of Gothenburg): From propaganda to image building. Four phases of Swedish election poster history

PCRF6 VIP Lounge 14:00-15:30

Cause and effect: rethinking the impact of political communication

Chair:
Bengt Johansson (University of Gothenburg)

Presentations:
Lynnette Fourie (North West University Potchefstroom): Political posters and television advertisements: Agents of political socialization in South Africa?

Dina Matar (School of Oriental and African Studies): Narratives and the Syrian Uprising: The Role of Stories in Political Activism and Identity Struggles

Matias Ponce (Universidad Católica del Uruguay): Agents involved in the political message: Trust in the media in Latin America according to level of institutionalization of the Party System. Comparative study in Latin America

Innocent Paschal Ihechu (Rhema University), **Onwuka Okererke** and **Uzoma chukwuemeka Okugo** (Abia State University): Identity politics and the reporting of political corruption by Nigerian newspapers

Saayan Chattopadhyay (University of Calcutta): Fraught Possibilities of the Neo-Civil Society: Regional Politics and the Journalistic Field in Neoliberal Bengal

PCRF7 VIP Lounge 16:00-17:30

New forms of spatiality, rhetoric and symbolism at the intersections of digitally mediated art and politics. Panel session

Chair:
T T Sreekumar (Mudra Institute of Communications, Ahmedabad)

Discussant:
Vibodh Parthasarathi (Centre for Culture, Media and Governance, Jamia Millia Islamia)

Presentations:
Peichi Chung (The Chinese University of Hong Kong): The globalisation of digital game art in Southeast Asia

Shobha Vadrevu (National University of Singapore) and **T T Sreekumar** (Mudra Institute of Communications, Ahmedabad): Online memes in Singapore's social media: Imagery, symbolism and critical visual culture

Melissa Fitch (University of Arizona): Locusts, and anchor babies and dogs, oh my!: Visual and rhetorical strategies used by anti-mainland activists in Hong Kong and anti-Mexican immigrant activists in the United States

Cheryll Ruth R. Soriano (De La Salle University): Cultural activism and mediated strategies of display and dissent

Santhosh Patra (Mudra Institute of Communications, Ahmedabad): Between knowledge and power: Political agenda and social engagement of Indian political elites on Twitter

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PUBLIC SERVICE MEDIA POLICIES (PSMP)

Chair: Jo Bardoel (University of Amsterdam, Radboud University Nijmegen)

Vice-Chair: Leen d'Haenens (University of Leuven)

PSMPW1 TB2 14:00-15:30

Public Service Media on Mobile Platforms: Between Path Dependency, Innovation, and Market Constraints

The panel is co-sponsored by the Political Economy section, PSMP working group, and Global Media Policy working group

Chair/Discussant:
Gerard Goggin (University of Sydney)

Presentations:
Benedetta Brevini (University of Sydney): PSM on the Move - A European Comparative Study

Fiona Martin (University of Sydney): Public Service Media and Mobile Internet: Anywhere, Anytime, any Device?

Yik Chan Chin (Hong Kong Baptist University): Radio Television Hong Kong ? the Public Service Broadcaster in the Tug-of-War between Technology Innovation, Identity Crisis, and Local Politics

Karen Donders and **Anne-Sofie Vanhaeght** (Free University of Brussels): Beyond the Borders of Top-Down Broadcasting ? An Analysis of the Threats and Opportunities of Participatory PSM Projects

PSMPW2 TB2 16:00-17:30

Public Service Media and their Different Takes on Diversity and Experimentation

Chair:
Leen d'Haenens

Presentations:
Barbara Thomass (Ruhr-Universität Bochum): Diversity and human resources management in European public service

Ada Fehr, Janine Greyer, Sünje Paesch-Colbert, and **Joachim Trebbe** (Freie Universität Berlin): Regional Diversity as Content: How German Public Service Broadcasting Provides its Audience with regional Information

Sarita Malik (Brunel University London): 'Creative Diversity': UK Public Broadcasting Service after Multiculturalism

Cinzia Padovani (Southern Illinois University): Public Media and Immigrant Audiences: A Study of three Countries

Emili Prado, Matilde Delgado, Nuria García-Muñoz and Belen Monclus (Universidad Autónoma de Barcelona): Reality TV as Experimentation Lab for new Advertising Integration Strategies in Public and Commercial European DTT

PSMPT3 TB2 9:00-10:30

The Politics of Media Policy Research: Negotiating Media Policy in the Public Interest in Post-Apartheid South-Africa

Chair/discussant:
Viola C. Milton (University of South Africa)

Presentations:
Dale McKinley (University of South Africa): The Right2KnowCampaign-Policy Interventions and Advocacy Informed by 'Voices on the Ground'

Jane Duncan (Rhodes University): Contesting Media Transformation: The Case of South African Post-Apartheid Press

Sekoetlane Jacob Phamodi (SOS Coalition, South Africa): What's in a Name when Public Broadcasters still Submit to the State? A case study of civil society interventions in promoting public service broadcasting values in South Africa

Julie Reid (University of South Africa): Ground-Up Perspectives - A Policy-Driven collaborative Research Approach for the Inclusion of Audience and Citizen's Voices

PSMTBM SPR1 14:00-15:30

Business Meeting

PSMPF4 TB2 16:00-17:30

Different Contexts for Public Service Media Values Development: A Cross-Continental Approach

Chair:
Jo Bardoel

Presentations:
Maria Michalis (University of Westminster): The Future of Free-To-Air in an increasingly Commercialized and Technologically Converging

Media Environment. Insights from Developments in Britain

Fernando Oliveira Paulino, Carlos Eduardo Esch, Liziana Guazina, Luis Martins da Silva (Universidade de Brasilia): Perceptions and Challenges in Brazilian Public Broadcasting Service

Inta Brikse (University of Latvia): Perspectives and Risks of Public Television in Small Countries

Maarja Lõhmus & Helle Tiikmaa (University of Tartu): Public Trust and Values for Public Money

Patricia Ortega Ramirez (Universidad Autónoma Metropolitana, Mexico): Lo Publico no se agota en lo Gubernamental. Cambios al régimen legal de la radiodifusión de servicio público en México/The Public Does not End with the Government. Changes to the legal regime of public service broadcasting in Mexico

POLITICAL ECONOMY (PE)

Chair: Helena Sousa (Univiversidade do Minho)

Vice-Chair: Rodrigo Gómez (Universidad Autónoma Matropolitana)

PEW1 MR 2.01 9:00-10:30

The Political Economy of the Aesthetic in Neoliberalism: Art, Labor, Cultural Production, and the Self in the "Creative Economy"

Chair:
Deborah Tudor (Southern Illinois University-Carbondale)

Discussant:
Aarti Wani (Symbiosis University)

Presentations:
Deborah Tudor (Southern Illinois University-Carbondale): Crowdfunding Fantasies, Please Meet Neoliberal Reality

Yuhui Tai (National Chiao Tung University):Under Dual Crisis: Neoliberalism, Chinese Censorship and TV Workers in Taiwan

Mark Walters (Auburn University): Getting a Black Belt in Neoliberalism

Jyotsna Kapur (Southern Illinois University-Carbondale): Will Teach for Food: Academic Labor and the Neoliberal University

PEW2 MR 2.02 9:00-10:30

Media and Audiovisual Policy Reform

Chair:
Rodrigo Gómez (Universidad Autónoma Metropolitana-Cuajimalpa)

Presentations:
Mariana Lameiras (Universidade do Minho) and Helena Sousa (Universidade do Minho): (De)constructing discourses on state media regulation in Portugal

Cesar R. Bolano (Sergipe Federal University)and Paulo Victor Melo (Sergipe Federal University): Audiovisual Policy in Brazil and in India: approximations, distances and possibilities

Helena Popovic (University of Zagreb): Commercialization and Privatization of Media in South-East Europe: A Wolf in Sheep's Clothing?

Hajrudin Hromadzic (University of Rijeka):Media Role in Post-Socialist Transition: The Case Study of Croatia

Wei-Ching Wang (National Taiwan Normal University) **Shule CAO** (Tsinghua University) and **Jia Dai** (Tsinghua University): Law, market, and new technology: Taiwan's audio-visual copyright norms and market

PEW3 MR 2.03 & 2.04 9:00-10:30

Digital or Global Capitalism? The emergence of new Communication Giants

Chair:
Peichi Chung (Chinese University of Hong Kong)

Presentations:
Akash Mukherjee (Tata Institute of Social Sciences): Region as a Frame

Mark Brewin (University of Tulsa): Money as digital media

Dal Yong Jin (Simon Fraser University):Platform Politics in Nation-states: a case analysis of Google

Mohammad Athar Ali (Aligarh Muslim University): The March of Apple and Google: Business or Digital Capitalism?

Irene Dorothy Awino (University of Oregon) and **Jacinta Mwende Maweu** (University of Nairobi):Till wealth and power do us part? How the marriage of convenience between the corporate community and the media shapes Kenya's politics

PEW4 MR 2.01 14:00-15:30

Globalization and communication issues

Chair:
Helena Sousa (Universidade do Minho)

Presentations:
Moisés Lemos Martins (Universidade do Minho): Globalization and Lusophony - the debate of languages

Kirsten A Kozolanka (Carleton University): Domesticating the Global Enemy: Militarized State Communication in the Post-9/11, Neo-liberal Nation

Pallavi Rao (Manipal University):The Great Indian Mall: A symbol of violence in a culture of consumerism

Sumanth Inukonda (Bowling Green State University): Telangana Movement: Nationalism as counter hegemony?

Daniel F. Ximenes Ponte (Universidade Federal do Rio do Janeiro): The Fordist model and the social functions of communications

PEW5 **MR 2.02** **14:00-15:30**

Television Systems and Cultural industries around the World

Chair:
Benjamin J. Birkinbine (University of Oregon)

Presentations:
Scott Fitzgerald (Curtin University): Convergence and Deconvergence: New Industry Structures in the Cultural Industries?

Martin Nkosi Ndlela (Hedmark University College): The Political Economy of Television Formats in Africa

Joseph D. Straubhaar (University of Texas) and **Swapnil Rai** (University of Texas): The New Middle Class and Changes in Television Systems and Genres in Two of the Main Television Systems of the BRICS, Brazil and India

Rodrigo Gómez (Universidad Autónoma Metropolitana-Cuajimalpa): Interactions of Latin American Television in Latin@ Television in the USA: Addressing formats, dynamics, alliances and audiences in the "digital age"

PEW6 **MR 2.01** **16:00-17:30**

Public Service values in the context of Neoliberalism

Chair:
Geoff Ostrove (University of Oregon)

Presentations:
Chika Anyanwu (Charles Sturt University): Politics, Power and Border Protection in an era of Globalisation: The Abbott Government and the Australian Broadcast Corporation

Bedriye Poyraz (Ankara University) and **Mesut Vahdet Ayan** (Ankara University): Public Service Media, Diversity and Existence of Alevis in the Public Sphere in Turkey

Ashmi Rashmikant Desai (University of Colorado): Between the headlines and bylines: Influences on Naxal news reporting in Chhattisgarh, India

Dzina Donauskaite (Vilnius University): Mass Media Role and Ideological Underpinnings of Poverty Reduction Policies in the Baltics: Lithuanian Case

PEW7 **MR 2.02** **16:00-17:30**

Adressing Media and Power interactions

Chair:
Paschal Preston (Dublin City University)

Presentations:
Jacinta Mwende Maweu (University of Nairobi): Worthy and Unworthy Victims? The Nexus between Media and Political Power in validating the Role of the International Criminal Court in the Kenyan Cases

Joerg Becker (Marburg University): The Role of PR-Agencies in Media War Reporting

Trish Morgan (National University of Ireland): Growing Ourselves to Death? Dual economic and ecological crises, the 'growth fetish' and the role of the media and cultural industries

Justin Schlosberg (University of London-Birkbeck): End of Story: Closure framing in media coverage of the national security state

PEW8 **MR 1.05** **16:00-17:30**

Media Giants in India and Bangladesh

Chair:
Pradip Thomas (University of Queensland)

Presentations:
Tara Nair (GIDR) and **Harsh Taneja** (University of Missouri): Fragmentation of Broadcast Market and Ownership Structure: Insights from India

Nithila Kanagasabai (Tata Institute of Social Sciences): Machiavellian Dream Merchants. Power and Media Policy in the Tamil Political Landscape

Md. Abu Naser (California State University-Sacramento) and **Robaet Ferdous** (University of Dhaka):"Media Boom" to Boost Democracy or is it Corporate Intrusion? The Political Economy of Media Industry in Bangladesh

Md. Abdur Razzaque Khan (University of Chittagong):The Political Economy of Crony Capitalism and Political Ownership of Private Television Channels in Bangladesh

Sriram Mohan (Tata Institute of Social Sciences):Making music, bridging boundaries: Examining the idea of 'fusion' music in the television show Coke Studio @ MTV in India

PET9 MR 2.01 9:00-10:30

Political Economy meets Media Economics

Chair:
Peter. A Thompson (Victoria University of Wellington)

Presentations:
Sergey Gennadyevich Davydov (National Research University): Russia "Runet Economy": Expert evaluation as a method of integration of the emerging media markets

Anuradha Bhattacharjee (London School of Economics): Measuring and Mapping of Media Ownership and Concentration in India and calculation of Company Power Index of 12 major media common ownership units (2000- 2012).

Ada Jaffery (University of Management and Technology) and **Dawood Mamoon** (University of Management and Technology): Institutions and Role of middle class "Socio-political evidence from Pakistan"

Tessa Jade Houghton (University of Nottingham-Malaysia): Iron Fists & Velvet Gloves: Mapping the Repertoires of Control and Contention in the Malaysian Mediascape

PET10 MR 2.02 9:00-10:30

A Roundtable on Methodologies for the Critical Researcher

Chair:
Janet Wasko (University of Oregon)

Presentations:
Carolyn M Byerly (Howard University): Procedures, Evidence and the Emancipatory Potential: The Oft-Forgotten Parts of Critical Inquiry

Ben Birkinbine (University of Oregon): and **Janet Wasko** (University of Oregon): Firm Inquiries: Methods for Critically Researching Media Corporations

Peichi Chung (Chinese University of Hong Kong): Doing critical transnational research and comparative media industry analysis in Asia: A discussion on method

Peter Thompson (Victoria University of Wellington): Documentary methods in political economy and media policy

PETBM MR 2.02 14:00-15:30

Business Meeting

Chair:
Helena Sousa (Universidade do Minho) and Rodrigo Gómez (Universidad Autónoma Metropolitana-Cujimalpa)

PET11 MR 2.01 16:00-17:30

Addressing China Communication System

Chair:
Joerg Becker (Marburg University)

Presentations:
Mian Wang (Tsinghua University):Innovation and Fast Growth: Media in China

Kristina Karvelyte (University of Leeds):Path-dependence in culture-led urban development: Evidence from global cities in Greater China

Lihyun Lin (National Taiwan University):In the shadow of China: The emerging media capitals in Taiwan

Kan Peng (Tsinghua University):A Political Economy of Online Film Exhibition in China

PET12 MR 2.02 16:00-17:30

Labor and Digital Capitalism

Chair:
Helena Sousa (Universidade do Minho)

Presentations:
Wayne Hope (AUT University): Time, Worker Exploitation, and Global Capitalism

Mary L. Gray (Microsoft Research/Indiana University) **Syed Shoaib Ali** (Ambedkar University) **Deepti Desai** (Christ University) **Siddharth Suri** (Microsoft Research): Making Sense of Crowdwork: A Grounded Approach to the Political Economies of Digital Labor

Gehao Zhang (Macau University of Science and Technology): Over the Great Firewall: The contradictory condition of digital labour

Sreela Sarkar (Santa Clara University): New Capitalists and Corporate Interventions

PET13 MR 2.03 & 2.04 16:00-17:30

Media and Communication Governance in the digital age

Chair:
Rodrigo Gómez (Universidad Autónoma Metropolitana-Cuajimalpa)

Presentations:
Alpha Obika (University of the West Indies-Mona Campus): Growth without Growth: Caribbean Media Governance in the 21st Century

Mohammad Sahid Ullah (University of Queensland): Digital Bangladesh: The Political Economy of New Media in a Peripheral Nation-state

Peter A. Thompson (Victoria University of Wellington): 8-Wired: The Political Economy of Ultra-Fast Broadband in New Zealand

Paschal Preston and **Jim Rogers** (Dublin City University): The Fifth Element' - Intellectual Property Rights as New Regimes of Ideas and Practices

PEF14 MR 2.01 9:00-10:30

Locating the Indian Media Within the New Economy

Chair:
Leen d'Haenens (KU Leuven)

Discussant:
S V Srinivas (CSCS)

Presentations:
Vibodh Parthasarathi (Jamia Millia University): Television Business in a Network Era

Adrian Athique (University of Waikato):The New Indian Media: Operational Logics and Market Constraints

Douglas Hill (University of Otago): Spatialising the political economy of the Multiplex: Culture, Corporatisation and Coercion in the 'new' India

Padmaja Shaw (Osmania University): Profit for Power or Power for Profit? The state of television industry in Andhra Pradesh

PEF15 MR 2.02 9:00-10:30

Ownership, Power and Old vs. New Media: International Approaches to Policy and Regulation

Chair:
Judith Townend (City University and University of Westminster)

Presentations:
Steven Barnett (University of Westminster): When democratic rhetoric meets economic pragmatism: plurality and policy in the UK and European Union

Benedetta Brevini (University of Sydney): Squashed by Big Media? From Media policy to "Big" Media policy: the battle for pluralism in Europe and Australia

Winston Mano (University of Westminster): Broadcasting Monopoly and Politicised Liberalisation of the Airwaves in Africa

Miklos Sukosd (University of Hong Kong): Information empire and media ownership: comparing traditional and online media policies in China

Daya Thussu (University of Westminster): Media conglomeration in India: Privatizing the Public Sphere?

PEF16 MR 2.01 14:00-15:30

Social Media experiences and Political Economy

Presentations:
Anne M Hoag (The Pennsylvania State University) and **Amit Schejter** (University of the Negev): Speaking up in the start-up nation: A study of media entrepreneurs in Israel

Shanthini Sarah (Manonmaniam Sundaranara Uiniversity): Role of social media activism in anti nuclear protest: a case study of Koodankulam, Tamilnadu, India

Julia Pohle (Vrije Universiteit Brussel): UNESCO and INFOethics: Seeking for global values in the Information Society

PEF17 MR 2.02 14:00-15:30

Political Economy and Journalism

Chair:
Jim Rogers (Dublin City University)

Presentations:
Ghislaine Leslyn Lewis (University of Canterbury Christchurch): Political economy: Jamaica's daily newspapers, class, escalating conflict & the shaping of an extradition

Shudipta Sharma (University of Chittagong): Online Newspapers in Bangladesh: A Critical Qualitative Inquiry

Viktor Chagas (Fluminense Federal University): Overlapping webs: An analytical model for use in works on the political economy of printed media

Chang-de Liu (National Chengchi University): Keeping independent in the post-authoritarian era: The struggle of Taiwanese independent journalists with politics and corporations

PEF18 MR 2.03 & 2.04 14:00-15:30

Internet regulation, Open Source, Surveillance and Cyber-security

Chair:
Wayne Hope (AUT University)

Presentations:
Sergio Denicoli (University of Minho and Fluminense Federal University): Internet regulation: unique models on a global sphere

Rianka Roy (Jadavpur University): The Profit Network Economy: Digital Capitalism, Surveillance and the Status of Users in Social Networking Sites

Benjamin J. Birkinbine (University of Oregon): Incorporating the Commons: Towards a Political Economy of Corporate Involvement in Free and Open Source Software

Nir Kshetri (University of North Carolina-Greensboro): Cybersecurity-related international institutions: An assessment and a framework for nations' strategic policy choices

PEF19 MR 2.02 16:00-17:30

Audiovisual Industries, labour and Political Economy

Chair:
Peichi Chung (The Chinese University of Hong Kong)

Presentations:
Geoff Ostrove (University of Oregon): Sports, Movies, Theme Parks, and Disney Synergy: A Political Economic Analysis of The Mighty Ducks

Azmat Rasul (National College of Arts)and **Jennifer M Proffitt** (Florida State University): A passage to India: Indian film market and the political economy of Disney's transnational operations

Ankan Rajkumar (Tezpur University): Regional Versus Global : A Study of Contemporary Television Scene in Assam

PEF20 MR 2.03 & 2.04 16:00-17:30

Public Service Media on Mobile Platforms: Between Path Dependency, Innovation and Market Constraints

(This panel is co-sponsored by the following sections: Political Economy, PSM policies working group, Global Media Policy working group)

Chair:
Gerard Goggin (University of Sydney)

Discussant:
Leen d'Haenens (Ku Leuven)

Presentations:
Benedetta Brevin (University of Sydney): PSM on the move: a European comparative study

Yik Chan Chin (Hong Kong Baptist University): Radio Television Hong Kong: the public service broadcaster in the tug-of-war between technology innovation, identity crisis, and local politics.

Fiona Martin (University of Sydney) and **Karen Donders** (Vrije Universiteit Brusse): Public service media and mobile internet: anywhere, anytime, any device?

VISUAL CULTURE (VIS)

Chair: Sunny Yoon (Hanyang University, South Korea)

Vice-Chair: Myoung Hye

VISW1 MR 1.10 14:00-15:30

Technology of visual culture

Chair:
Sunny Yoon (Hanyang University, South Korea)

Presentations:
Sasha Scott (Queen Mary University of London): Images of a Digital Martyr: Neda Agha-Soltan and the Ritual Performance of Mourning

Gehao Zhang (Macau University of Science and Technology): Graffiti in the City of Gambling: a visual ethnography

Devendran Munivelu Vellore (Dr. Ambedkar Government Arts College): Democratization of Tamil Cinema in the Era of Digitalization- A Critical Overview

Mehita Iqani (University of the Witwatersrand), Gilles Baro (University of the Witwatersrand): Branding the skyline: The corporatization of Johannesburg's semiotic landscape and implications for a shared public

VISW2 MR 1.10 16:00-17:30

Glocal or Regional in visual communication

Chair:
Deborah Tudor (Southern Illinois University)

Presentations:
Sita Reddy (University of Hyderabad): Return to Region: Putting Cultural Heritage in its Place

K. C. Gabriela (The English and Foreign Languages University, Hyderabad): Dominant regional politics in the reinforcement of Manipur culture through its cinema

Luiza Lusvarghi (UniversidadeNove de Julho): Blurred Lines: the relations between neo-noir and neopolicial in Latin America

Hrishikesh Ingle (The English and Foreign Languages University, Hyderabad): Regionalist Disjuncture in Bollywood: Towards a Consumerist Cinema

VIST3 MR 1.10 9:00-10:30

Revisiting Political Economy and Visual Culture

Chair:
Denize Correa Araujo (Universida deTuiuti do Parana)

Presentations:
Poarkodi Natarjan (Manonmanian Sundaranara University): Working Class Film Production, Parody and Provincial Cinema of Malegaon

Sandra Ristovska (University of Pennsylvania): Video Advocacy: Cultural History, Contemporary Challenges

Sisini Thrikkavela (University of Colombo): Use of media in defining a nation-state: the case of Korean Wave

Togiya Norio (Kansai University): World War I and Japan as Seen in the News Photographic Magazine RekishiShashin

Bernadine Jones (University of Cape Town): 50 Shades of Grey: The visual rhetoric of Nelson Mandela on Google Images

VISTBM MR 1.10 14:00-15:30

Business Meeting

VIST4 MR 1.10 16:00-17:30

Cultural power, sexuality and visual media

Chair:
Deborah Tudor (Southern Illinois University)

Presentations:
Sunny Yoon (Hanyang University): Mothering, Moderning and powers of horror: the ideal of mother and modern development in Korean art films

Mauricio Albeiro Marin (Universidade Autonoma del Cabribe, Colombia): Satyajit Ray: Motives and visual mobiles of the Indian woman

Gautami Challagulla (Independent Researcher): Female Homosociality in Telugu Cinema

Eduardo Zilles Borba (Universiverty of Ferrando Pessoa): Body, image and (urban) space. Illusions of the physical presence in out-of-home advertising observation experience through a computer screen

VISF5 MR 1.10 9:00-10:30

Cinema and cultural practice

Chair:
Hrishikesh Ingle (The English and Foreign Languages University, Hyderabad)

Presentations:
Thomas Wiedemann (Ludwig Maximilans University): Discursive Practice in Today's German Cinema

Binayak Bhatachrya (University of Hyderabad): And There Was IPTA: Revisiting Indian Cinema of the 1940s

Luíza Alvim (Federal University State of Rio de Janeiro): Between genres and styles in the films of Robert Bresson

Denize Correa Araujo (UniversidadeTuiuti do Parana): Powerful deceiving images of dictatorships

Ankhi Mukherjee (The English and Foreign Languages University, Hyderabad): The relevance of the 'Regional' in the Transnational Latin American Cinema through the films of Lisandro Alouso

Media in India: Fact File

Indian media, one of the prominent stakeholders in the country's rich democratic heritage has emerged over the years as a highly formidable, diverse and vibrant national institution that formulates the necessary checks and balances for good governance. The growth and penetration of Indian media has been phenomenal with the figures escalating to a staggering INR 918 billion in 2013. There are about 161 million TV households, 94,067 newspapers (12,511 dailies), 214 million internet users out of which 130 million are mobile internet users (KPMG report , 2014).

The Print Media:

Braving the odds like global slowdown, the immense competition from television and digital mediums; the print media in India continues its growth trajectory. India has one of the most aggressive readership trends with whopping 52 million bi-annual subscriptions of daily newspapers (ABC, 2014). In comparison to the elite English newspaper, the regional and vernacular press captures about 60% of the market share. The broadsheet newspapers and magazines have experimented with design and content to keep pace with the changing reading preferences of new age audiences. Most print endeavours are digitally savvy and have an online presence in the form of websites and mobile apps.

Number of Registered Newspapers and Periodicals

Year	Dailies	Others	Total	Growth (%)
2002-03	5,966	49,814	55,780	7.4
2003-04	6,287	52,182	58,469	4.8
2004-05	6,530	53,883	53,883	3.3
2005-06	6,800	55,683	62,483	3.4
2006-07	7,131	57,867	64,998	4.0
2007-08	7,710	61,613	69,323	6.7
2008-09	8,475	64,671	73,146	5.5
2009-10	9,355	68,029	77,384	5.8
2010-11	10,205	72,017	82,222	6.3
2011-12	10,908	75,846	86,754	5.5
2012-13	12,511	81,556	94,067	8.4

Source: RNI and KPMG 2014

The Broadcast Media:

The 1990s witnessed a meteoric rise in the broadcast media. The entry of a large number of private satellite TV channels and FM radio stations redefined the mediascape of the country. According to latest reports from the Ministry of Information & Broadcasting India there are more than 800 private satellite channels and around 400 FM stations.

Over the last decade, the Indian Broadcast industry has grown in scale – with new channel launches and enhanced digital distribution. With the increase in the number of channels (GEC and niche genre specific channels alike), the scale of business operations has grown manifold. The television industry in India is worth INR417 billion and registers an annual growth

rate of 16 percent. Digitisation of transmission and distribution has increased the subscription revenue for broadcasters, who are able deliver quality content to audiences.

Growth Projection of Indian Television Industry	
Year	**INR Billion**
2012	182
2013	205
2014	239
2015	292
2016	361
2017	413
2018	473

Source : Adapted from the KPMG report 2014

The New Media:

India has become the world's third largest user base which follows the USA and China. The convenience, popularity and affordability of hand held devices like smart phones and tablets has increased internet exposure significantly. It is estimated that the mobile internet user base will grow up to 350 million by the end of 2018. India is a leading user of social media and also ranks third in terms of number of mobile app downloads (Google Play 2013).

Is Communication Research in India Coming of Age?

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I. Introduction

The growth of communication as a discipline of study in India and my career has moved almost concurrently. When I began my career in 1975, there were just a handful of teaching and research departments, at Punjab, Osmania, Bangalore, Madras, Varanasi and a few other locations. Today, there are a plethora of teaching departments at public and private universities, and a huge number of trade schools teaching the craft. There is a sea change in the academic research and teaching community.

For the last thirty five years, I have straddled two different worlds, a world of teaching and research in communication, and the world of applications of communication for development. There are learnings from each of these worlds that I would like to share with you here, and to draw your attention to the gaps that communication researchers need to address, if indeed we are to make a 'mainstream' contribution to development and nation building.

Most social sciences, including communication have two dimensions, the academic and the applied. While the academic provides dimension and deeper theoretical insights and analyses, the applied perspective needs these insights to apply them to real world problems and issues in the use of communication technologies. One can argue endlessly about where our research emphasis should be, but I believe there is a synergy—action on the ground guides the formation of constructs and theories and policies—in turn, these are the guiding principles on which we base our work on the ground.

If research has no implication for theory, if it lacks even a minimum of *scientific method* and explanatory power, it should not be undertaken. At the same time, if research in the context of national social and economic development cannot provide a clear, direct, and unambiguous line between results and decision alternatives, it lacks *pragmatic validity* and similarly should not be undertaken. In a developing country, the ultimate test of the value of research is a pragmatic one, its usefulness in practice. By this test, much of the research done in the name of development has been a waste. The field of communication and communication research is no exception and I am often left to wonder about the value of many a publication I read in the field.

Wang (2011) has made a critical assessment of the centrality of the communication when faced with the digital revolution. She argues that trying to study communication today is like shooting at a fast moving target in terms of the digital revolution. What seems to have happened in the last two decades is that the sudden and exponential growth of what are today's information and communication technologies, (essentially computer and internet based systems) has so eclipsed the core of communication research in Asia that the agendas and priorities of research have shifted away. This is reflected by Bryant and Yang as an outcome of a content analysis that they have conducted into the nature of communication research in Asia. In the same vein, Lent (1989) has argued that "*The speed with which much of the new technology has been introduced and expanded in Asia has brought undesired consequences, e.g., much dialogue previously focused on development journalism, ethics, or freedom of expression has shifted to information hardware.*" This is also reflected in the continued requests I have received from Asia Pacific institutions that I focus less on communication and development and more on 'ICTs and Development' in the training materials I have prepared over the last five years.

What also seems to have taken place is that the academic research has remained very much the exclusive territory of communication researchers. Wang (2011) further argues that while technologies are changing rapidly, communication studies as research and as a discipline faces some 'inertia' in the way we approach the field. While the technologies have undergone a sea change, the approaches to investigate these studies have remained very much the same.

However, there is a lot of activity in the second world I have straddled—i.e. field application of communication to address development programmes and projects. The application of communication media and the study of such applications has become a field which is a free for all, with everyone, from

engineers and doctors, to IT vendors and politicians, being involved, with everyone having a solution—an "end to end solution". Usually, as my experience shows, this translates to an 'end to end problem. This engagement of everyone with communication had led to the blurring of the lines between the hardware, software, and social contexts and conditions in which the technologies are placed. It has led to a dilution of the rigour which is the hallmark of good research. As a result, we have a large number of experiments and pilots (success stories, large and small) but limited clear evidence of success in bringing about the behavioural change that is the intention of the application of the technologies in the first place. In fact, the globally reported rate of success is about 20 per cent of projects—which means that four out of five communication and development experiments fail!....

Therefore, there is a disconnect between the world of academic teaching and research, and the field of applications of communication.

So, where are we going wrong? Is it in our conceptual understanding of the paradigms (the past dominant one, the current participatory approaches; or is it in the selection and application of any one selected paradigm? Or is it in our lack of understanding of digital media—transformationally different from the previous media *avatars*? Or, is there some other dimension or issue that has been missed?

Over the past few weeks, I have been revisiting the dominant paradigms in communication and development discourse. In the course of this revisit, I undertook a new analysis of their passing… What is it that my analysis revealed?

II. The Issues

Emerging from the current realities in the application of communications for development are some important causes of the failures reported earlier. The underlying assumptions of the dominant paradigm, that Western models are the ideal, and perhaps, the only way to achieve social change; that economic development equates with social development; that one could come in from the outside and apply media models without adequate respect and recognition for local cultures and realities; and the final assumption that communication alone can bring about social change. This much analysis emerges from my academic teaching and research work.

What my work in the application and evaluation of communication media experiments and experiences in the country tells me is a different story. It is a story of compromise with the fundamental premises of existing theory. It is a story of compromises at every stage of the process, from planning and design to implementation and evaluation. There is technological determinism; there are decisions taken which impact on a project in terms of design failures, e.g. designing the inappropriate technology or media use in a project. There are numerous instances of being driven by the agendas of donor and funding agencies; of assumptions made about field conditions without adequate data or field experience. There are the administrative locations of communication projects either in a line ministry like agriculture or locating them in information and broadcasting; and finally, the creation of hybrid agencies to deliver a programme. The hybrid agency created as a solution often becomes the problem rather than the solution. And finally, lack of political will and support; bureaucratic styles of functioning and decision making which go against the grammar of the media; all these realities add up to a myriad set of causes that all spell DOOM for communication projects.

There are also new 'dimensions' to the current promotion and use of information and communication technologies. Earlier, when developing countries developed broadcasting policies and systems in their countries, these were done as a part of a broader development agenda and through trial and experience, many national broadcasters understood the nature and grammar of the medium. This is no longer so. A survey of literature will yield any number of large and small scale experimentation taking place in the use of new media we do not know what worked; what did not; or what can be scaled up; what should be scaled down or why?

We are also finding that most initiatives are supply rather than need driven. In other words, the approach to an initiative has come from a donor agency, a government, ICT agency or vendor, but rarely as a consequence of an expressed demand for the provision of ICT integrated development. And we find that the deployment is most often to 'deliver services, whether e governance, e health, e agriculture, etc" but not to result in directed social change.

Initiatives generally designed and implemented by conventional governments as part of a broad developmental agenda reflect the "conventionalism" of existing institutions; they combine hierarchical and bureaucratic systems of administration. Models of project management where projects or initiatives are implemented centrally fail to adequately take local needs into consideration. This results in a constant tussle between local requirements and the need to enable the development of local solutions.

While economies of scale make large projects and initiatives attractive, the solutions need to be location, problem, time, and people specific. The politics of monopoly and central control do not favour decentralization and provide the autonomy need to effectively implement locally.

Conversely, local solutions when up-scaled, even to meet regional needs, often fail. Sometimes, a project that worked in one part of the country will not succeed in another. Thus, when one looks for change at a micro level, it does not get adequately reflected on a national dimension—and similarly the transformation that are possible in small well organized local and problem specific situations are not possible when either the technology or the content is upscaled to meet the needs of a wider population.

As a result, we find that large communication projects become increasingly inflexible in terms of design, content, implementation; while small projects have not addressed the issues of "how to scale up" There is little research to guide us to in addressing these kinds of issues.

And finally, despite the growing emphasis on the theme of communication and development, there is a notable lack of methodologically sound information to base policy making in these areas. (Huyer and Mitter)

The question that comes to mind is simply this—are theory and practice going in parallel lines never to converge; or are there points of intersection when there is synergy and each can benefit from the other. I think there are areas of intersection and synergy—but it is for communication scholars and practitioners to come out and mainstream the field.

Three decades ago, India and Indonesia undertook large scale experimentation with the use of satellite technologies for development. Findings from the extensive research that preceded and followed these experiments were many and demonstrated what could be done if the right kinds of questions were asked and the appropriate data gathered. Use of satellite technology for different development applications never looked back after those initial experiments.

That experimentation was perhaps the only time that both scholars and practitioners of communication and development came together to test real models of communication in the field. At least, this has been my experience during the last thirty five years of teaching, research, and practice. And incidentally, some of the names of scholars we talk about and you read about such as Kiran Karnik, Binod Agrawal, Bella Mody and Srinivas Melkote were part of those heady days of experimentation in India. And the world watched as a bunch of young, inexperienced, but deeply committed and daring team put together and successfully implemented some of the largest experiments in communication for development.

IV. In Lieu of a Conclusion

Some of you are probably wondering why I have raised these issues and questions. Some of you are probably thinking that these are the musings of a person in the twilight of a long career. I wanted to draw attention to the current disconnect between theory and the practice of communication in India. This disconnect is a cause for serious concern, but it is not one that cannot be bridged. My belief is that if communications scholars actively pursue and address application oriented research and subsequently proactively engage in advocacy with policy and decision makers, it will be possible to execute campaigns such as the Pulse Polio in India. It is my belief that we cannot afford to lose the opportunity to ensure the inclusion of our inputs into policy making, project planning and implementation in developing countries and to do that, we have to bridge the current gap between the academic and the applied aspects of communication for development.

I titled this presentation "Is Communication Research in India Coming of Age?" My answer to this question is 'not yet.' We are in a period of intense churning and conflict in the field of communication, much like adolescence is for human growth. Gone are the days when we will, like children, blindly accept the theories and practices that come to us from outside our borders. At the same time, our field has not yet matured as it has elsewhere. In the West, it took nearly a half century to mature. We are now midway into that half century—where departments such as this are just completing 25 years and consolidating

themselves as centres of excellence. And the pursuit of excellence is a journey, not a destination and it is a journey that we all have to take together.

We think we know the answers, but do we know the questions we seek answers to?

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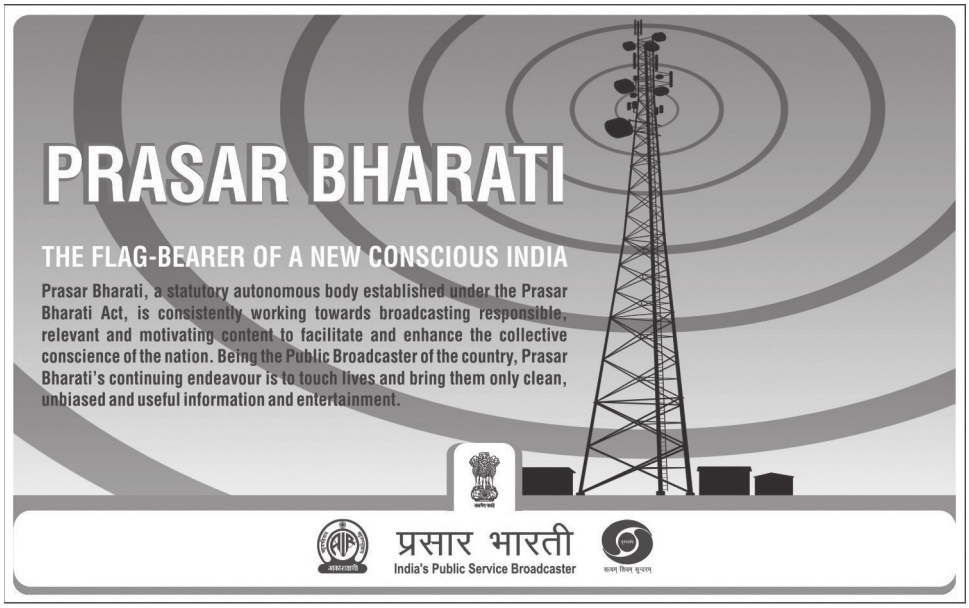
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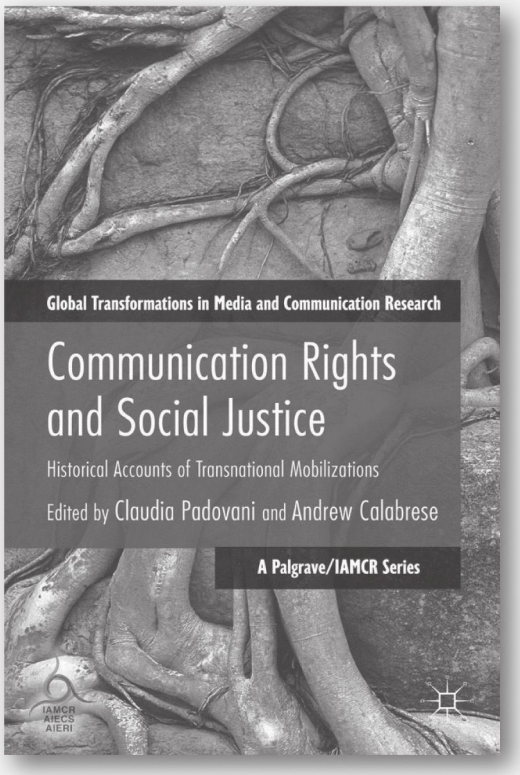

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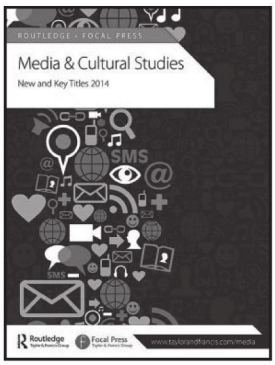

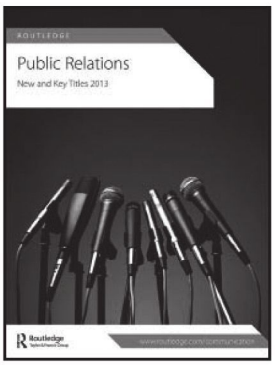

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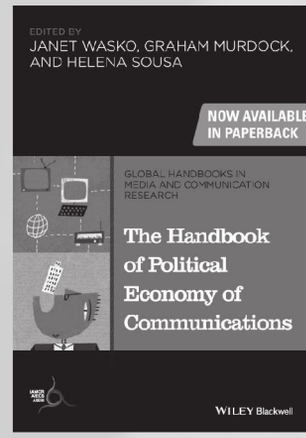

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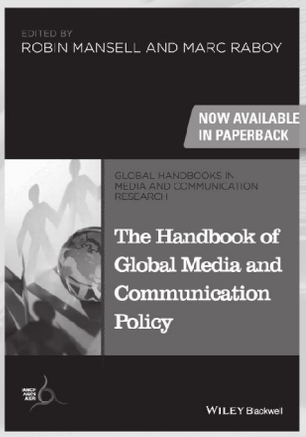

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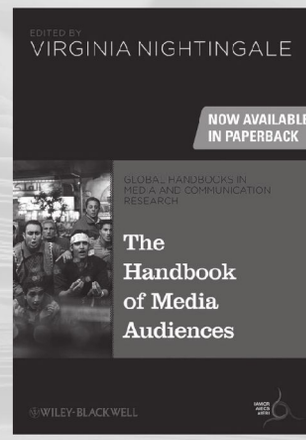

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