

# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY



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United Nations Educational,  
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# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

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ROUTLEDGE



**Routledge**

Taylor & Francis Group



**ECREA**

**Routledge** and **ECREA** are pleased to announce that they have partnered to publish a new series: *Routledge Studies in European Communication Research and Education*.

Books in the series will make a major contribution to the theory, research, practice and/or policy literature. They are European in scope and represent a diversity of perspectives.

**Series Editors**

Nico Carpentier, Vrije Universiteit Brussel,  
Belgium and Charles University,  
the Czech Republic

François Heinderyckx, Université Libre de  
Bruxelles, Belgium

For more information and to view forthcoming books, please visit the **ECREA** website,

[www.ecrea.eu](http://www.ecrea.eu)

or **Routledge's** series website,

[www.routledge.com/books/series/ecrea/](http://www.routledge.com/books/series/ecrea/)



# ECREA 2012

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## WELCOME TO ECREA 2012 ISTANBUL

Dear Participants,

For the 4th time, the community of media and communication scholars from across Europe and beyond is gathering to share, discuss, plan and organise research of the highest standards, but also to meet, greet, socialise and explore. Such conference may seem almost ordinary to some of the participants. But it is not. In fact, it is a remarkably exceptional conference. For one thing, it is taking place in one of the most fascinating cities in the world, at the edge of what is known as "Europe". What is more, it is offering a dazzling range of presentations, round-tables, panels, workshops, screenings and other academic and cultural activities.

Then, it also marks a major milestone in the life of ECREA and its community: the General Assembly that will gather during the conference will elect a new Executive Board. A number of the founding and longstanding Board members will step down at the end of their second and last term on the Board (the ECREA Statutes do not allow more than two consecutive terms).

This conference is only one of the many signs of how the association has grown. In just a few years, it became a powerhouse of all kinds of activities in the vibrant community of media and communication scholars. The intense activity of our 17 sections, 3 networks, 8 temporary working groups, and 4 task forces, who have structurally contributed to this conference, reflects and materializes the intellectual richness and diversity of our membership.

Let this conference be an opportunity to thank all those whose efforts as Bureau members, Board members, Advisory Board members, leaders of Thematic Sections, Networks, Temporary Working Groups and Task Forces, friends, supporters, sponsors, conference organizers, publishers, Summer School organizers, Book series editors and reviewers, sister associations and, of course, members, have made ECREA what it is today.

ECREA is also very grateful to the Turkish Communication Association (ILAD), the International Organizing Committee, the Local Organizing Committee, Visitur (the professional congress organizer of this conference), the academic partners and the sponsors for making this conference become a reality at the cost of months and years of hard, diligent and creative work.

Enjoy the conference and long live ECREA.

**François Heinderyckx**

*Universite Libre de Bruxelles (ULB), President of ECREA*

Dear Participants,

Welcome to the 4th European Communication Conference in Istanbul, which we have the honour to host as ILAD here in Istanbul. Founded in 1989 by President Hıfzı Topuz, ILAD (İletişim Araştırmaları Derneği) the Turkish Communication Research Association aims to promote scholarly research in communication in Turkey with its members from all across the country, including senior and junior scholars, journalists and writers.

'Social media and global voices' was chosen as the conference theme when we submitted our candidacy file for this ECREA conference almost three years ago and we have seen how this theme has become more and more relevant when looking at global events. While the keynote speakers will address the issues connected to the conference theme in depth, the parallel panels will cover a very wide range of relevant issues in media and communication research, and include special panels organized in collaboration with ICA, IAMCR, ALAIC, IFCA and ACS.

ILAD, in collaboration with local universities, will also open a debate on the historical backgrounds of media education in Turkey and the future of Turkish communication researches in addition to the discussions of local media environments with a global agenda. A stream will be also dedicated to workshops, screenings of short films, features, documentaries and performances of local scholars and students.

We would like to express our gratitude to Mimar Sinan Fine Arts University for their hospitality in hosting the main event, to Plato College of Higher Education for hosting the pre-conferences, to Turkish Airlines for their transportation sponsorship, to UNESCO's Division on Freedom of Expression and Media Development and the Turkish National Commission for UNESCO for their support, and to our local Professional Conference Organizer Visitur for their professional work and dedication. Special thanks also to Kevin Robins, Nermin Abadan Unat and Haluk Şahin who have been supporting the work of the Local Organization Committee since the very early stages of the organization of this event.

Finally, it has been a great collaborative and enriching experience for us to work with ECREA for such a major conference.

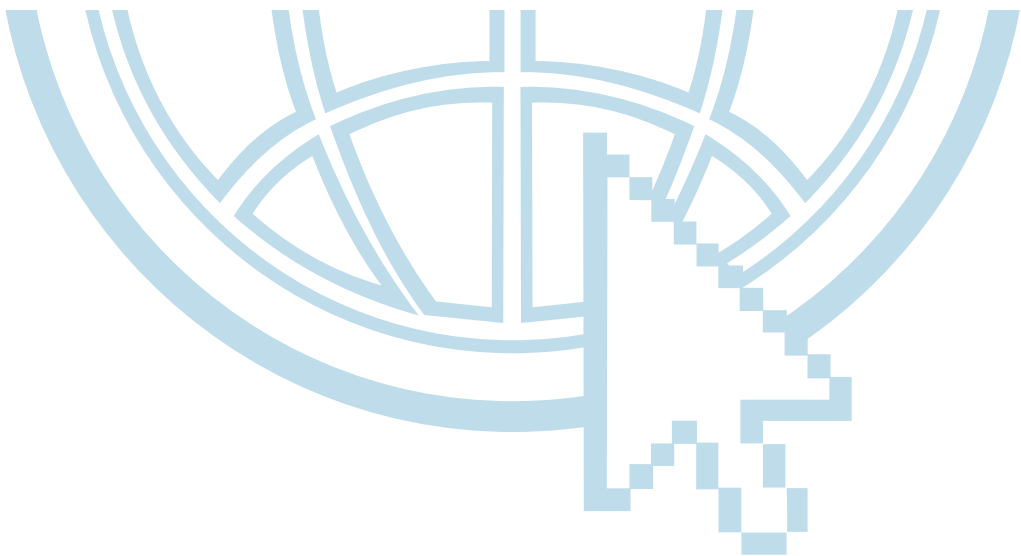
I would like to thank you all for your contributions that I hope will help illuminating the ways of mutual understanding among global voices and wish you a wonderful time in Istanbul!

**Nurçay Türkoğlu**

*Chair of the Local Organising Committee, ECREA 2012 Istanbul*



***GENERAL INFORMATION***





# ECREA 2012

4th European Communication Conference  
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## ABOUT ECREA 2012 ISTANBUL

### SOCIAL MEDIA AND GLOBAL VOICES

ECC 2012 conference in Istanbul, located at the crossroads of the East and West, North and South, will provide a perfect platform to meet and discuss the profound transformations that are taking place globally in the mass mediated societies. While social media will be the particular focus at this conference, contemporary topics are encouraged, regarding the old and the new within the European communicative sphere which converged under the memories of empires, hopes of western republics and harsh realities of global capitalism.

The proposed theme; "Social Media And Global Voices" aims to open up a vibrant discussion in the European academic scene in the areas of: new media, peace and conflict journalism, network society, convergence culture, cultural spaces of human interaction, social media use and access, media as a platform for democracy, legislative restrictions of the old and new media, limits of artistic expressions, issues of multiculturalism, ubiquity of the internet and digital divide, local media as community builder, diasporic media, transnational media, and the political economy of the media.

The main theme will explore questions and issues such as:

- How global is social media? Being critical to the unified terminology of globalisation, we take the globe not just as a geographical term but the human settlement all around the world including history and the future.
- How social is social media? There has been a long debate on the socialization effect of media; whether the press is the fourth estate or the media's role in manipulating or constructing public opinion is still valid; "social media" as a recent term is not the same both in content and use in our lives.
- What are the ethical responsibilities of social media? Ethics has to be handled by the communities, new groupings and all kinds of networks of individual in the hemisphere of still to be called citizenship.
- What is the political economy of social media? Individual use of new communication and information technologies work through global media markets besides the confronting voices using social media groupings are not totally free of marketing and government controls.
- Are "big audiences" dead? Who airs/publishes/tweets the "voices of the voiceless"?
- Where to define the spaces bridging the academy and the everyday?



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## **ECREA**

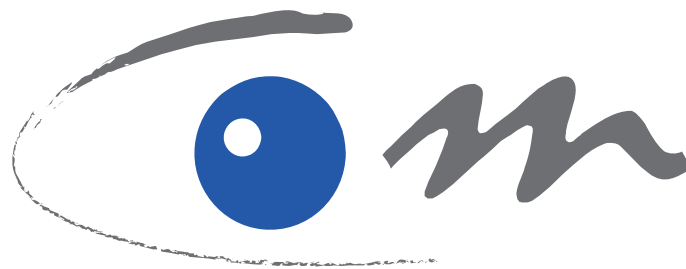
### **EUROPEAN COMMUNICATION RESEARCH AND EDUCATION ASSOCIATION**

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

ECREA hosts 3 networks (Central and East-European (CEE) Network, Women's Network and Young Scholars Network (YECREA)) as well as 17 thematic sections, and 8 Temporary Working Groups (TWGs) each developing their own sets of activities. Every year, dozens of PhD students gather together with leading scholars during the ECREA Summer School. ECREA also manages the Routledge Studies in European Communication Research and Education Book Series which publishes at least one volume of original and innovative academic work every year.

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

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







# ECREA 2012

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## SECTIONS

### Audience and Reception Studies

Chair: Helena Bilandzic (*Augsburg University, Germany*)

Vice Chair: Geoffroy Patriarche  
(*Facultés Universitaires Saint-Louis (FUSL), Belgium*)

Acting Vice Chair: Pille Pruulmann-Vengerfeldt  
(*Tartu University, Estonia*)

ECREA 2012 Section Programme Chair: Helena Bilandzic

### Communication and Democracy

Chair: Jeffrey Wimmer  
(*Ilmenau University of Technology, Germany*)

Vice Chair: Iñaki Garcia-Blanco (*Cardiff University, United Kingdom*)

Vice Chair: Bart Cammaerts  
(*London School of Economics, United Kingdom*)

ECREA 2012 Section Programme Chair: Jeffrey Wimmer

### Communication History

Chair: Klaus Arnold (*University of Trier, Germany*)

Vice Chair: Paschal Preston (*Dublin City University, Ireland*)

Vice Chair: Susanne Kinnebrock (*Augsburg University, Germany*)

ECREA 2012 Section Programme Chair: Klaus Arnold

### Communication Law and Policy

Chair: Katharine Sarikakis (*University of Vienna, Austria*)

Vice Chair: Carmina Crusafon  
(*Autonomous University of Barcelona, Spain*)

Vice Chair: Manuel Puppis (*University of Zurich, Switzerland*)

ECREA 2012 Section Programme Chair: Katharine Sarikakis

### Diaspora, Migration and the Media

Chair: Olga Bailey (*Nottingham Trent University, United Kingdom*)

Vice Chair: Gavan Titley  
(*National University of Ireland, Maynooth, Ireland*)

Vice Chair: Sonja De Leeuw (*Utrecht University, The Netherlands*)

ECREA 2012 Section Programme Chair: Olga Bailey

### Digital Culture and Communication

Chair: Elisenda Ardevol (*Open University of Catalonia, Spain*)

Vice Chair: Caroline Bassett (*University of Sussex, United Kingdom*)

Vice Chair: Gemma San Cornelio  
(*Open University of Catalonia, Spain*)

ECREA 2012 Section Programme Chair: Elisenda Ardevol

### Film Studies

Chair: Philippe Meers (*University of Antwerp, Belgium*)

Vice Chair: Mark Jancovich  
(*University of East Anglia, United Kingdom*)

Vice Chair: Helle Kannik Hastrup  
(*University of Roskilde, Denmark*)

ECREA 2012 Section Programme Chair: Philippe Meers

### Gender and Communication

Chair: Tonny Krijnen  
(*Erasmus University Rotterdam, The Netherlands*)

Vice Chair: Claudia Alvares (*Lusofona University, Portugal*)

Vice Chair: Sofie Van Bauwel (*Ghent University, Belgium*)

ECREA 2012 Section Programme Chair: Claudia Alvares

### International and Intercultural Communication

Chair: Luciano Morganti (*Free University of Brussels, Belgium*)

Vice Chair: Rico Lie (*Wageningen University, The Netherlands*)

Vice Chair: Leo Van Audenhove  
(*Free University of Brussels, Belgium*)

ECREA 2012 Section Programme Chair: Rico Lie

### Interpersonal Communication and Social Interaction

Chair: Pekka Isotalus (*University of Tampere, Finland*)

Vice Chair: Owen Hargie (*University of Ulster, United Kingdom*)

Vice Chair: Maarit Valo (*University of Jyväskylä, Finland*)

ECREA 2012 Section Programme Chair: Pekka Isotalus

### Journalism Studies

Chair: Ramon Salaverria (*University of Navarra, Spain*)

Vice Chair: George Terzis (*Vesalius College Brussels, Belgium*)

Vice Chair: Thomas Hanitzsch (*University of Munich, Germany*)

ECREA 2012 Section Programme Chair: Ramon Salaverria

### Organisational and Strategic Communication

Chair: Adela-Luminita Rogojinaru  
(*University of Bucharest, Romania*)

Vice Chair: Arlette Bouzon (*University Toulouse 3, France*)

Vice Chair: Ana Melo (*University of Minho, Portugal*)

ECREA 2012 Section Programme Chair:

Adela-Luminita Rogojinaru



# ECREA 2012

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## SECTIONS

### Philosophy of Communication

**Chair:** Johan Siebers

*(University of London/University of Central Lancashire, United Kingdom)*

**Vice Chair:** Bart Vandenabeele *(Ghent University, Belgium)*

**Vice Chair:** Mats Bergman *(University of Helsinki, Finland)*

**ECREA 2012 Section Programme Chair:** Johan Siebers

### Political Communication

**Chair:** Katrin Voltmer *(University of Leeds, United Kingdom)*

**Vice Chair:** Jesper Strömbäck

*(Mid Sweden University, Sweden)*

**Vice Chair:** Maria Jose Canel

*(Complutense University of Madrid, Spain)*

**ECREA 2012 Section Programme Chair:** Katrin Voltmer

### Radio Research

**Chair:** Guy Starkey

*(University of Sunderland, United Kingdom)*

**Vice Chair:** Angeliki Gazi

*(Cyprus University of Technology, Cyprus)*

**Vice Chair:** Stanislaw Jdrzejewski

*(Kozminski University Warsaw, Poland)*

**ECREA 2012 Section Programme Chair:** Guy Starkey

### Science and Environment Communication

**Chair:** Louise Phillips *(Roskilde University, Denmark)*

**Vice Chair:** Julie Doyle

*(University of Brighton, United Kingdom)*

**Vice Chair:** Anabela Carvalho *(University of Minho, Portugal)*

**ECREA 2012 Section Programme Chair:** Louise Phillips

### Television Studies

**Chair:** Lothar Mikos

*(University of Film and Television 'Konrad Wolf' Potsdam, Germany)*

**Vice Chair:** Elke Weissmann

*(Edge Hill University, United Kingdom)*

**Vice Chair:** Manuel José Damásio

*(Lusofona University, Portugal)*

**ECREA 2012 Section Programme Chair:** Elke Weissmann

## NETWORKS

### Central and East-European Network

**Chair:** Tomas Trampota

*(Charles University Prague, Czech Republic)*

**Vice Chair:** Aukse Balcytiene

*(Vytautas Magnus University, Lithuania)*

**Vice Chair:** Epp Lauk *(University of Jyväskylä, Finland)*

**ECREA 2012 Network Programme Chair:** Epp Lauk

### Women's Network

**Chair:** Nuria Simelio Sola

*(Autonomous University of Barcelona, Spain)*

**Vice Chair:** Sinikka Torkkola *(University of Tampere, Finland)*

**Vice Chair:** Clara Sarmento

*(Polytechnic Institute of Porto, Portugal)*

**ECREA 2012 Network Programme Chair:**

Nuria Simelio Sola

### YECREA (Young scholars network)

**Chair:** Benjamin De Cleen

*(Free University of Brussels, Belgium)*

**Vice Chair:** Alenka Jelen

*(University of Central Lancashire, United Kingdom)*

**Vice Chair:** Julie Uldam

*(London School of Economics, United Kingdom)*

**ECREA 2012 Network Programme Chair:** Julie Uldam



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## TEMPORARY WORKING GROUPS (TWGs)

### Advertising Research

**Chair:** Guido Zurstiege (*University of Tübingen, Germany*)  
**Vice Chair:** Tino G. K. Meitz (*University of Tübingen, Germany*)  
**Vice Chair:** Ivana Modena  
(*Sustainability Management School, Switzerland*)  
**ECREA 2012 Network Programme Chair:**  
Guido Zurstiege

### Children, Youth and Media

**Chair:** Sonia Livingstone  
(*London School of Economics, United Kingdom*)  
**Vice Chair:** Brian O'Neill  
(*Dublin Institute of Technology, Ireland*)  
**Vice Chair:** Cristina Ponte (*New University of Lisbon, Portugal*)  
**ECREA 2012 TWG Programme Chair:**  
not applicable. This TWG was established in 2012.

### Crisis Communication

**Chair:** Andreas Schwarz  
(*Ilmenau University of Technology, Germany*)  
**Vice Chair:** Winni Johansen (*Aarhus University, Denmark*)  
**Vice Chair:** Alessandra Mazzei (*IULM University Milan, Italy*)  
**ECREA 2012 TWG Programme Chair:** Andreas Schwarz

### Digital Games Research

**Chair:** Thorsten Quandt (*University of Münster, Germany*)  
**Vice Chair:** Jan Van Looy (*Ghent University, Belgium*)  
**Vice Chair:** Torill Mortensen  
(*IT University of Copenhagen, Denmark*)  
**ECREA 2012 TWG Programme Chair:** Thorsten Quandt

### Media & the City

**Chair:** Chiara Giaccardi  
(*Catholic University of Milan, Italy*)  
**Vice Chair:** Ursula Lulkiewicz  
(*Catholic University John Paul II, Poland*)  
**Vice Chair:** Leopoldina Fortunati (*University of Udine, Italy*)  
**ECREA 2012 TWG Programme Chair:** Chiara Giaccardi

### Media and Religion

**Chair:** Johanna Sumiala (*University of Helsinki, Finland*)  
**Vice Chair:** Knut Lundby (*University of Oslo, Norway*)  
**Vice Chair:** Mihai Coman (*University of Bucharest, Romania*)  
**ECREA 2012 TWG Programme Chair:** Johanna Sumiala

### Media Industries and Cultural Production

**Chair:** David Hesmondhalgh  
(*University of Leeds, United Kingdom*)  
**Vice Chair:** David Fernández-Quijada  
(*Autonomous University of Barcelona, Spain*)  
**Vice Chair:** Ida Willig (*Roskilde University, Denmark*)  
**ECREA 2012 TWG Programme Chair:**  
David Hesmondhalgh

### Mediatization

**Chair:** Andreas Hepp (*University of Bremen, Germany*)  
**Vice Chair:** Stig Hjarvard  
(*University of Copenhagen, Denmark*)  
**Acting Vice Chair:** Nick Couldry  
(*Goldsmiths, University of London, United Kingdom*)  
**ECREA 2012 TWG Programme Chair:** Andreas Hepp

# ECREA 2014 » LISBON

School of Communication, Architecture, Arts and Information Technologies

[www.lusofona.pt](http://www.lusofona.pt)

## 5th European Communication Conference

» November 12-15 | 2014 Lisbon | Portugal  
Lusofona University  
Lisbon | Convention Centre, Belem



UNIVERSIDADE LUSÓFONA  
de Humanidades e Tecnologias  
*Humanitas nihil alienum*





# ECREA 2012

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## LOCAL ORGANISER: ILAD

ILAD (İletişim Araştırmaları Derneği), the Turkish Communication Research Association, will be hosting the ECREA 2012 Conference in Istanbul. ILAD was founded in 1989 to promote scholarly research in communication in Turkey and has currently over 300 active members from all across the country, including senior and junior scholars, journalists and writers.

ILAD is a member of the International Federation of Communication Associations (IFCA) and an Associate Member of ECREA. Individual and Institutional Members of ILAD are members of ECREA, ICA and IAMCR.

The start of communication research in the academic field in Turkey goes back to the early 1950s. Turkey's most prominent communications scholar, Professor Hifzi Topuz, participated to the founding assembly of IAMCR held at UNESCO, in Paris, on 18-19 December 1957.

Currently there are 40 schools of communication, plus an additional 15 other institutions and departments, that host communication courses in higher education institutions in Turkey.



## MAIN ACADEMIC PARTNER



MİMAR SİNAN  
GÜZEL SANATLAR  
ÜNİVERSİTESİ

CONFERENCE LOCATION: Mimar Sinan Fine Arts University, Bomonti Campus,  
Cumhuriyet Mahallesi, Silahsör Caddesi No:89, Bomonti, Istanbul





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## SPONSORS



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# ECREA 2012

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## ISTANBUL - THE CITY

### Istanbul - One City Two Continents

Istanbul is a two-part city, divided by the Bosphorus, one part lying in Europe and the other in Asia. It is a natural gateway offering a friendly welcome with genuine hospitality. The city has been an imperial capital for Roman, Byzantium and Ottoman Empires, all of which is reflected in the beauty of its many museums, churches, and great mosques. It is a metropolis proud of its rich history and unrivalled natural beauty. With a population of over 10 million it is the biggest city in Turkey. Although, not the capital, Istanbul remains the heartbeat of Turkey! Local cuisine is excellent and of a great variety, from the simple village kitchen to the most refined tastes of the imperial Ottoman Cuisine.

If you require further information on Turkey and Istanbul you can visit the following websites: [www.turizm.gov.tr](http://www.turizm.gov.tr) & [www.theguideturkey.com](http://www.theguideturkey.com)

### SHOPPING IN ISTANBUL

Istanbul is a shopper's paradise for carpets, leather goods, jewels, gold and fashion. If you prefer to do your entire shopping in one roof, head for one of the city's modern shopping malls, which offer a variety of international and Turkish brand goods. Shops are open, in general, from 9am to 8pm Monday to Saturday; The Grand Bazaar and Spice Bazaar open their gates at 8:30am and close at 7pm. Big shopping malls open from 10am to 10pm seven days a week. Shops do not close for lunch.

### TAXIS

Available at taxi stands or hailed on the street. All are yellow with a taxi sign at the top and have meters.

### EATING OUT

The Turkish Cuisine is said to be one of the best in the world. Istanbul has many alternatives to offer from the world. Chinese, Mexican, Japanese and traditional Turkish cuisine. You may choose from modern and elegant restaurants or smaller ones filled with local color and flavor.

### TIPPING

Although a service charge is included in most restaurants, leaving a 10% tip is appreciated.

## “Farewell party at the Bosphorus by boat”

27 October 2012, Saturday at 20:00

Tickets: 50 Euros per person  
(including VAT, 2 hours boat trip, English speaking guide, unlimited local drinks, 2 cold canapes, 1 hot appetizer, chips, crudite)

A prior booking is required! Those of you having booked the party when registering via the conference website will find an invitation card in their conference pack. Small contingents might be available at the registration desk.

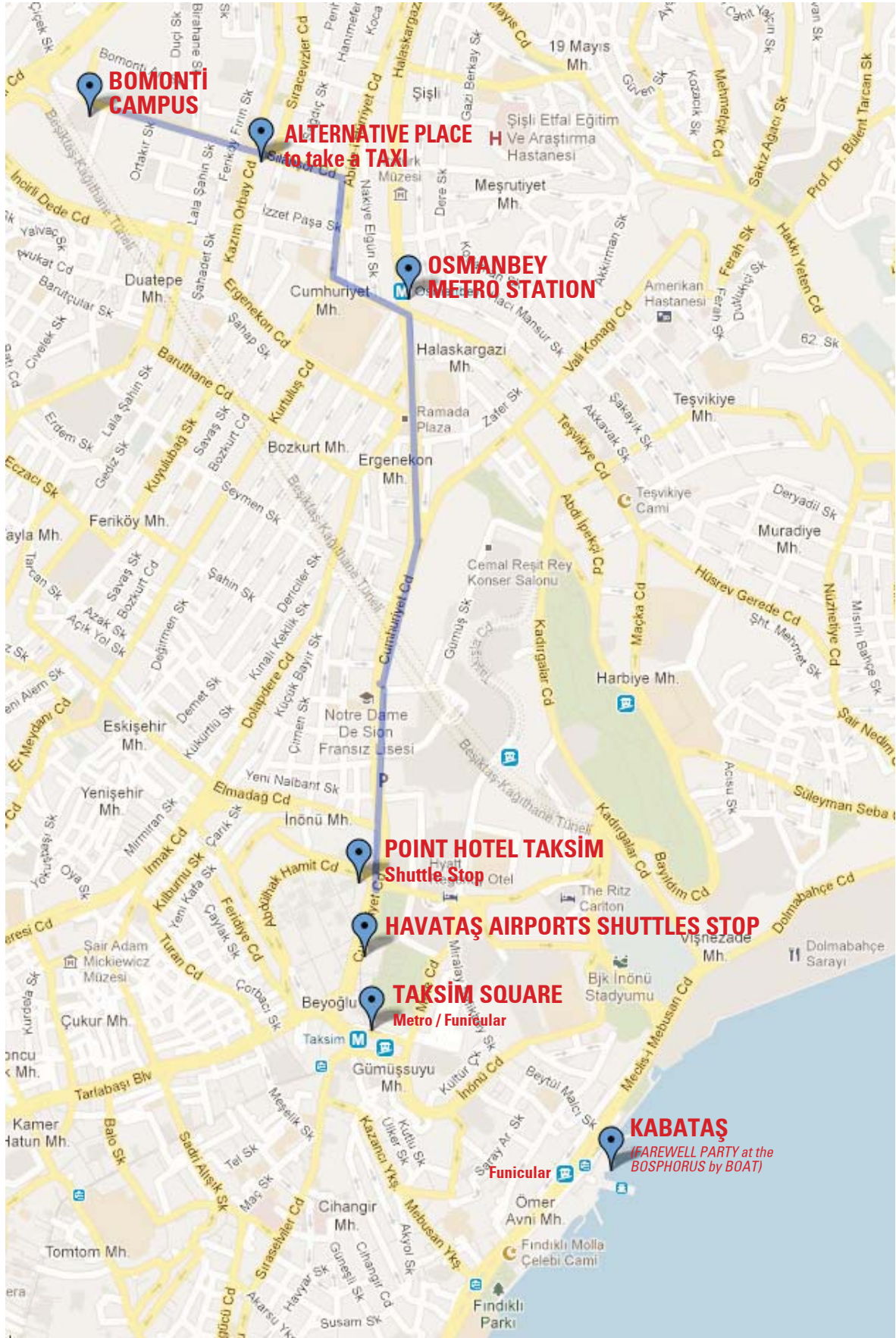
The boat will depart from Kabataş Pier at 20:00



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## TAKSİM / BOMONTI MAP







# ECREA 2012

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## SHUTTLE TIMES

### 24 October 2012

*From Point Hotel Taksim\* to Bomonti Campus*

14:00 14:30 15:30 17:00 19:00\*\*

*From Bomonti Campus to Point Hotel Taksim\**

15:00 15:30 17:30 20:30\*\* 21:00\*\*

### 25 October 2012

*From Point Hotel Taksim\* to Bomonti Campus*

08:00\*\* 08:15\*\* 08:30\*\* 08:45\*\* 09:00\*\* 12:30 19:00

*From Bomonti Campus to Point Hotel Taksim\**

13:30 20:30\*\* 21:00\*\*

### 26 October 2012

*From Point Hotel Taksim\* to Bomonti Campus*

08:00\*\* 08:15\*\* 08:30\*\* 08:45\*\* 09:00\*\*

*From Bomonti Campus to Point Hotel Taksim\**

13:30 20:15\*\* 20:30\*\*

### 27 October 2012

*From Point Hotel Taksim\* to Bomonti Campus*

07:45\*\* 08:00\*\* 08:15\*\* 08:45\*\* 12:30

*From Bomonti Campus to Point Hotel Taksim\**

13:30 19:15\*\*

*From Point Hotel Taksim\* to Kabataş for Farewell Party*

19:45\*\*

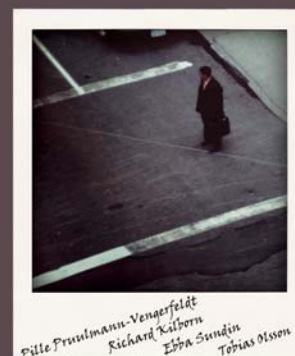
\* Location of arrival/departure of shuttles to/from Taksim: point 2 on the next page's map

\*\* At peak hours there will be multiple shuttle services between Taksim and Bomonti, free of charge. However, availability will be limited and, alternatively, a taxi ride from/to the conference venue to Taksim should cost you about 10/15 TL. If shared, this is an affordable alternative at off-peak hours or if you are in rush to get/leave the venue. Taxis will be available close to the conference venue or at the junction between Silahsör Caddesi and Kazım Orbay Caddesi, 100 meters away from the conference venue. The closest metro station is Osmanbey, 900 meters away from the conference venue. This is 1 stop away from Taksim Square.



## Media and Communication Studies Intersections and Interventions

## Critical Perspectives on the European Mediasphere



# Researching and Teaching Communication Book Series

Series editors: Pille Pruulmann-Vengerfeldt and Nico Carpentier

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

The book series addresses the current trends in theoretical, methodological and pedagogical approaches to researching and teaching media and communication studies in Europe. The book series based on the intellectual work of the annual ECREA European Media and Communication Doctoral Summer School. The edited volumes contain chapters by summer school lecturers and selected chapters by summer school students, as well as abstracts of PhD projects of all summer school students. The contributions reveal the richness and variety of contemporary European communication research approaches and agendas.

The books, currently published with University of Ljubljana, Faculty of Social Sciences Press, are available in electronic and print form.

PDF versions of the books and individual chapters are available for download (free) at Researching and Teaching Communication Book Series Website: <http://www.researchingcommunication.eu/>

A limited number of printed books can be ordered by sending an email to: [ilija.tomanic@fdv.uni-lj.si](mailto:ilija.tomanic@fdv.uni-lj.si).

Currently available titles are:

- (2011) Critical Perspectives on the European Mediasphere.
- (2010) Media and Communication Studies Interventions and Intersections
- (2009) Communicative approaches to politics and ethics in Europe
- (2008) Democracy, Journalism and Technology: New Developments in an Enlarged Europe
- (2007) Media Technologies and Democracy in an Enlarged Europe
- (2006) Researching Media, Democracy and Participation

The forthcoming volume will be published in December 2012.

For more information on the ECREA European Media and Communication Doctoral Summer School please visit <http://www.comsummerschool.org/>.



***CONFERENCE PROGRAMME***





## GENERAL SCHEDULE

	WEDNESDAY 24 OCTOBER	THURSDAY 25 OCTOBER	FRIDAY 26 OCTOBER	SATURDAY 27 OCTOBER									
08:30-08:45	Registration (Main Foyer - Ground Floor)	Registration (Main Foyer - Ground Floor)		Parallel Panels 8	08:30-08:45								
08:45-09:00					08:45-09:00								
09:00-09:15		Plenary Session I (T3, -3 Floor)	Parallel Panels 4	Parallel Panels 4	Break (Foyer)	09:00-09:15							
09:15-09:30									09:15-09:30				
09:30-09:45									09:30-09:45				
09:45-10:00									09:45-10:00				
10:00-10:15						Break (Foyer)	Break (Foyer)	Break (Foyer)	Parallel Panels 9	10:00-10:15			
10:15-10:30													10:15-10:30
10:30-10:45						Parallel Panels 1	Plenary Session II (T3, -3 Floor)	Plenary Session II (T3, -3 Floor)	Lunch Break (Foyer)	10:30-10:45			
10:45-11:00													10:45-11:00
11:00-11:15													11:00-11:15
11:15-11:30													11:15-11:30
11:30-11:45					11:30-11:45								
11:45-12:00					11:45-12:00								
12:00-12:15		Lunch Break (Foyer)	Lunch Break (Foyer)	Lunch Break (Foyer)	ECREA General Assembly (12:00-15:00) (T3, -3 Floor)	12:00-12:15							
12:15-12:30									12:15-12:30				
12:30-12:45		Business Meetings	Business Meetings	Business Meetings	Parallel Panels 10	12:30-12:45							
12:45-13:00									12:45-13:00				
13:00-13:15									13:00-13:15				
13:15-13:30									13:15-13:30				
13:30-13:45						Parallel Panels 2	Parallel Panels 5	Parallel Panels 5	Parallel Panels 10	13:30-13:45			
13:45-14:00													13:45-14:00
14:00-14:15													14:00-14:15
14:15-14:30													14:15-14:30
14:30-14:45													14:30-14:45
14:45-15:00													14:45-15:00
15:00-15:15		Break (Foyer)	Break (Foyer)	Break (Foyer)	Parallel Panels 10	15:00-15:15							
15:15-15:30									15:15-15:30				
15:30-15:45		Poster Exhibition (Main Foyer - Ground Floor)	Parallel Panels 6	Parallel Panels 6	Break (Foyer)	15:30-15:45							
15:45-16:00									15:45-16:00				
16:00-16:15						Parallel Panels 3	Break (Foyer)	Break (Foyer)	Plenary Session III (T3, -3 Floor)	16:00-16:15			
16:15-16:30													16:15-16:30
16:30-16:45	Parallel Panels 7					Parallel Panels 7	Parallel Panels 7	Plenary Session III (T3, -3 Floor)	16:30-16:45				
16:45-17:00												16:45-17:00	
17:00-17:15												17:00-17:15	
17:15-17:30												17:15-17:30	
17:30-17:45					17:30-17:45								
17:45-18:00					17:45-18:00								
18:00-18:15		Opening Reception	Opening Reception	Opening Reception	Plenary Session III (T3, -3 Floor)				18:00-18:15				
18:15-18:30												18:15-18:30	
18:30-18:45		Get-together (Main Foyer - Ground Floor)	Parallel Panels 7	Parallel Panels 7	Farewell Party (Boat)				18:30-18:45				
18:45-19:00												18:45-19:00	
19:00-19:15								19:00-19:15					
19:15-19:30								19:15-19:30					
19:30-19:45								19:30-19:45					
19:45-20:00								19:45-20:00					
20:00-20:15								20:00-20:15					
20:15-...						Parallel Cultural Events	Parallel Cultural Events	20:15-...					

# DAILY PROGRAMME

Thursday 25 October

	Plenary Sessions	Audience and Reception Studies Section		Communication and Democracy Section	Communication History Section
Plenary Session 1 09.00 - 10.45	Opening remarks Keynote Speech 1 Keynote Speech 2				
Parallel Panels 1 11.15 - 12.45		ARS 1 A - Room A316 Participatory Journalism: Possibilities for and Constraints to Audience Participation	ARS 1 B - Room A304 Processes of Media Effects	CD 1 - Room A116 Counterpublicity in a digital age	CH 1 - Room B321 Social History of The Telephone: Modernity, Nation Building and Practices of Communication in Turkey
Business Meetings 13.30 - 14.30		Room A316 Business Meeting		Room A116 Business Meeting	
Parallel Panels 2 14.30 - 16.00		ARS 2 A - Room A316 Engaging museums: contesting place and space through digital media	ARS 2 B - Room A304 Health and Media	CD 2 - Room A116 Citizens and democracy	CH 2 - Room B321 Role Perceptions and the Transformation of postwar European Journalism
Poster Exhibition 16.30 - 17.30	Poster Exhibition Main Foyer - Ground Floor				
Parallel Panels 3 17.30 - 19.00		ARS 3 A - Room A316 Managing Relationships, Identity, Privacy, and Safety on Social Network Sites	ARS 3 B - Room A304 Media Entertainment and Audience Engagement	CD 3 - Room A116 Communication and democracy: international perspectives	CH 3 - Room B321 Theoretical and methodological perspectives in media and communication history
19.30 - 21.00	Opening Reception				

	Plenary Sessions	Interpersonal Communication and Social Interaction Section	Journalism Studies Section		Organisational and Strategic Communication Section	Philosophy of Communication Section
Plenary Session 1 09.00 - 10.45	Opening remarks Keynote Speech 1 Keynote Speech 2					
Parallel Panels 1 11.15 - 12.45		ICSI 1 - Room B421 European Leadership Voices - Investigating Leadership Communication through an Interpersonal Lens	JS 1 A - Room A214 Media accountability and transparency in Europe - and beyond	JS 1 B - Room A204 Media cultures (I)	OSC 1 - Room B326 Organisational strategies and social media	PHC 1 - Room B426 New Philosophical Horizons
Business Meetings 13.30 - 14.30		Room B421 Business Meeting			Room B326 Business Meeting	
Parallel Panels 2 14.30 - 16.00		ICSI 2 - Room B421 Social Interaction in Workplaces	JS 2 A - Room A214 War journalism	JS 2 B - Room A204 Professional patterns in contemporary journalism	OSC 2 - Room B326 Online communities: key issues and research methodologies.	
Poster Exhibition 16.30 - 17.30	Poster Exhibition Main Foyer - Ground Floor					
Parallel Panels 2 17.30 - 19.00		ICSI 3 - Room B421 Role of Voice and Language in Social Interaction	JS 3 A - Room A214 Media framing and news values	JS 3 B - Room A204 Audio-visual journalism	OSC 3 - Room B326 Institutional capacities and crisis management	PHC 2 - Room B426 Communication, Politics, Community
19.30 - 21.00	Opening Reception					

Communication Law and Policy Section	Diaspora, Migration and the Media Section	Digital Culture and Communication Section	Film Studies Section	Gender and Communication Section	International and Intercultural Communication Section
<b>CLP 1 - Room A108</b> The politics of media policy in Europe	<b>DMM 1 - Room B126</b> Family, audiencehood, and cultural diversity: conceptual and empirical challenges in changing Europe	<b>DCC 1 - Room A416</b> Social relationships, cosmopolitanism and home life with media	<b>FS 1 - Room A206</b> (New) Cinema History: concepts and case studies	<b>GC 1 - Room A404</b> Gendered Political Representations	<b>IIC 1 - Room B332</b> International Communication. European Developments and Beyond
		<b>Room A416</b> Business Meeting		<b>Room A404</b> Business Meeting	<b>Room B332</b> Business Meeting
	<b>DMM 2 - Room B126</b> Migration and the Internet: Social Networking and Diasporas	<b>DCC 2 - Room A416</b> Misunderstanding the Internet		<b>GC 2 - Room A404</b> Gendered News Representations	<b>IIC 2 - Room B332</b> Intercultural Communication. Mediated Stories
<b>CLP 2 - Room A108</b> Models, modes and strategies of media governance	<b>DMM 3 - Room B126</b> Cosmopolitanism, Migrant and Media	<b>DCC 3 - Room A416</b> Digital and physical spaces and scales	<b>FS 2 - Room A206</b> Film and representation	<b>GC 3 - Room A404</b> Gendered Media Practices	<b>IIC 3 - Room B332</b> International Communication. Identities of Belonging

Political Communication Section	Radio Research Section	Science and Environment Communication Section	Television Studies Section	Networks and TWGs	Associations and Local Panels	Screenings and Workshops
<b>POC 1 - Room B120</b> Comparing political communication in online and offline media	<b>RR 1 - Room B432</b> Visibility, invisibility and aurality: radio content and impact	<b>SEC 1 - Room A408</b> Mediated Discourses on Water Scarcity and Quality	<b>TVS 1 - Room A308</b> Rethinking Reality TV: Integrative Perspectives on Reality TV	<b>NET 1 - CEE - Room A105</b> Journalism Cultures in Times of Uncertainty and Individualized Access	<b>IAMCR - Room B132</b> State of the Art in Communication Research: Trends and Traditions	<b>Screening 1 - Room A208</b> Ethem Özgüven
	<b>Room B432</b> Business Meeting			Children, Youth and the Media (B120), Digital Games Research (A214), Mediatization (B426), Media and Religion (A105)		
<b>POC 2 - Room B120</b> The mediatization of immigration: Exploring effects through multilevel approaches		<b>SEC 2 - Room A408</b> Actor relations and the mediation of science: perceptions of engagement and spaces for dissensus and dialogue	<b>TVS 2 - Room A308</b> Television's Difficult Negotiations: From Regulation via Politics to Representation	<b>NET 2 - WN - Room A105</b> The situation of Women in Higher Education and academic research in Europe after the implementation of the Bologna Process	<b>ICA - Room B132</b> New thinking about the public sphere in a changing media landscape	<b>Workshop 1 - Room A208</b> Ömer Madra
<b>POC 3 - Room B120</b> From Public Service Institutions to Public Value Structures. A Comparative Study of Public Service Media Autonomy in Five European Countries	<b>RR 2 - Room B432</b> Web radio / radio on the web	<b>SEC 3 - Room A408</b> Knowledge production and communication: questions of access, public participation and dialogue	<b>TVS 3 - Room A308</b> Transnational Serial Culture	<b>NET 3 - YECREA - Room A105</b> Perpetuum Mobile? A Young Scholar's Guide to the Galaxy of Internationalization and Mobility in Academia	<b>ILAD 1 - Room B132</b> Background of the communication and media education and research in Turkey	<b>Screening 2 - Room A208</b> Esra Alkan

# DAILY PROGRAMME

Friday 26 October

	Plenary Sessions	Audience and Reception Studies Section		Communication and Democracy Section		Communication History Section
Parallel Panels 4 09.15 - 10.45		ARS 4 A - Room A316 Historicizing Audiences	ARS 4 B - Room A304 Media Use and Habits	CD 4 A - Room A116 Communication and democracy: new perspectives	CD 4 B - Room A108 International perspectives on protest - 1	CH 4 - Room B321 Media regulation, public discourse and power
Plenary Session 2 11.15 - 12.45	Keynote Speech 3 Keynote Speech 4					
Business Meetings 13.30 - 14.30						Room B321 Business Meeting
Parallel Panels 5 14.30 - 16.00		ARS 5 A - Room A316 Conceptions of the Audience	ARS 5 B - Room A304 News Consumption	CD 5 A - Room A116 Rethinking crisis communication	CD 5 B - Room A108 Citizenship, community media and online media	CH 5 - Room B321 Remembering the past: Mass media and cultural memory
Parallel Panels 6 16.30 - 18.00		ARS 6 A - Room A316 Generations and Age Groups	ARS 6 B - Room A304 Media and Social Reality Perceptions	CD 6 - Room A116 Democracy and social media		CH 6 - Room B321 Mass media, popular and everyday culture
Parallel Panels 7 18.30 - 20.00		ARS 7 A - Room A316 Media Literacy, Media Competence and Socialisation	ARS 7 B - Room A304 Identity, Belonging and Fandom	CD 7 - Room A116 Democracy, participation and audiences		
Parallel Cultural Events 20.30 - ...						

	Plenary Sessions	Interpersonal Communication and Social Interaction Section	Journalism Studies Section		Organisational and Strategic Communication Section	Philosophy of Communication Section
Parallel Panels 4 09.15 - 10.45		ICSI 4 - Room B421 On-line Discussions and Social Networks	JS 4 A - Room A214 Photojournalism	JS 4 B - Room A204 Russian media and journalism studies: moving to global academia	OSC 4 - Room B326 Social media: actors and communicative technologies	PHC 3 - Room B426 Literature as Communication
Plenary Session 2 11.15 - 12.45	Keynote Speech 3 Keynote Speech 4					
Business Meetings 13.30 - 14.30			Room A214 Business Meeting			Room B426 Business Meeting
Parallel Panels 5 14.30 - 16.00		ICSI 5 - Room B421 Health Communication	JS 5 A - Room A204 Rethinking journalism: trust and participation in a transformed news landscape	JS 5 B - Room A214 Online journalism and media convergence	OSC 5 - Room B326 Crisis communication and reputational risks	PHC 4 - Room B426 Media Changes: Philosophical Investigations
Parallel Panels 6 16.30 - 18.00			JS 6 A - Room A214 Outside of newsrooms: correspondents, media activists and beyond	JS 6 B - Room A204 Old journalism values in face of new media	OSC 6 - Room B326 Sustainable communication, critical issues, stakeholder approach	PHC 5 - Room B421 Social Spaces
Parallel Panels 7 18.30 - 20.00		ICSI 6 - Room B421 Social Interaction at Public Forums	JS 7 A - Room A214 Social media journalism	JS 7 B - Room A204 Journalism education		
Parallel Cultural Events 20.30 - ...						



Communication Law and Policy Section	Diaspora, Migration and the Media Section	Digital Culture and Communication Section		Film Studies Section	Gender and Communication Section	International and Intercultural Communication Section
CLP 3 - Room A108 The struggle over content control in digital policy	DMM 4 - Room B126 Diasporas & participation: networking and social media	DCC 4 - Room A416 Digital crowds, communities and divides			GC 4 - Room A404 Sexuality and Empowerment	IIC 4 - Room B332 Intercultural Communication. Representation, Identity and Togetherness
Room A108 Business Meeting	Room B126 Business Meeting					
	DMM 5 - Room B126 Media & Public Spheres: Politics and Policies in Multicultural societies	DCC 5 A - Room A416 Collective actions	DCC 5 B - Room B426 Commons and property in media production	FS 3 - Room A206 Film culture: contextual and reception analysis	GC 5 - Room A404 Gender and 'New Media'	IIC 5 - Room B332 International Communication. Television, the Press and the Public Sphere
CLP 4 - Room A108 Independent regulatory agencies in the media sector: Media governance, delegation, accountability and assessment of independence	DMM 6 - Room B126 Migrant Youth & Digital Media Practices	DCC 6 A - Room A416 Media use, literacy and competency among young people	DCC 6 B - Room B426 Virtuality, aesthetics and design	FS 4 - Room A206 Contemporary documentary practices	GC 6 - Room A404 Gender and Popular Culture	IIC 6 - Room B332 Intercultural Communication. Understanding the Other
CLP 5 - Room A108 Trends in communication policy research: A Critical Reflection		DCC 7 A - Room A416 Youth, Age and Social MediaPractices	DCC 7 B - Room B426 Methods and research practices			

Political Communication Section	Radio Research Section	Science and Environment Communication Section	Television Studies Section	Networks and TWGs	Associations and Local Panels	Screenings and Workshops
POC 4 - Room B120 Social Media and Election Campaigns: Emerging Practices in Europe and Australia	RR 3 - Room B432 Social media, interaction and identity	SEC 4 - Room A408 The politics of environmental communication in the press and social media	TVS 4 - Room A308 Producing television in the 21st century: sameness, change and possibility	TWG 1 - CRISIS - Room A105 Challenges for Crisis Communication in the 21st Century - Comparing Research Paradigms	ACS - Room B132 ACS Panel	Screening 3 - Room A208 Metin Akdemir
Room B120 Business Meeting		Room A408 Business Meeting	Room A308 Business Meeting	CEE (A416), Women's Network (A316) YECREA (A116), Advertising (B132) Crisis Comm. (A108), Media & City (B126) MICP (A105)		
POC 5 - Room B120 Images and messages in election campaigns	RR 4 - Room B432 Social society - new approaches to generation, social media and social networks	SEC 5 - Room A408 Mediating risks: media discourse and citizen and audience perspectives	TVS 5 - Room A308 The Public and Social Services of Television in Transition	TWG 2 - ADV - Room A105 Current Matters of Advertising Research	ILAD 2 - Room B132 Transformation of communication and media education and research in Turkey	Screening 4 - Room A208 Uygur Demoğlu and Elif Demoğlu
POC 6 - Room B120 The professionalisation of campaigning: new technologies, new strategies?			TVS 6 - Room A308 Television, Sports and Consumption Spaces	TWG 3 - DGR - Room A105 Researching digital games: Current topics and future challenges	ALAIC - ECREA - Room B132 Another science is possible: Latin-American & European cross-fertilizations in Communication and Media Studies	Screening 5 - Room A208 Hrant Dink Foundation
POC 7 A - Room B120 Only connect? Political elites and social media	POC 7 B - Room B126 Social media and political mobilisation	SEC 6 - Room A408 Environmental Media and Policy Discourses and their Interplay		TWG 4 - CITY - Room A105 Power, Pictures and Practices. Politics of Media & The City	ILAD 3 - Room B132 Journalism in Turkey	

# DAILY PROGRAMME

Saturday 27 October

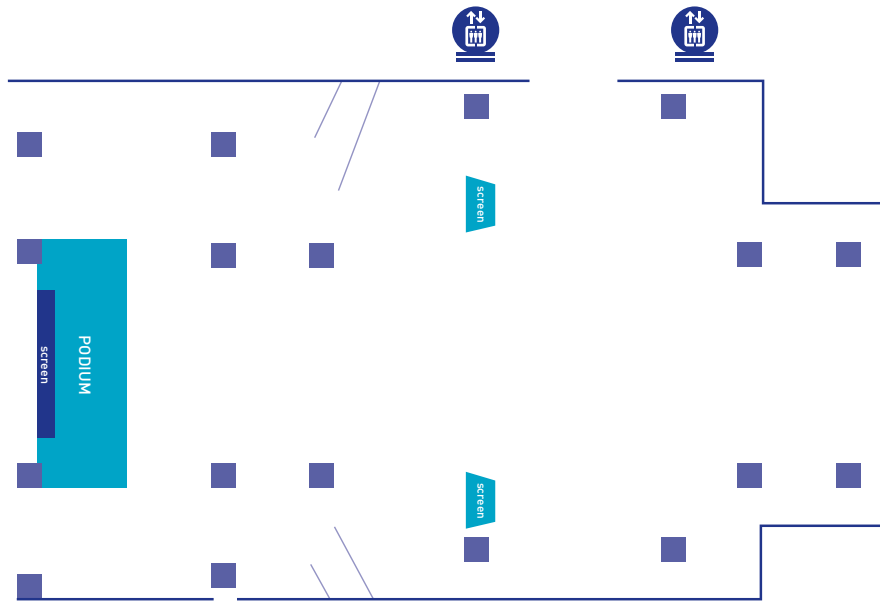
	Plenary Sessions	Audience and Reception Studies Section		Communication and Democracy Section		Communication History Section
Parallel Panels 8 08.30 - 10.00		ARS 8 A - Room A316 Audience Participation and Activity	ARS 8 B - Room A304 Perception of News	CD 8 A - Room A116 Understanding public participation: Journalism and democracy in a digital age	CD 8 B - Room A108 Media, democracy and youth	
Parallel Panels 9 10.30 - 12.00		ARS 9 - Room A316 News in a Changing Media Environment		CD 9 A - Room A116 International perspectives on protest - 2	CD 9 B - Room A108 Media and democracy: critical perspectives	CH 7 - Room B321 BBC Transborder Broadcasts during World War II: News and Propaganda on the Airwaves
Plenary Session 2 12.00 - 15.00	ECREA General Assembly					
Parallel Panels 10 15.00 - 16.30		ARS 10 - Room A316 Children and Adolescents in New Media Environments		CD 10 A - Room A116 Digital life in middle east	CD 10 B - Room A108 Media and democracy in the digital age	
Plenary Session 3 17.00 - 19.00	Closing Plenary					
Farewell Party 20.00 - ...						

	Plenary Sessions	Interpersonal Communication and Social Interaction Section	Journalism Studies Section		Organisational and Strategic Communication Section	Philosophy of Communication Section
Parallel Panels 8 08.30 - 10.00			JS 8 A - Room A214 Online media and participation	JS 8 B - Room A204 Journalists' professional practices		PHC 6 - Room B426 Mediality: Theoretical Innovations
Parallel Panels 9 10.30 - 12.00		ICSI 7 - Room B421 Mediated Interpersonal Communication	JS 9 - Room A214 New shapes of media audience		OSC 7 - Room B326 Reputation management: critical themes	
Plenary Session 2 12.00 - 15.00	ECREA General Assembly					
Parallel Panels 10 15.00 - 16.30		ICSI 8 - Room B421 Social Interaction in Professions and Working Life	JS 10 - Room A214 Media cultures (2)		OSC 8 - Room B326 Corporate communication and branding through social media	
Plenary Session 3 17.00 - 19.00	Closing Plenary					
Farewell Party 20.00 - ...						

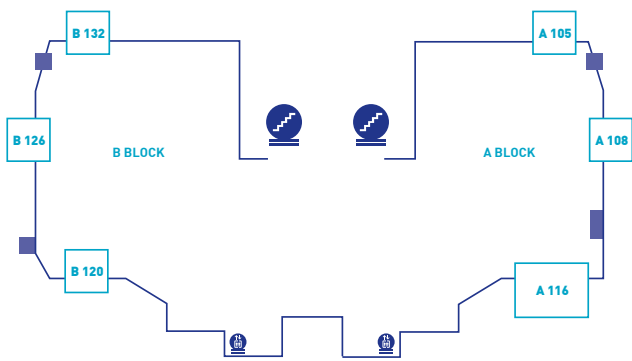




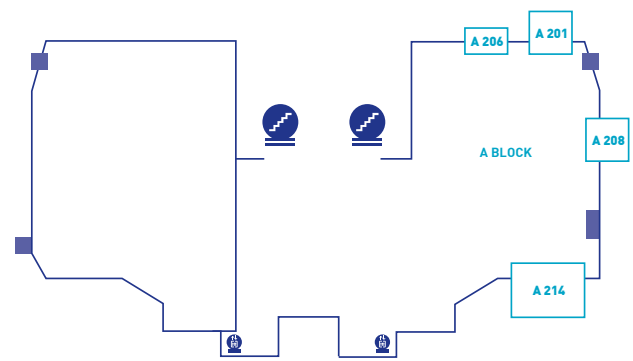
## FLOOR MAPS



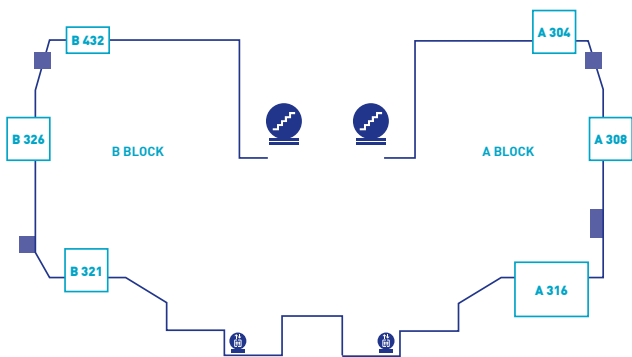
T3, (-3) FLOOR, PLENARY SESSIONS



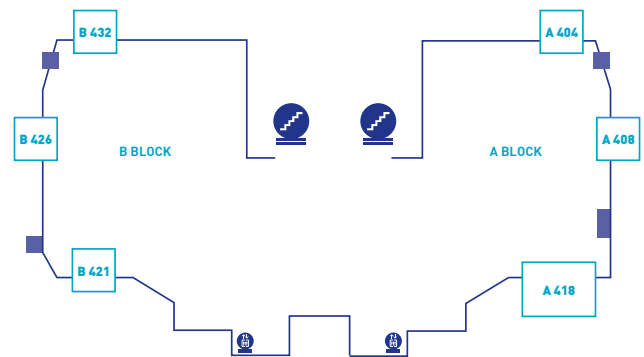
1st FLOOR



2nd FLOOR



3rd FLOOR



4th FLOOR

Please note that all rooms that start with A are located in the A building, and likewise all the rooms that start with B are located in the B building. The second character indicates the floor of each room: A1/B1.. (1st floor), A2/B2.. (2nd floor), A3/B3.. (3rd floor), A4/B4.. (4 floor).

The plenary session area is located in room T3 at the -3 level. Please note that registration, exhibitors, coffee breaks and lunch breaks areas, as well as a cash bar are located in the Main Foyer at the Ground Floor.

All floors will be covered by wireless networks in order to access the Internet.



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## PLENARY SESSIONS

### Wednesday 24 October

Get - Together

19.00 - 20.00

Ground Floor - Main Foyer

Sebnem Selışık Aksan Sahnesi, Mimar Sinan Fine Arts University Modern Dance Group Opening Performances (2 performances for a total of 60 minutes)

*Performance 1:*

*Kupa Kizi/Queen of Hearts*

Duration: 20 minutes

*Performance 2:*

*Normal*

Duration: 35 minutes

### Thursday 25 October

#### Plenary Session 1

9.00 - 10.45

Plenary Auditorium, T3 (-3 level)

#### Opening remarks

François Heinderyckx, *President, ECREA*

Nurçay Türkoğlu, *ECREA 2012 Conference Chair*

Hıfzı Topuz, *President, ILAD*

Meral Özbek, *Mimar Sinan Fine Arts University*

#### Keynote Speech 1

Donatella Della Porta (*European University Institute*)

*E-democracy? Social movements as agent of communication*

Chair: Beybin Kejanlioglu (*ILAD*)

#### Keynote Speech 2

Clemencia Rodríguez (*University of Oklahoma*)

*Five Challenges in the Field of*

*Alternative/Radical/Citizens' Media Research*

Chair: Sevda Alankuş (*Izmir University of Economics*)

### Friday 26 October

#### Plenary Session 2

11.15 - 12.45

Plenary Auditorium, T3 (-3 level)

#### Keynote Speech 3

Slavko Splichal (*University of Ljubljana*)

*The public in eclipse: from the marketplace metaphor to the marketization of the public sphere*

Chair: Kevin Robins

#### Keynote Speech 4

Daya Thussu (*University of Westminster*)

*Internationalizing Media Studies and the 'Rise of the Rest'*

Chair: Tul Akbal Sualp (*Bahcesehir University*)

### Saturday 27 October

#### Plenary Session 3 - ECREA Closing Plenary

17.00 - 19.00

Plenary Auditorium, T3 (-3 level)

*Communication Research in Europe:*

*An Attempt at Futurology*

Chair: François Heinderyckx

#### Round table:

Nico Carpentier

Cees Hamelink

François Heinderyckx

Pertti Hurme

Kaarle Nordenstreng

Slavko Splichal

Tamara Witschge

#### Closing keynote:

Jan Servaes

#### Introducing ECC2014 in Lisbon:

Claudia Alvares

#### Closing ECC2012 in Istanbul:

Nurçay Türkoğlu

Salvatore Scifo



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## **ECREA GENERAL ASSEMBLY**

**Saturday 27 October**

**Plenary Session 3**

12.00 - 15.00

Plenary Auditorium, T3 (-3 level)

### **Agenda**

1. Approval of the minutes of the previous General Assembly  
(28 May - 1 June 2012 and 13 June 2012)
2. ECREA Executive Board elections
3. Brief reports on the Section, TWG and Network elections
4. Brief reports from the out-going Executive Board and vote on full discharge
5. Announcement of the results of Executive Board elections
6. Any other business



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## BUSINESS MEETINGS

### Thursday 25 October

13.30 - 14.30

#### Sections

*Audience and Reception Studies*

Room A316

*Communication and Democracy*

Room A116

*Digital Culture and Communication*

Room A416

*Film Studies*

Room A206

*Gender and Communication*

Room A404

*International and Intercultural Communication*

Room B332

*Interpersonal Communication and Social Interaction -*

Room B421

*Organisational and Strategic Communication*

Room B326

*Radio Research*

Room B432

#### Temporary Working Groups (TWGs)

*Children, Youth and the Media*

Room B120

*Digital Games Research*

Room A214

*Mediatization*

Room B426

*Media and Religion*

Room A105

### Friday 26 October

13.30 - 14.30

#### Sections

*Communication History*

Room B321

*Communication Law and Policy*

Room A108

*Diaspora, Migration and the Media*

Room B126

*Journalism Studies*

Room A214

*Philosophy of Communication*

Room B426

*Political Communication*

Room B120

*Science and Environment Communication*

Room A408

*Television Studies*

Room A308

#### Networks

*Central and Eastern European Network*

Room A416

*Women's Network*

Room A316

*YECREA - Young Scholars Network*

Room A116

#### Temporary Working Groups (TWGs)

*Advertising Research*

Room B132

*Crisis Communication*

Room A108

*Media and the City*

Room B126

*Media Industries and Cultural Production*

Room A105



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## PARALLEL CULTURAL EVENTS

### Friday 26 October

#### All-day

Bomonti Campus, Exhibition Area,  
Main Foyer-Ground Floor

#### European journals in the media and communication

Coordinated and hosted by: Maren Hartmann  
(Berlin University of the Arts, ECREA Executive Board  
member) and Friedrich Krotz (University of Bremen)

18.00

#### Excursion to Bianet

Organized by Esengül Ayyıldız (YECREA Representative,  
Turkey) and Nigar Degirmenci for YECREA, the ECREA  
Young Scholars Network

Bianet is an alternative media organisation based in Istanbul.  
It is one of the few alternative media organisations, doing  
rights-based journalism to provide news critically and  
uncensored on issues such as democratisation of media  
systems, representation of minorities, children and women  
in media, human rights, freedom of expression, education,  
media freedom, religion, politics, labour, and culture.

Project Advisor of Bianet and Chairwoman of IPS  
Communication Foundation Nadire Mater will introduce  
Bianet, the alternative media sphere and the media ecology  
of Istanbul.

BIANET, Faikpaşa Caddesi No. 37, Faikpaşa Apt.,  
Flats 7-8, Çukurcuma, Beyoğlu, [www.bianet.org/english](http://www.bianet.org/english)

Transportation will be arranged for participants from the  
conference venue to Bianet.

20:00

CEZAYIR, (Bar, at second floor), Hayriye Cad 16, Galatasaray,  
Beyoğlu

#### YECREA Social Event

All young scholars at the ECREA 2012 conference are  
invited (and other ECREA 2012 participants who feel young  
at heart are also welcome).

20:30

CEZAYIR, (Bar, at second floor), Hayriye Cad 16, Galatasaray,  
Beyoğlu

#### Reception for members and friends of the ECREA TWG Mediatization

Sponsor: Polity Press and the University of Bremen,  
ZeMKI/Priority Research Program "Mediatized Worlds"

20:30

Şimdi Bar, Asmalımescit Sokak 5, Asmalımescit, Beyoğlu

#### Reception for the publication of the ECREA book "Trends in Communication Policy Research" (Intellect, 2012)

Sponsored by the Swiss Association of Communication  
and Media Research (SACM, main sponsor) and the  
University of Zurich's Institute of Mass Communication  
and Media Research (IPMZ).

Transportation will be arranged for participants from the  
conference venue to this reception.

Please note that this event is by invitation only.

20:30

Şimdi Bar, Asmalımescit Sokak 5, Asmalımescit, Beyoğlu

#### Reception for the management teams of the ECREA's Thematic Sections, Networks, Temporary Working Groups (TWGs)

Transportation will be arranged for participants from the  
conference venue to this reception.

Please note that this event is for members of the  
management teams of ECREA's Thematic Sections,  
Networks and Temporary Working Groups only.

20:30

TRT Radio Istanbul, Cumhuriyet Caddesi 56, Harbiye

#### Guided tour to the studios of TRT Radio Istanbul

This location is on the way of the shuttle service Bomonti-  
Taksim.

For further information and to book your place for the  
guided tour of the Istanbul studios of the Turkish Public  
Service Broadcaster TRT, please contact the registration  
desk by 18.30 on Thursday 25 October.

20:30

Acik Radio/Open Radio Istanbul, Cumhuriyet Caddesi, Üftade  
Sokak, ERN Han No: 1, 5-6th floor Elmadağ, Taksim

#### Guided tour to the studios of Acik Radio/Open Radio Istanbul

This location is on the way of the shuttle service Bomonti-  
Taksim.

For further information and to book your place for the  
guided tour of Istanbul's only "open radio", please contact  
the registration desk by 18.30 on Thursday 25 October.





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## SPECIAL PANELS

**Thursday 25 October**

### IAMCR Panel

11.15 - 12.45

Room B132

*State of the Art in Communication Research:  
Trends and Traditions*

**Chair:** Janet Wasko (*IAMCR President; University of Oregon*)

Cees Hamelink

(*IAMCR Honorary President; University of Amsterdam*)

Stefanie Averbeck-Lietz (*University of Bremen*)

César Bolaño (*Federal University of Sergipe*)

Kaarle Nordenstreng (*University of Tampere*)

Katharine Sarikakis (*University of Vienna*)

Slavko Splichal (*University of Ljubljana*)

**Thursday 25 October**

### ICA Panel

14.30 - 16.00

Room B132

*New thinking about the public sphere in a changing  
media landscape*

**Chair:** Sonia Livingstone

(*London School of Economics and Political Science*)

Karin Wahl-Jorgensen (*Cardiff University*)

*The public sphere and the affective turn:*

*Theorising emotion in the context of social media*

Axel Bruns (*Queensland University of Technology*)

*Social media, big data, and the public sphere*

Maria Bakardjieva (*University of Calgary*)

*The Public Sphere Meets the Carnival*

Peter Lunt (*University of Leicester*)

*Public service broadcasting, public value and the  
public sphere*

**Thursday 25 October**

### ILAD Panel 1

17.30 - 19.00

Room B132

*Background of the communication and media education  
and research in Turkey*

**Chair:** Hıfzı Topuz (*ILAD*)

Hıfzı Topuz (*ILAD*)

*History of Journalism Research and Education in Turkey*

Nermin Abadan Unat

(*ILAD, Bogazici University, Ankara University*)

*From Journalism to Communication Studies*

Aysel Aziz (*ILAD*)

*A Comparison between Communication Faculties of the  
State and Foundation Universities*

Oya Tokgöz (*Ankara University*)

*The state of communication research and the training of  
the teaching staff after the 60 years-long communication  
education in Turkey*

Özden Cankaya (*Galatasaray University*)

*The relations of communication schools with the press  
sector during the early period of communication education  
in Turkey*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## SPECIAL PANELS

### Friday 26 October

#### ACS Panel

9.15 - 10.45

Room B132

*Unite in diversity! Communication and cultural studies as undisciplined disciplines*

**Chair and introductory remarks:**

Chantal Cornut-Gentille D'Arcy (University of Zaragoza)

Chantal Cornut-Gentille D'Arcy (University of Zaragoza)

*Side-spitting anarchism or comedy with an edge?*

*Teasing out new ways of meaning in a Monty Python sketch*

Kris Rutten (Ghent University)

*Mediawisdom as Symbolwisdom. A Rhetorical Approach to Culture, Media & Education*

Mikko Lehtonen (University of Tampere)

*Movement, Borders, Knowledge*

### Friday 26 October

#### ILAD Panel 2

14.30 - 16.00

Room B132

*Transformation of communication and media education and research in Turkey*

**Chair:** Konca Yumlu (Ege University)

Konca Yumlu (Ege University)

*From auteur cinema to media studies-From journalism schools to communication faculties*

Nurçay Türkoğlu (Cukurova University)

*Positive realities: audience research in Turkey*

Nejlat Ulusay (Ankara University)

*Film studies as growing field in Turkey*

Beybin Kejanlıoğlu (ILAD)

*The use of the concept of public sphere by critical communication scholars in Turkey*

Çiler Dursun (Ankara University)

*Tracking Feminist Perspectives Down on News Studies in Turkey between 1975 and 2010*

### Friday 26 October

#### ALAIC-ECREA Panel

16.30 - 18.00

Room B132

*Another science is possible: Latin-American & European cross-fertilizations in Communication and Media Studies*

**Chairs:** Fernando Oliveira Paulino (ALAIC),

Nico Carpentier (ECREA)

César Bolãno (Federal University of Sergipe; President, ALAIC)

*Culture and Development: Challenges for Latin America in the 21st Century*

Nico Carpentier (Free University of Brussels; Charles University of Prague; Vice President, ECREA)

*Bringing the slows science movement into the communication and media studies field*

Carlos Arcila (Northern University of Colombia)

*Challenges of Latin American Communication Studies with the incorporation of advanced technologies to Research Processes*

Susan Drucker (Hofstra University),

Peter Haratonik (The New School), and

Gary Gumpert (Urban Communication Foundation)

*"Something there is that doesn't love a wall":*

*The destruction of the interdisciplinary within the communication discipline*

Luis Albornoz (ULEPICC - Latin Association of Political Economy of Communications and Culture)

*Another science is possible: Latin-American & European cross-fertilizations in Communication and Media Studies. The ULEPICC case*

Anabela Carvalho (University of Minho, ECREA Science and Environment Communication Section)

*Academia and environmental responsibility*

### Friday 26 October

#### ILAD Panel 3

18.30 - 20.00

Room B132

*Journalism in Turkey*

**Chair:** Haluk Şahin (Istanbul Bilgi University)

**Moderator:** Füsün Özbilgen (ILAD)

Haluk Şahin (Istanbul Bilgi University)

*The Case of The Vanishing Journalists*

**Participants:** A group of invited Turkish Journalists



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## SPECIAL PANELS

**Saturday 27 October**

### **Alternative Media in Turkey Panel**

8.30 - 10.00

Room B132

*The State of Alternative Media in Turkey*

Chair: Salvatore Scifo (*Maltepe University*)

Omer Madra (*Acik Radyo / Open Radio Istanbul*)

*What is the significance of independent journalism/broadcasting in these turbulent times?*

Nadire Mater (*BIA*)

*The Independent Communication Network (BIA): As an Alternative/Critical Media Movement*

Tul Akbal Sualp (*Bahcesehir University*)

*Media Workshop on the road vyz*

Ethem Özgüven (*Istanbul Bilgi University*)

*Contra's, social projects on disabled, women and refugees*

Beybin Kejanlioğlu (*ILAD*)

*Why to avoid clear-cut definitions of alternative journalism: the case of Turkey*

**Saturday 27 October**

### **IFCA Panel**

10.30 - 12.00

Room B132

*IFCA in the era of new technologies*

Chair: Bogusława Dobek-Ostrowska

(*President of IFCA, President of PCA, Poland*)

**Roundtable:**

Mario Plenkovic

(*Vice-President of IFCA, Croatian Communication Association*)

Nico Carpentier (*Vice-President of ECREA*)

Tomas Trampota

(*Chair of Central and Eastern European Network ECREA*)

Irina Rozina (*Russian Communication Association*)

Vincenz Wyss

(*Swiss Association of Communication and Media Research*)

Nurçay Türkoğlu

(*Turkish Communications Research Association / ILAD*)

Michał Gtowski (*Polish Communication Association*)

**Saturday 27 October**

### **UNESCO Panel**

15.00 - 16.30

Room B132

*Universalizing journalism education?*

*An interrogation of UNESCO's evolving contribution to the field*

**Panel Organizer:** Guy Berger

(*Director for Freedom of Expression and Media Development, UNESCO*)

**Chair:** Fackson Banda

(*Programme Specialist, Division for Freedom of Expression and Media Development, UNESCO*)

**Panelists:**

Kaarle Nordenstreng (*University of Tampere*)

Cees Hamelink (*University of Amsterdam*)

Pilar Carrera (*University Carlos III of Madrid*)

Saltanat Kazhimuratova

(*College of Social Sciences of Almaty*)

Daya Kishan Thussu (*University of Westminster*)

Kim Sawchuk (*Concordia University*)

Steffen Burkhardt (*University of Hamburg*)

İncilay Cangoz (*Anadolu University*)



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# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## NETWORK PANELS

**Thursday 25 October**

**Central and East European Network - NET 1**

11.15 - 12.45

Room A105

*Journalism Cultures in Times of Uncertainty and Individualized Access*

**Chair:** Thomas Hanitzsch

*(Ludwig Maximilians University Munich)*

Vaclav Stetka *(University of Oxford)*

*From media globalization to media capture?*

*Changing ownership structures and media autonomy in Central and Eastern Europe*

Aukse Balcytiene *(Vytautas Magnus University)*

*On media cultures as hybrid and inhomogeneous: the Baltic perspective*

Epp Lauk *(University of Jyväskylä)*

*Press councils as interpreters of journalism ethics: comparison of two countries*

Balázs Sipos *(Eötvös Loránd University)*

*Journalism cultures and transition: the Hungarian case*

Peter Gross *(University of Tennessee)*

*The limits of transformation: The creation of an Eastern European journalism*

**Thursday 25 October**

**Women's Network - NET 2**

14.30 - 16.00

Room A105

*The situation of Women in Higher Education and academic research in Europe after the implementation of the Bologna Process*

**Chair:** Núria Simelio Sola *(Autonomous University of Barcelona)*

**Vice Chair:** Clara Sarmento *(Polytechnic University of Porto)*

Katharine Sarikakis *(University of Vienna)*

*The new rules of the game: is the Bologna system fairer to women academics?*

Valerija Vendramin *(Educational Research Institute, Ljubljana)*

*Pipeline leaks in Bologna: gender, academy and "inferior" sciences"*

Elisa Giomi *(University of Siena),*

Marta Perrotta *(Third University of Rome)*

*The situation of female scholarship and academic research in Italian universities after the implementation of the so-called "Bologna Process"*

Irina Rozina

*(Institute of Management, Business and Law, Rostov-on-Don)*

*Gender differences in the educational environment of Russia*

Barbi Pivre *(Tallinn University)*

*Women in Higher Education and Research in Estonia*

**Thursday 25 October**

**Young Scholars Network (YECREA) - NET 3**

17.30 - 19.00

Room A105

*Perpetuum Mobile? A Young Scholar's Guide to the Galaxy of Internationalization and Mobility in Academia*

**Chair:** Olivier Driessens *(Ghent University)*

Nick Couldry *(Goldsmiths, University of London)*

*International Exchange and the preservation of research culture in Neoliberal Times*

Sonia Livingstone *(London School of Economics)*

*The challenges and opportunities of internationalisation*

Tina Askanus *(Lund University)*

*Going international and the work/life (im) balance*

Gabriele Balbi *(Northumbria University)*

*Clerici Vagantes? Why scholars need to travel*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## TEMPORARY WORKING GROUP (TWG) PANELS

**Friday 26 October**

### **Crisis Communication TWG - TWG 1**

9.15 - 10.45

Room A105

*Challenges for Crisis Communication in the 21st Century - Comparing Research Paradigms*

**Chair:** Andreas Schwarz (Ilmenau University of Technology)

Stuart Allan (Bournemouth University)

*Reporting crises: Crisis communication from a journalism perspective*

Arjen Boin (Utrecht University)

*"Managing crisis communication in the public sector: The challenges of sensemaking and meaning-making"*

Timothy L. Sellnow (University of Kentucky)

*Theorizing Organizational Crisis Communication*

Timothy Coombs, Sherry Holladay

(University of Central Florida)

*Social media and crisis: Crisis communication from a stakeholder perspective*

Owen Hargie (University of Ulster)

*Political crisis communication following terrorist attacks: Findings from a pan-European study"*

#### **Respondents:**

Winni Johansen (Aarhus University)

Alessandra Mazzei (IULM University, Milan)

**Friday 26 October**

### **Digital Games Research TWG - TWG 3**

16.30 - 18.00

Room A105

*Researching digital games: Current topics and future challenges*

**Chair:** Thorsten Quandt (University of Münster)

Mia Consalvo (Concordia University)

Christopher Ferguson (Texas A & M International University)

James Ivory (Virginia Tech)

Jeroen Jansz (Erasmus University Rotterdam)

Frans Mäyrä (University of Tampere)

**Friday 26 October**

### **Advertising Research TWG - TWG2**

14.30 - 16.00

Room A105

*Current Matters of Advertising Research*

**Chair:** Guido Zurstiege (University of Tübingen)

Johannes Knoll, Holger Schramm (University of Würzburg)

*Advertising in Social Media. The Influence of User-Generated-Content on Advertising Effects*

Volker Gehrau, Johannes Schulte (University of Münster)

*The Role of Conversation in Advertising*

Juliane Lischka, Stephanie Kienzler, Gabriele Siegert

(University of Zurich)

*Business expectations and advertising expenditures*

Eva Pujadas (Pompeu Fabra University of Barcelona)

*Political brands: Research objects and methods*

Tino GK Meitz (University of Tübingen)

*Strategic Planning - Advertising Agencies' professionalization of service portfolio*

**Friday 26 October**

### **Media & the City TWG - TWG 4**

18.30 - 20.00

Room A105

*Power, Pictures and Practices. Politics of Media & The City*

**Chair:** Chiara Giaccardi (Catholic University of Milan)

Matteo Tarantino, Simone Tosoni (Catholic University of Milan)

*Of Cartwheels and Nightlife: The role of Media in the Politics of Urban Space Production in Milan*

Leopoldina Fortunati (University of Udine),

Sakari Taipale (University of Jyväskylä)

*The diffusion of information and communication technologies and the city size: a longitudinal study*

Andrew Schrock (University of Southern California),

Gabriella Sandstig (University of Gothenburg)

*Manufacturing Risk in the Local Neighborhoods of the City: Platforms, Media, and Imbricated Technologies*

Giorgia Aiello (University of Leeds)

*Light touch, heavy capital: urban regeneration, communication, and the 2011 European Capital of Culture*

Sami Kolamo (University of Tampere),

Jani Vuolteenaho (University of Helsinki)

*Branding The People's Game: Football Media Spectacles And Urban Space*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## TEMPORARY WORKING GROUP (TWG) PANELS

**Saturday 27 October**

**Media and Religion TWG - TWG 5**

8.30 - 10.00

Room A105

*Media and Ritual. Exploring religious implications in mediatized rituals online/offline*

Chair: Knut Lundby (University of Oslo)

Johanna Sumiala (University of Helsinki)

*Ritualizing Public Death in the Nordic media: The case of President Kekkonen, Minister Lindh and the Utøya victims*

Mihai Coman (University of Bucharest)

*Martyr, apostle, saint - media and the religious fabrication of a national hero*

Céline Bryon-Portet (University of Toulouse)

*The Freemasonry at the age of the internet: when Masonic ritual is being virtual*

Farida Vis (University of Sheffield)

*Tagging Islam on YouTube*

Lilly Korpiola (University of Helsinki)

*Mediatized martyrdom*

**Saturday 27 October**

**Media Industries and Cultural Production TWG-TWG 6**

10.30 - 12.00

Room A105

*Digitalization and the Media Industries*

Chair: Anamik Saha (University of Leeds)

Jennifer Holt (University of California, Santa Barbara)

*Digital Chaos: TV Everywhere, Connected Viewing and Cloud Policy*

Tore Slaatta (University of Oslo)

*How is Digitalization Affecting Book Publishing?*

David Hesmondhalgh (University of Leeds)

*Digitalisation and the Music Industries: Has the Crisis Passed?*

Ida Willig (Roskilde University)

*Journalism: The Effects of Digitalisation*

**Respondent:**

David Fernández-Quijada (Autonomous University of Barcelona)

**Saturday 27 October**

**Mediatization TWG - TWG 7**

15.00 - 16.30

Room A105

*Mediatization: Media, Power and Change*

Chair: Andreas Hepp (University of Bremen)

Göran Bolin (Södertörn University)

*Mediatization in late modernity: Notes on the relation between the media and society"*

Anu Kantola (University of Helsinki)

*The Media in Soft Capitalism: The Politics of the Mediatized CEO*

Friedrich Krotz (University of Bremen)

*Mediatiza-tion / Alienation*

James Miller (Hampshire College)

*The Media Logic of Affordances: Technology Power and the Smart Phone*

**Respondant:** Nick Couldry

(Goldsmiths, University of London)



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## SCREENINGS & WORKSHOPS

Room A208 (all screenings & workshops)

### SCREENING1

Thursday 25 October

11.15-12.45

Ethem Özgüven (*Istanbul Bilgi University*)  
*Kontra küçük lokal yavaş (Contra small local slow)*

### SCREENING2

Thursday 25 October

17.30-19.00

*Seslerin İzinde Beyoğlu'nun Kalp Atışları*  
(*Heartbeats of Beyoğlu with the sounds*)  
Director: Esra Alkan, Duration: 60 minutes, 2011

### SCREENING3

Friday 26 October

9.15-10.45

*Ben Geldim Gidiyorum (I've Come I'am Gone)*  
Director: Metin Akdemir, Duration: 15 minutes, 2011  
The DVD of this screening will be projected in loop for the whole duration of the session (6 times)

### SCREENING4

Friday 26 October

14.30-16.00

Video and short films by Uygur Demoğlu and Elif Demoğlu  
*Son Amazon (Last Amazon) a fake documentary*  
Director: Elif Demoğlu, Duration: 22 minutes, 2011

### SCREENING5

Friday 26 October

16.30-18.00

*Vicdan Filmleri (Conscience Films)*, 90 minutes  
Hrant Dink Foundation

### WORKSHOP1

Thursday 25 October

14.30-16.00

By Ömer Madra (*Açık Radyo/Open Radio Istanbul*)  
*Açık Radyo / Open Radio as an independent community radio experience*

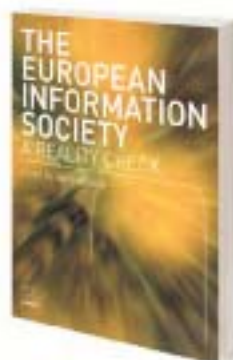
### WORKSHOP2

Saturday 27 October

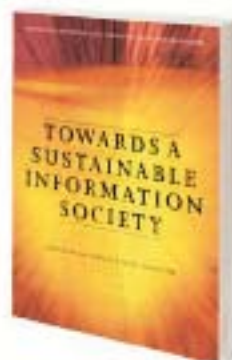
8.30-10.00

By 140 Journos  
*140 Journos Citizen Journalism workshop*





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***THEMATIC SECTIONS PANELS***





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## AUDIENCE AND RECEPTION STUDIES (ARS)

### Thursday 25 October

11.15 - 12.45

ARS 1a, Room A316

*Participatory Journalism: Possibilities for and Constraints to Audience Participation*

Chair: Igor Vobic (University of Ljubljana)

Anders Olof Larsson (Uppsala University)  
*Reproducing Structures of Audiencehood: Questioning the Involved Audience*

Birgit Stark  
(Johannes Gutenberg-University Mainz)  
*Exploring Audience Participation on News Websites of Traditional German Media Organisations*

Annika Bergström  
(University of Gothenburg),  
Ingela Wadbring  
(Mid Sweden University)  
*Opportunities and Obstacles: Perceptions of Users Comments among Journalists and the Audience*

Jelena Kleut, Smiljana Milinkova,  
Vuka Zivaljevic, Zlatomir Gajic  
(University of Novi Sad)  
*Co-construction and Deconstruction of Poverty on Serbian News Websites*

### Thursday 25 October

11.15 - 12.45

ARS 1b, Room A304

*Processes of Media Effects*

Chair: Uwe Hasebrink  
(Hans Bredow Institute)

Denise Sommer (University of Leipzig)  
*Attitudes in communication research - a multi-level approach to systemize a key concept*

Sarah Geber, Dorothée Hefner,  
Helmut Scherer  
(Hanover University of Music)  
*Media's Impact on Trust and Collectivism - An International Comparative Multilevel Analysis*

Christine Meltzer, Anna Schnauber  
(Johannes Gutenberg University of Mainz)  
*Do we overlook Person-Situation Interaction in Media Effects?*

Markus Schäfer, Oliver Quiring  
(Johannes Gutenberg University of Mainz)  
*Lethal idols? - The press coverage of celebrity suicides and the development of suicide rates in Germany.*

Stephanie Geise, Afifa El Bayed,  
Michael Grimm, Carolina Saucedo  
(University of Erfurt)  
*Effects of Visual Framing in Social Network Sites: How Different Visual Immigration Stereotypes Influence the Interpretation of a User-Generated Text on Immigration*

### Thursday 25 October

14.30 - 16.00

ARS 2a, Room A316

*Engaging museums: contesting place and space through digital media*

Chair: Kim Christian Schrøder  
(Roskilde University)

Kim Christian Schrøder, Maja Rudloff  
(Roskilde University)  
*The Museum Foyer as information space*

Kirsten Drotner, Ditte Laursen  
(University of Southern Denmark)  
*The Museum Foyer as a transformative space*

Dagny Stuedahl, Ole Smørdal  
(University of Oslo)  
*Studying museum blogs and Facebook activities as platforms for new types of audience relations*

Tobias Olsson, Anders Svensson  
(Jönköping University)  
*Creating Co-Creative Visitors: Developing Strategies for User Participation*

Krista Lepik,  
Pille Pruulmann-Vengerfeldt  
(University of Tartu)  
*Re-inventing museum items: engaging communities in museum collections through social media*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## AUDIENCE AND RECEPTION STUDIES (ARS)

### Thursday 25 October

14.30 - 16.00

ARS 2b, Room A304

#### *Health and Media*

**Chair:** Leen Van Brussel  
(Free University of Brussels)

Celia Quico, Agata Sequeira,  
Andre Baptista, Manuel Damásio  
(Lusofona University)

*Exploring the potential of future  
television for the provision of  
healthcare and wellness services*

Leen Van Brussel

(Free University of Brussels)  
*Receptions of mass media coverage  
on euthanasia and other medicalized  
end-of-life decisions.*

Eva Baumann

(Hanover University of Music,  
Drama, and Media)  
*The media as part of the problem AND  
as part of the solution: Challenges for  
prevention and intervention programs  
of eating disorders*

Constanze Rossmann, Lena Ziegler  
(Ludwig-Maximilians-University Munich)  
*McDreamy, Dr. Grey & House.*

*The Depiction of Doctors in Hospital  
Series and Their Impact on Viewers'  
Perceptions*

Christoph Klimmt, Eva Baumann

(Hanover University of Music,  
Drama, and Media)  
*Don't Drink and Drive: Requirements  
for Successful Risk Communication  
on Alcohol and Drug Abuse among  
Adolescents in Germany*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Patrick Bacherle, Frank M.Schneider,  
Stefan Krause  
(University of Koblenz-Landau)

*Continuous Response Measurement  
From a Bird's-eye View: Integrating  
Evidence for Validity Across 13 Studies*

Sabine Reich (Mannheim University),  
Matthias Hastall (Augsburg University),  
Peter Vorderer (Mannheim University)  
*Individual Determinants of Media  
Multitasking in University Classrooms*

Agnete Suhr (Independent researcher)  
*Listen carefully*

Emily Keightley (Loughborough University)  
*Mediated Temporalities and the Politics  
of Intermediacy*

Sonja Utz (NHL Leeuwarden),  
Jan-Hinrik Schmidt  
(Hans-Bredow Institute, University of Hamburg)  
*Audience management in social media:  
Affordances, cultural differences, and  
implications for privacy*

Maike Helm, Daniel Schultheiss,  
Christina Schumann  
(Ilmenau University of Technology)  
*Funding Online: The Support of  
Crowd Funded Projects from a  
Communication-based View*

Guda van Noort (University of Amsterdam),  
Marjolijn Antheunis (Tilburg University)  
*Personalized Advertising Campaigns  
in Social Network Sites*

Aydan Özsoy (Gazi University)  
*A field study on social media usage  
of young university students*

### Thursday 25 October

17.30 - 19.00

ARS 3a, Room A316

*Managing Relationships, Identity,  
Privacy, and Safety on Social Network  
Sites*

**Chair:** Sascha Trültzsch  
(University of Salzburg)

Senta Pfaff-Rüdiger, Claudia Riesmeyer  
(University of Munich)

*Media Literacy 2.0 - a Qualitative  
Case Study in Germany*

Christine W. Wijnen  
(University of Vienna)  
*Participation and Citizenship in  
the Social Web*

Ulla P. Autenrieth  
(University of Basel)  
*Performing Peer Group Image-based  
Configuration and Performance of  
Adolescent Friendship Groups on  
Social Network Sites (in Switzerland)*

Giovanna Mascheroni  
(Catholic University of Milan)  
*Identity and Privacy among young  
Italian Facebook Users*

Sascha Trültzsch  
(University of Salzburg)  
*The Role of Photographs regarding  
Privacy in SNS among Young Austrians*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## AUDIENCE AND RECEPTION STUDIES (ARS)

### Thursday 25 October

17.30 - 19.00

ARS 3b, Room A304

#### *Media Entertainment and Audience Engagement*

**Chair:** Christoph Klimmt  
(Hanover University of Music, Drama, and Media)

Christina Peter (University of Munich)  
*"Compared to the folks on TV..." - Proposal for a Process Model of Social Comparison with Media Characters*

Johannes von Engelhardt,  
Samira Himmit, Jeroen Jansz  
(Erasmus University Rotterdam)  
*Regarding the pain of others: The role of victim representation in compassionate responses to mediated suffering*

Luca Stanca, Marco Gui,  
Marcello Gallucci  
(University of Milano-Bicocca)  
*Attracted but Unsatisfied: The Effects of Sensational Content on Television Consumption Choices*

Katrin Döveling  
(Technical University Dresden)  
*Fascination Reality TV. Why we feel what we feel and why we want to continue feeling. Emotion Management from Schadenfreude to Empathy*

Daniela Schluetz, Beate Schneider  
(Hanover University of Music),  
Maik Zehrfeld (pilot Hamburg)  
*Moral judgment and entertainment - Enjoyment of the TV series 'Dexter'*

### Friday 26 October

9.15 - 10.45

ARS 4a, Room A316

#### *Historicizing Audiences*

**Chair:** Sonia Livingstone  
(London School of Economics)

Jerome Bourdon (Tel Aviv University)  
*Doing Audience History: A Triple Invention*

Cecile Meadel  
(Ecole des Mines de Paris - CNRS)  
*Moving closer to the market. The shift from audience as measure to measure as audience in France in the 1980s*

Mats Bjorkin  
(University of Gothenburg)  
*Theorizing the Television Natives: Historical Audience Data, Life-course Analysis, and Cultural Studies*

Sabina Mihelj  
(Loughborough University)  
*Imagining a Socialist Audience: Cultural Engineering and Its Limits*

Irena Carpentier Reifova  
(Charles University Prague)  
*Retracing audience agency back in time: the case of viewers of communist television serials in 70s and 80s in Czechoslovakia*

### Friday 26 October

9.15 - 10.45

ARS 4b, Room A304

#### *Media Use and Habits*

**Chair:** Denise Sommer  
(University of Leipzig)

Antoniija Cuvalo (University of Zagreb)  
*Cross-media habits and the meaning of media in everyday life of young people in Croatia*

Teresa K. Naab  
(Hanover University of Music, Drama and Media)  
*The relationship between repetition, simplified processing, and stability of situation: An empirical test of two basic assumptions on television habits*

Uwe Hasebrink, Jan-Hinrik Schmidt  
(Hans Bredow Institute)  
*Information repertoires in changing media environments*

Christopher Blake, Helmut Scherer,  
Robert Arndt, Marcel Drews,  
Stephanie Jansen, Jonas Preschke,  
Tilman Weisgerber  
(University of Music Drama and Media Hanover)  
*Media use while waiting*

Elif Ozkaya  
(Michigan State University)  
*Testing of the Role of Habits and Mood Management on Media Choice Behavior*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## AUDIENCE AND RECEPTION STUDIES (ARS)

### Friday 26 October

14.30 - 16.00

ARS 5a, Room A316

#### *Conceptions of the Audience*

Chair: Jakob Bjur

(University of Gothenburg)

Geoffroy Patriarche

(Facultés Universitaires Saint-Louis)

*Dealing with the categorial crisis of "the audience": A critical analysis of the sense-making strategies on "the audience"*

Kathrin Friederike Müller

(Leuphana University of Lüneburg),

Ranjana Das (University of Leicester),

Miriam Stehling

(Leuphana University of Lüneburg)

*Standing on the shoulders of giants - Joining voices of audience researchers in the UK and Germany*

Riitta Perälä, Merja Helle

(Aalto University),

Sammye Johnson (Trinity University)

*From Exposure to Engagement: Comparing Three Audience Research Methods*

Christa Lykke Christensen,

Stig Hjarvard

(Copenhagen University)

*Beyond the niche: The audience of reality television*

Breda Luthar, Tanja Oblak Crnic,

Dejan Jontes

(University of Ljubljana)

*New class boundaries between media audiences? Class, Cultural Consumption and Media Culture in Slovenia*

### Friday 26 October

14.30 - 16.00

ARS 5b, Room A304

#### *News Consumption*

Chair: Marta Cola

(University of Lugano)

Auli Harju (University of Tampere)

*MyNews - Spreadable Uses of the News in Daily Life*

Patricia Müller

(Technical University Ilmenau)

*Reinforcing or Diminishing Knowledge Gaps? The Role of Social Media in Young Citizens' Political Learning*

Johan Lindell, André Jansson

(Karlstad University)

*The Geo-Social Structuration of Mediatized Lifeworlds: An Empirical Re-Assessment of "Local" and "Cosmopolitan" Modes of News Consumption*

Katharina Emde, Daniela Charrier,

Agnes Dyszy, Elena Link,

Daniela Schluetz

(Hanover University of Music, Drama and Media)

*Youths and News: A qualitative study on young people's news habits*

Rozane De Cock

(Catholic University of Leuven),

Eva Hautekiet

(University College Brussels)

*Children's news online: content analysis and usability study results*

### Friday 26 October

16.30 - 18.00

ARS 6a, Room A316

#### *Generations and Age Groups*

Chair: Irena Carpentier Reifova

(Charles University Prague)

Kim Sawchuk (Concordia University)

*Making Social Media Meaningful: Montreal seniors, digital creation and re-mediating (personal) history*

Cristina Ponte (New University of Lisbon),

Piermarco Aroldi

(Catholic University of Milan)

*Approaching generations in audience research: young researchers exploring media memories of senior citizens*

Sylvie Fiserova

(Charles University in Prague)

*New Media and Its Use by Czech Middle-Aged People in a Risk Society*

Signe Opermann (Södertörn University)

*Generational Change in News Consumption Patterns*

Ingela Wadbring

(Mid Sweden University),

Annika Bergström

(University of Gothenburg)

*Media habits-a matter of lifecycle or generation? A 25 years perspective of use of television, newspapers and the Internet*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## AUDIENCE AND RECEPTION STUDIES (ARS)

### Friday 26 October

16.30 - 18.00

ARS 6b, Room A304

*Media and Social Reality Perceptions*

**Chair:** Helena Bilandzic  
(University of Augsburg)

Thomas Zerback, Thomas Koch,  
Benjamin Krämer  
(Ludwig-Maximilians-University Munich)  
*Doubts and uncertainty in judgments  
about the climate of opinion*

Amir Hetsroni, Hila Lowenstein  
(Ariel University Center)  
*Religiosity, Repression and Cultivation:  
Different Patterns of TV Viewing Effects  
on Crime Prevalence Estimates and  
Personal Victimization Likelihood  
Assessment*

Olaf Jandura, Christina Peter  
(Ludwig-Maximilians-University Munich)  
*Media Influence is Relative:  
Comparative Rating as a Measurement  
of Third-Person Effects*

Philipp Henn, Marco Dohle,  
Shoshana Schnippenkoetter,  
Friederike von Vincke  
(University of Duesseldorf)  
*Perceptions of Bias in the Media  
Coverage about Wind Energy: Exploring  
the Causes and Consequences of the  
Hostile Media Effect*

Philipp Müller, Benjamin Krämer  
(Ludwig-Maximilians-University Munich)  
*What shapes users' perceptions of  
media change?*

### Friday 26 October

18.30 - 20.00

ARS 7a, Room A316

*Media Literacy, Media Competence  
and Socialisation*

**Chair:** Piermarco Aroldi  
(Catholic University of Milan)

Joan Ferrés i Prats, M<sup>a</sup>José Masanet Jordà  
(Pompeu Fabra University)  
*Media Competence. Research on the  
competence degree of the Spanish  
citizenship*

Dorothee Hefner  
(University of Mannheim),  
Christoph Klimmt, Alexandra Sowka  
(Hanover University of Music)  
*Taking a Critical Stance as Dimension  
of Media Literacy: Towards a  
conceptual specification*

Marina Micheli  
(Università Milano Bicocca)  
*Internet socialization and social class.  
The relationship between parents  
cultural capital and teenagers Internet  
use in Italy.*

Antonio García Jiménez, Jose Carlos Sendín  
Gutiérrez, Esther Martínez Pastor  
(Rey Juan Carlos University)  
*Adolescents on the Internet:  
perspectives on interactive media and  
its risks*

### Friday 26 October

18.30 - 20.00

ARS 7b, Room A304

*Identity, Belonging and Fandom*

**Chair:** Ranjana Das  
(University of Leicester)

Nathalie Claessens, Hilde Van den Bulck  
(University of Antwerp)  
*Tiger Woods Voted Best Bad Boy':  
Celebrity Sex Reporting and the  
Framing of the Moral High Ground by  
Online Media and Audiences*

Maxime Cervulle  
(University of Paris 1 Panthéon-Sorbonne)  
*Digital Fandom in the Age of Transmedia  
Narratives and Multi-Platform  
Storytelling: The Case of Lady Gaga  
Fans*

Yu-kei Tse  
(Goldsmiths, University of London)  
*The senses of liveness and  
togetherness in the consumption of  
Japanese TV shows via P2P in Taiwan*

Charo Lacalle  
(Autonomous University of Barcelona)  
*Television and Identity construction:  
Young viewers reception's processes*

Liliana Ozolina  
(University of Latvia)  
*The manifestations of national identity  
in popular culture: construction of  
Latvian national identity in the  
communication discourse of pop-music  
band Brainstorm*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## AUDIENCE AND RECEPTION STUDIES (ARS)

### Saturday 27 October

8.30 - 10.00

ARS 8a, Room A316

#### *Audience Participation and Activity*

Chair: Geoffroy Patriarche

(Facultés Universitaires Saint-Louis)

Tanja Aitamurto

(Stanford University)

*Co-Creation and Mass-Customization  
in Magazine Journalism*

Miguel Vicente-Mariño

(University of Valladolid),

Belen Monclús

(Autonomous University of Barcelona)

*Renegotiating the Audience Role in  
TV Newscasts: Websites, Social  
Networks Sites and Microblogging as  
(open) Windows for Participation*

Liina Puustinen

(University of Helsinki)

*Consumer Resistance in the Letters  
to the Editor*

Juha Herkman, Eliisa Vainikka

(University of Tampere)

*Towards new reading? Participation,  
communication and content production  
in new reading communities*

### Saturday 27 October

8.30 - 10.00

ARS 8b, Room A304

#### *Perception of News*

Chair: Merja Helle

(Aalto University)

Mark D. Harmon, Benjamin J. Bates

(University of Tennessee, Knoxville)

*Public Value of Local News - A First  
Look at Measuring Public and Social  
Value In Local News Outlets*

Alison Preston, Jane Rumble

(Ofcom)

*The development of social media and  
its impact on everyday life and news  
consumption*

Irene Bastard (Orange Labs)

*Talking about news : comment,  
share, or like, what's online talking  
about ?*

Maria José Brites, Cristina Ponte

(New University of Lisbon),

Isabel Menezes (University of Porto)

*Democratic implications of news:  
what can we learn from the use of  
different methodological approaches  
with young people?*

Moritz kleine Bornhorst, Teresa K. Naab,

Beate Schneider

(Hanover University of Music,

Drama and Media)

*Media use and impression formation:  
The effects of communication about  
one's newspaper use on attributed  
attraction and cultural capital*

### Saturday 27 October

10.30 - 12.00

ARS 9, Room A316

#### *News in a Changing Media*

*Environment*

Chair: Pille Pruulmann-Vengerfeldt

(University of Tartu)

Coralie Le Caroff (University of Paris 2)

*Users' comments on international news  
on Facebook media pages*

Cédric Courtois (Ghent University),

Christian Kobbernagel,

Kim Christian Schrøder

(Roskilde University)

*Understanding changing news  
environments: A comparative analysis  
of national landscapes of news media  
consumption*

Kim Christian Schrøder,

Christian Kobbernagel

(Roskilde University)

*News media old and new - and their  
fluctuating audiences: A longitudinal  
mapping of cross-media news  
consumption*

Steve Paulussen (University of Antwerp),

Cédric Courtois, Laura Velghe

(Ghent University)

*Understanding today's convergent  
news media consumption through  
a triple articulation lens*

Katrin Jungnickel (TU Ilmenau),

Axel Maireder (University of Vienna)

*Links to news on Facebook - Is there  
a Multi-Step-Flow of  
Communication?*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## AUDIENCE AND RECEPTION STUDIES (ARS)

### Saturday 27 October

15.00 - 16.30

ARS 10, Room A316

#### *Children and Adolescents in New Media Environments*

Chair: Cristina Ponte  
(New University of Lisbon)

Stine Liv Johansen (Aarhus University)  
*Children's play and everyday life with new and old media in a mediatization perspective*

Rosalia Duarte, Rita Migliora,  
Andrea Garcez, Winston Sacramento  
(Pontifical Catholic University of Rio de Janeiro)

*Children's audience of an audiovisual media research programme*

Katia Segers (Free University of Brussels),  
Hans Martens (University of Antwerp)  
*Online risks and opportunities of children. A contextual approach.*

Anna Sevcíková, Jan Serek,  
Hana Machácková, David Smahel  
(Masaryk University)  
*Exposure to Sexual Materials among Czech Adolescents*

Marc Ziegele, Mathias Weber,  
Anna Schnauber  
(Johannes Gutenberg University of Mainz)  
*Cyberbullying, Presumed Suffering and Secondary Victimization. The Influence of the Victim's Extraversion and Self-disclosure*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION AND DEMOCRACY (CD)

### Thursday 25 October

11.15 - 12.45  
CD 1, Room A116

*Counterpublicity in a digital age*

Chair: Tina Askanius  
(Lund University)

Christian Christensen  
(Uppsala University)

*WikiLeaks, the Popular Press and the  
"Mainstreaming of Transparency"*

Tessa J. Houghton  
(University of Nottingham,  
Malaysia Campus)

*Blackout: The Viral Counterpublicity  
of Online Protest*

Julie Uldam (London School of Economics)  
*Contesting the depoliticisation of  
climate change: activism and the  
mediation opportunity structure*

Stefania Milan (University of Toronto)  
*Cloud Protesting. How is protest  
changing in times of social media*

Marco Bräuer, Jens Wolling  
(Ilmenau University of Technology)  
*Voices and noises from the periphery:  
rural protest in Germany*

### Thursday 25 October

14.30 - 16.00  
CD 2, Room A116

*Citizens and democracy*

Chair: Inaki Garcia Blanco  
(Cardiff University)

Scott Wright (University of Leicester),  
Todd Graham (University of Groningen)  
*Discursive Equality and Everyday  
Online Political Talk: the impact of  
"super-participants"*

Anna Roosvall (Orebro University)  
*For a Solidaritarian Mode of  
Communication. Limitation,  
moderation and/or deliberation  
in offline and online news  
communication*

Sigrid Kannengiesser  
(University of Bremen),  
Leonardo Custodio  
(University of Tampere)  
*New ICTs for the Civic Empowerment  
of Marginalized Groups: Examples  
from Johannesburg and Rio de Janeiro  
Compared*

Dan Jackson (Bournemouth University)  
*Strategic news, politics and  
democracy: putting citizens first*

### Thursday 25 October

16.30 - 17.30  
Poster Exhibition, Main Foyer - Ground Floor

Liane Rothenberger  
(Ilmenau University of Technology)  
*Strategic Communication of Terrorist  
Groups via Social Media*

Annika Sehl, Michael Steinbrecher  
(Technical University of Dortmund)  
*Open Channel Revisited in the Age of the  
Social Web: Empirical Findings on a New  
Model of Audience Participation in Television*

Olena Goroshko (National Technical University  
Kharkiv Polytechnic Institute)  
*YouTube-ification of Ukrainian Politics 2.0:  
Social Media for the Defense of Freedom  
in Ukraine*

Rodrigo Cetina Presuel (Complutense  
University of Madrid), Daniel Irabién Peniche  
(Anáhuac Mayab University)  
*Constituto, an Online Media Project that  
aims to bring the Mexican Constitution  
closer to its citizens.*

Diego Ceccobelli  
(Italian Institute of Human Sciences)  
*The celebrity politics in the last Italian  
Administrative Elections*

Lina Auskalniene, Aukse Balcytiene,  
Ausra Vinciuniene (Vytautas Magnus University)  
*The Value of Thematic Choice, or How to  
Find an Engaged Individual in Today's  
Democracy: The Baltic Perspective*

Yongsuk Hwang, Namsu Park, Hyunjoo Lee  
(Konkuk University)  
*Impacts of Online Collective Activities on  
On- and Offline Civic Engagement in Korea*

Nicole Landeck (Heinrich Heine University)  
*Competitive Identity Framing in National  
Media Discourses on the European debt crisis*

Esengül Ayyıldız (Cukurova University),  
Kaan Taşbaşı (Yeditepe University)  
*Communicative Action and Resistance in  
the Urban Public Spaces: A Glance at Istanbul*

Daniel Alings (University Koblenz-Landau)  
*The influence of news reception on political  
efficacy: How daily newspaper-reading  
can support the democratic system*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION AND DEMOCRACY (CD)

### Thursday 25 October

17.30 - 19.00

CD 3, Room A116

*Communication and democracy:  
international perspectives*

**Chair:** Josef Trappel  
(University of Salzburg)

Laura Schneider (University of Hamburg)  
*How global are global press freedom  
rankings? The cultural biases of press  
freedom measurements*

Steffen Burkhardt  
(University of Hamburg)  
*The International Discourse on Press  
Freedom in Turkey*

Anna Litvinenko  
(St. Petersburg State University)  
*Formation Of Hybrid Media System  
In Russia And Its Role In Building  
Civil Society*

Ursula Maier-Rabler, Stefan Huber  
(University of Salzburg)  
*Open Government and Open  
Government Data: changing conditions  
and challenges for citizens, civil society  
and public authorities.*

### Friday 26 October

9.15 - 10.45

CD 4a, Room A116

*Communication and democracy:  
new perspectives*

**Chair:** Marco Bräuer  
(Ilmenau University of Technology)

Torgeir Uberg Nærland  
(University of Bergen)  
*Music and deliberation*

Jeffrey Wimmer  
(Ilmenau University of Technology)  
*Gaming with public value? A critical  
analysis of the appropriation of online  
gaming platform*

Melanie Hellwig  
(Jade University College)  
*Scandal, provocation and breaches of  
taboos as a method. Using the logic  
of media to get a voice*

Karina Horsti (University of Helsinki)  
*'Uncivil' social media in the civil  
society narrative*

Bjarki Valtýsson  
(IT University of Copenhagen)  
*Succumbing to Democracy -  
Networked Publics and 'Affective  
Deliberation'*

### Friday 26 October

9.15 - 10.45

CD 4b, Room A108

*International perspectives on protest - 1*

**Chair:** Tanja Thomas  
(Leuphana University Luneburg)

Maximillian Hanska-Ahy  
(London School of Economics)  
*Communicating the Arab Uprisings:  
On networks, news and civil society*

Elena Chadova-Devlen  
(Ludwig Maximilian University of Munich),  
Yulia Medvedeva  
(University of Missouri)  
*"God Chase the King": Anti-Putin  
Protests in Russian Provincial Press*

Benjamin De Cleen  
(Free University of Brussels)  
*Populism as a strategy to deal with  
criticism from non party-political actors:  
The delegitimization of critical artists  
by the populist radical right Vlaams  
Belang.*

Supriya Chotani  
(Jawaharlal Nehru University)  
*'Anna Phenomena' in India: Mediating  
Protest, Politics and Popular Culture*

Vildan Iyigünger (Marmara University)  
*The Women's Movement and  
cyberactivism in Turkey, from the  
streets to the streets mediated  
by internet: the case of the Istanbul  
Feminist Collective*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION AND DEMOCRACY (CD)

### Friday 26 October

14.30 - 16.00

CD 5a, Room A116

*Rethinking crisis communication*

**Chair:** Farida Vis

*(University of Leicester)*

Simon Cottle *(Cardiff University)*,

Mervi Pantti *(University of Helsinki)*,

Karin Wahl-Jorgensen *(Cardiff University)*

*New media technologies and  
transformations of disaster visibility*

Axel Bruns, Jean Burgess

*(Queensland University of Technology)*

*Analysing Twitter Activity in  
Crisis Contexts*

Stefan Stieglitz, Nina Krüger

*(University of Münster)*

*Methods for Investigation  
of Crisis Communication in  
Social Media*

Laura Ahva *(University of Helsinki)*,

Kari Andén-Papadopoulos

*(Stockholm University)*,

Maria Hellman *(Stockholm University)*,

Mervi Pantti *(University of Helsinki)*

*Amateur images and audience  
engagement in crisis coverage*

Rob Procter *(University of Manchester)*,

Farida Vis *(University of Leicester)*,

Alex Voss *(University of St. Andrews)*

*Policing the crisis communication:  
Reading the Riots on Twitter  
and beyond*

### Friday 26 October

14.30 - 16.00

CD 5b, Room A108

*Citizenship, community media and  
online media*

**Chair:** Jeffrey Wimmer

*(Ilmenau University of Technology)*

Mirjam Lasthuizen, Sanne Gaastra,

Sonja Utz, Raymond van Dongelen

*(NHL University of Applied Sciences)*

*Increasing civic engagement in  
140 characters? An online experiment  
on the effects of different  
communication strategies and the  
use of hashtags*

Vanessa Malila *(Rhodes University)*

*Mediated citizenship: The role of the  
media in the construction of  
citizenship amongst South African  
youth*

Tina Askanius *(Lund University)*

*From Portapak to YouTube:  
re-mediating the 8 mm activist  
video online*

Jess Baines

*(London School of Economics)*

*Democratic participation, skill and  
survival: reflections on the challenges  
for the late C20th UK radical printshops  
movement.*

### Friday 26 October

16.30 - 18.00

CD 6, Room A116

*Democracy and social media*

**Chair:** Sven Engesser

*(University of Zurich)*

Michael Latzer, Natascha Just,

Florian Saurwein

*(University of Zurich)*

*Sorry, we aren't convinced':  
A Citizen's Perspective on  
Digital Democratization*

Ancuta-Gabriela Tarta

*(University of Copenhagen)*

*The Media Cinderella. Connecting  
You and the EU on Social Media*

Rieke Schües *(Zeppelin University)*

*EU's online Communication policy:  
an evaluation of the social media  
efforts to include the European public  
into Brussels policy-making processes*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION AND DEMOCRACY (CD)

### Friday 26 October

18.30 - 20.00

CD 7, Room A116

*Democracy, participation and audiences*

**Chair:** Jeffrey Wimmer  
(Illmenau University of Technology)

Iñaki Garcia-Blanco

(Cardiff University)

*This Is How Democracy Should Look Like: Citizens Discuss Democracy and (Online) Political Participation in Different Democratic Contexts*

Manuela Grünangerl, Josef Trappel, Corinna Wenzel

(University of Salzburg)

*What value(s)? The commitment to civil society and its different forms of realization: Public Service Media and Community Media in Comparison*

Margit van Wessel

(Wageningen University)

*Government responsiveness. A view from citizen lifeworlds*

Thomas Friemel

(University of Zurich),

Michael Hallermayer

(Augsburg University)

*Online Reader Comments: Letter to the Editor or Online Deliberation?*

### Saturday 27 October

8.30 - 10.00

CD 8a, Room A116

*Understanding public participation: Journalism and democracy in a digital age*

**Chair:** Tamara Witschge  
(University of Groningen)

Chris Peters (University of Groningen)

*De-ritualizing the news: Audiences' changing temporal and spatial relationship to information*

Wiebke Loosen, Jan-Hinrik Schmidt

(Hans Bredow Institute)

*Public participation in the news: Expectations and practices of audience inclusion at the "Tagesschau"*

Karin Wahl-Jorgensen

(Cardiff University)

*New media, public participation and affect: The cultivation of compassion through storytelling*

Irene Costera Meijer

(Free University of Amsterdam)

*Getting a grip on reality: Participatory journalism as media intervention strategy in Dutch problem neighbourhoods*

Andrew Williams (Cardiff University)

*The value of citizen-produced hyperlocal publishing in the UK*

### Saturday 27 October

8.30 - 10.00

CD 8b, Room A108

*Media, democracy and youth*

**Chair:** Anu Kantola  
(University of Helsinki)

Eva Bogнар, Judit Szakacs

(Central European University)

*"They don't even see us" - Young people's perception of their representation in traditional media*

Ruth Kunz (University of Zurich)

*Social networks and political participation: A differentiated look at their relation online and offline*

Nazan Haydari, Ozden Bademci  
(Maltepe University)

*The Streets of Istanbul through the Eyes of the Street-Involved Youngsters: the Politics of Representation and Participatory Media*

Anne Kaun (Södertörn University)

*Civic Experiences and Public Connection. Media and Young People in Estonia*

Rebecca Eynon, Anne Geniets  
(University of Oxford)

*Hard to catch, or slipping through the net? Digital democratic inclusion efforts and suspended Internet use of 17 - 22 year olds in Britain*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION AND DEMOCRACY (CD)

### Saturday 27 October

10.30 - 12.00

CD 9a, Room A116

*International perspectives  
on protest - 2*

**Chair:** Julie Uldam  
(London School of Economics)

Emiliano Trerè  
(Autonomous University of Querétaro)  
*Barrio Nómada from Ciudad Juárez:  
rebellion against death through "total  
communication"*

Peter Kerkhof, Andre Krouwel,  
Jacqueline van Stekelenburg,  
Bert Klandermans  
(Free University of Amsterdam)  
*Social media use and protest  
participation during the January 25  
Egyptian uprising*

Tasdemir Babacan  
(Middle East Technical University)  
*The Construction of Hegemonic Policy  
Discourse in The Making of AVMSD:  
Ignoring the Dissident*

Kostis Kornetis (Brown University),  
Dimitra Dimitrakopoulou  
(Aristotle University of Thessaloniki)  
*Social Media and Protest in  
Times of Crisis: The Case of the  
Greek and Spanish Indignados*

### Saturday 27 October

10.30 - 12.00

CD 9b, Room A108

*Media and democracy:  
critical perspectives*  
**Chair:** Cornelia Wallner  
(Ludwig Maximilian University Munich)

Adriana Fari-Palko  
(Danish School of Education)  
*Social media, social movements,  
citizenship and citizenship education  
in Romanian protests  
(Dec 2011-Jan 2012)*

Justin McGuinness  
(American University of Paris)  
*Expanding media freedoms in a post-  
authoritarian context: Tunisia,  
2011-2012*

Ulla Kaarina Nikunen  
(University of Helsinki)  
*Ironic distance, politics and  
social media*

### Saturday 27 October

15.00 - 16.30

CD 10a, Room A116

*Digital life in middle east*  
**Chair:** Kristina Riegert  
(Stockholm University)

Miyase Christensen  
(Royal Institute of Technology of Sweden)  
*Trans/national Communicative Sociality  
between Mobility and Fixity:  
The Case of the Turkish Migrants  
in Sweden and Germany*

Naomi Sakr (University of Westminster)  
*Social Media, Television Talk Shows  
and the Politics of Change in Egypt*

Joe Khalil  
(Northwestern University in Qatar)  
*Youth Generated Media and  
Cultural Politics*

Kari Andén-Papadopoulos  
(Stockholm University),  
Mervi Pantti (University of Helsinki)  
*Expatriate Digital Activists and  
the 2011 Arab Uprisings*

Kristina Riegert (Stockholm University)  
*Understanding Arab Blogospheres:  
Stretching the boundaries of the  
public sphere?*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION AND DEMOCRACY (CD)

### Saturday 27 October

15.00 - 16.30

CD 10b, Room A108

*Media and democracy in the digital age*

Chair: Melanie Hellwig

*(Jade University College)*

Emmanuel Wathelet

*(Catholic University of Louvain)*

*Democracy as a disputed value on  
Wikipedia: Mapping intentions of online  
communities through ethnonarrative  
approaches*

Patrick Boyle

*(National University of Ireland, Maynooth)*

*Routine Journeys, Unique Meanings:  
Mediated policy contexts and  
experience of Automobility in  
everyday Ireland*

Paola Sartoretto *(Karlstad University)*

*Mobilization and activism in the  
contemporary mediapolis -  
a step back to the human  
dimension*

Arne Hintz *(McGill University)*

*Challenges to Freedom of  
Expression in the Digital World:  
Lessons from WikiLeaks and the  
Arab Spring*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION HISTORY (CH)

### Thursday 25 October

11.15 - 12.45

CH 1, Room B321

*Social History of The Telephone: Modernity, Nation Building and Practices of Communication in Turkey*

**Chair:** Nurçay Türkoğlu  
(Cukurova University)

Burçe Çelik (Bahcesehir University)  
*The Politics of Telephony in Turkey: A Technology of Surveillance or of Resistance?*

Kaya Ozkaracalar (Bahcesehir University)  
*The implications of the introduction of telephone services in Istanbul to the national/ethnic question of Turkey*

Mahmut Cinar (Bahcesehir University)  
*The Telephone and Its Representations in Turkish Press: Between the 1910s to the 1960s*

Gülengül Altıntaş  
(Bahcesehir University)  
*The Introduction of the telephone technology into the Turkish household: the blurred boundaries between private and public*

Derya Gürses Tarbuck  
(Bahcesehir University)  
*A Historical Assessment of the Telephone Usage in Turkey: Modernity, Technology and Social History.*

### Thursday 25 October

14.30 - 16.00

CH 2, Room B321

*Role Perceptions and the Transformation of postwar European Journalism*

**Chair:** Marcel Broersma  
(University of Groningen)

Martin Conboy (University of Sheffield)  
*From addressing the public to articulating the populace: tabloiding the journalist's role*

Frank Harbers, Marcel Broesma  
(University of Groningen)  
*Total Newspaper Makeover. How Changes in Role Perceptions Translate into the News Coverage*

Nicolas Hubé  
(University Paris 1 Panthéon-Sorbonne)  
*Comparing national role perceptions and its effects on news production in France and Germany*

Helena Lima (University of Porto),  
Jorge Pedro Sousa  
(Fernando Pessoa University)  
*New trends on Portuguese journalism: the impact of the revolutionary process of 1974 on the news organization*

Halliki Harro-Loit (University of Tartu)  
*Journalists' role perceptions and changes in the journalistic discourse in Estonia during the Soviet period*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Christian Schwarzenegger  
(University of Augsburg),  
Anne Kaun (Södertörn University)  
*How we got to Istanbul - The History of a Communication Association for Europe*

Christian Raupach  
(Ostfalia University of Applied Sciences)  
*Re-Establishing the Circle Supposition of Horkheimer and Adorno*

Thomas Wiedemann  
(Ludwig Maximilian University Munich)  
*Catholic Journalism in the Third Reich: The Case of Walter Hagemann*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION HISTORY (CH)

### Thursday 25 October

17.30 - 19.00

CH 3, Room B321

*Theoretical and methodological perspectives in media and communication history*

**Chair:** Klaus Arnold  
(University of Trier)

Paschal Preston (Dublin City University)  
*Modern Journalism Amidst Deep Economic Crises: Comparing Challenges, 'Innovations' and Potentials in 1930s and Now*

Christoph Raetzsch  
(Free University of Berlin)  
*Approaching Journalism History through Practice Theory*

Benjamin Krämer, Philipp Müller  
(Ludwig Maximilians University Munich)  
*Is a theory of media history possible? Some meta-historical reflections*

Stefanie Aeverbeck-Lietz  
(University of Bremen),  
Maria Löblich  
(Ludwig Maximilians University Munich)  
*Writing the history of Communication and Media research in Europe. A methodological framework for comparative analysis*

### Friday 26 October

9.15 - 10.45

CH 4, Room B321

*Media regulation, public discourse and power*

**Chair:** Hans-Ulrich Wagner  
(University of Hamburg)

Gabriele Balbi (Northumbria University)  
*What wireless testified. Italian Radio Amateurs and legal debates on communication*

Lars Lundgren (Södertörn University)  
*Transnational broadcasting and East-West relations: OIRT, EBU and the production of live television*

Jonas Ohlsson (University of Gothenburg)  
*Meet the Board: Five Decades of Ownership Influence in the Swedish Press*

Marguerite Barry (Dublin City University)  
*Reviewing the 'Age of Interactivity': Public discourse and digital media history research in Ireland (1995 to 2009)*

Zhengrong Hu, Deqiang Ji  
(Communication University of China)  
*Looking for a new paradigm? Chinese Communication Studies at the Crossroad*

### Friday 26 October

14.30 - 16.00

CH 5, Room B321

*Remembering the past: Mass media and cultural memory*

**Chair:** Gabriele Balbi  
(Northumbria University)

Enis Dinc (University of Amsterdam)  
*Images of Atatürk: The Commemoration of the Turkish Past in Audiovisual Media*

Corinna Lütjhe, Irene Neverla  
(University of Hamburg)  
*Hamburg 1962 and now: Mediated social memory of a natural disaster and the recent perception of the storm surge-hazard*

Staffan Ericson (Södertörn University)  
*The Allegory of the Bunker: Television as History*

Michael Meyen, Senta Pfaff-Rüdiger  
(Ludwig Maximilians University Munich)  
*Mass media and collective memory: The communist GDR in today's communicative and cultural memory*

Merja Ellefson (University of Tartu)  
*Windward land: fiction, national trauma and collective memory*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION HISTORY (CH)

### Friday 26 October

16.30 - 18.00

CH 6, Room B321

*Mass media, popular and everyday culture*

**Chair:** Paschal Preston  
(Dublin City University)

Laura Skouvig, Jack Andersen  
(Royal School of Library and Information Science, Copenhagen)  
*Communicating with peasants: Information and the almanac 1782-1842*

José Ricardo Carvalheiro  
(University of Beira Interior)  
*"My uncle was the patriarch": Research notes on reception, history and memory*

Kate Lacey (University of Sussex)  
*Listening with Mother: The Cultivation of Children's Radio*

Jostein Gripsrud (University of Bergen)  
*Making Sense of the Sixties: The Cultural vs the Political Public Sphere*

Olivier Driessens (Ghent University)  
*Labelling regional celebrity cultures: A case-study on the definition and evolution of the concept of 'Famous Flemings'*

### Saturday 27 October

10.30 - 12.00

CH 7, Room B321

*BBC Transborder Broadcasts during World War II: News and Propaganda on the Airwaves*

**Chair:** Susanne Kinnebrock  
(University of Augsburg)

Niccolò Tognarini  
(European University Institute)  
*The Struggle for the Middle Eastern Audience. Broadcasting in Arabic in the 1930s and the birth of the BBC Arabic Service*

Stephanie Seul (University of Bremen)  
*Beyond 'straight news': The BBC German Service, the Chamberlain government, and British propaganda directed at Nazi Germany, 1938-1940*

Nelson Ribeiro  
(Catholic University of Portugal)  
*Between News and Propaganda: BBC broadcasts to Portugal during World War II*

Kay Chadwick (University of Liverpool)  
*France calling France: the Free French on the BBC during the Second World War*

Hans-Ulrich Wagner  
(Hans Bredow Institute)  
*Assigned to the democratization of the broadcasting system in Post-War Germany: Returnees acquainted with the BBC's routines and principles*

### Saturday 27 October

15.00 - 16.30

CH 8, Room B321

*Pirates, revolutions and power fights: Mass media and politics*

**Chair:** Carlos Barrera  
(University of Navarra)

Esra Ercan Bigiç  
(Istanbul Bilgi University)  
*Kemalism, turkification and the representation of ethnic and religious minorities in the newspapers of the early republican period in Turkey*

Lotta Lounasmeri  
(University of Helsinki)  
*Through rosy or bluewhite glasses? Decades of news about Soviet Union in the Finnish press*

Secil Deren van Het Hof  
(Akdeniz University)  
*Bizim Radyo: Communist Pirates of the Short Wave*

Maria Nilsson  
(Mid Sweden University)  
*Visual news frames and photography as tool persuasion in the Spanish Civil War (1936-39)*

Rita Luis (Pompeu Fabra University)  
*Discourses on revolution. The Spanish reaction to the Portuguese revolution of 1974-1975 viewed through the legal daily press.*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION LAW AND POLICY (CLP)

### Thursday 25 October

11.15 - 12.45

CLP 1, Room A108

*The politics of media policy in Europe*

**Chair:** Evangelia Psychogiopoulou  
(Hellenic Foundation for European and Foreign Policy)

Bart van Besien,  
Pierre Francois Docquiry  
(Free University of Brussels)  
*Media policy for the written press in Belgium: Will governments, parliaments and courts be the ones to save the press?*

Rasmus Helles  
(University of Copenhagen)  
*Ideals that matter: Media independence in a small media market*

Evangelia Psychogiopoulou and  
Anna Kandyla  
(Hellenic Foundation for European and Foreign Policy)  
*Audiovisual policy dynamics in Greece in view of technological developments*

Federica Cararosa  
(European University Institute)  
*Media policy-making in Italy or when all good premises can be defied: The case of the Gasparri Law*

Juan Louis Manfredi  
(University of Castilla-La Mancha)  
*Remaining challenges for public television in Spain: The misrule of the reform*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Rasmus Kleis Nielsen  
(University of Oxford and Roskilde University)  
*"Frozen" media subsidy arrangements during a time of change-a comparative analysis of six developed democracies*

Claudio Nazareno  
(University of Roehampton)  
*Independent production, the cases of Britain and France and how they influenced recent changes in Brazilian regulation*

### Thursday 25 October

17.30 - 19.00

CLP 2, Room A108

*Models, modes and strategies of media governance*

**Chair:** Cristina Cullell March  
(University Jaume I)

Sarah Broughton-Micova  
(London School of Economics)  
*Pluralism, localism and political participation. Accidental resistance to Europeanisation of media governance in Southeast Europe*

Jelena Dzakula  
(University of Westminster)  
*Democratic accountability of new modes of governance: audiovisual media content regulation in the UK*

Matthias Kuenzler (University of Zurich)  
*Are Media Policy Decisions Path Dependent? Empirical Evidences Based on a Case Study about Broadcasting Liberalisation in Switzerland*

Karen Donders  
(Free University of Brussels),  
Hilde Van den Bulck  
(University of Antwerpen)  
*Unraveling the digital argument in contemporary public service media debates. The case of new management contract negotiations for VRT*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION LAW AND POLICY (CLP)

### Friday 26 October

9.15 - 10.45

CLP 3, Room A108

*The struggle over content control  
in digital policy*

**Chair:** Manuel Puppis  
(University of Zurich)

Katerina Serafeim  
(Technological Educational Institute of  
Western Macedonia)  
*Is there a place for social media in  
the European Audiovisual Policy?  
The case of the Audiovisual Media  
Service Directive*

Benjamin Bates, Maria Fontenot  
(University of Tennessee, Knoxville)  
*The WIPO Broadcast Treaty:  
What Value for (Public Service)  
Radio Broadcasters?*

Elvira García de Torres  
(University CEU Cardinal Herrera),  
Concha Edo Bolós,  
Loreto Corredoira y Alfonso  
(Complutense University of Madrid)  
*Participatory Journalism and  
Copyright. Policies that regulate  
user-generated content by news  
media companies*

Alessandro D'Arma  
(University of Westminster)  
*Domestic Content Rules for Television:  
Assessing their Fitness-for-Purpose  
in the Digital Audiovisual Environment*

Maria Löblich  
(Ludwig Maximilians University Munich),  
Kari Karppinen (University of Helsinki)  
*Guiding Principles for Internet Policy.  
A Four-Country Comparison of  
Media Discourses.*

### Friday 26 October

16.30 - 18.00

CLP 4, Room A108

*Independent regulatory agencies  
in the media sector: Media  
governance, delegation, accountability  
and assessment of independence*

**Chair:** Kristina Irion  
(Central European University)

Wolfgang Schulz (Hans Bredow Institute)  
*Media Independence from a Media  
Governance Perspective*

Stephan Dreyer (Hans Bredow Institute)  
*Dimensions of Independence:  
A governance-theoretic approach to  
assess external influences on  
regulatory bodies*

David Stevens, Peggy Valcke  
(Catholic University of Leuven)  
*Independent regulatory authorities  
in the European electronic  
communications and audiovisual  
media sectors*

Kristina Irion  
(Central European University),  
INDIREG study team member (tbc)  
*Measuring Independence:  
Approaches, Limitations and a  
New Ranking Tool*

Amy Brouillette  
(Central European University)  
*Hungary versus Europe:  
A comparative analysis of the  
independence of media regulatory  
bodies*

### Friday 26 October

18.30 - 20.00

CLP 5, Room A108

*Trends in communication policy  
research: A Critical Reflection*

**Chair:** Katharine Sarikakis  
(University of Vienna)

Natascha Just, Manuel Puppis  
(University of Zurich)  
*Introduction: Trends in  
Communication Policy Research*

Peter Lunt (University of Leicester)  
*Theories for Communication  
Policy Research*

Sonia Livingstone  
(London School of Economics)  
*Methods for Communication  
Policy Research*

Johannes Bauer  
(Michigan State University)  
*Subjects for Communication  
Policy Research*

Sandra Braman  
(University of Wisconsin-Milwaukee)  
*Avenues for Future Communication  
Policy Research*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## COMMUNICATION LAW AND POLICY (CLP)

### Saturday 27 October

10.30 - 12.00

CLP 6, Room A304

*Vulnerabilities and challenges for  
democracy and media governance*

**Chair:** Peter Humphreys

*(University of Manchester)*

Katharine Sarikakis, Sarah Anne Ganter

*(University of Vienna)*

*The trauma of crisis: governing culture  
and media at the borders*

*of democracy*

Cristina Cullell March

*(University Jaume I),*

Smári McCarthy

*(International Modern Media Institute)*

*Privatisation of the Commons.*

*Regulatory transitions in spectrum  
and culture in Europe*

Itxaso Fernández, Iñaki Zabaleta,

Nikolas Xamardo

*(Basque Country University),*

Carme Ferré Pavia

*(Autonomous University of Barcelona),*

Santi Urrutia, Arantza Gutiérrez

*(Basque Country University)*

*Public Aid to European minority*

*language media: questioning policies  
of charity*

Ronan Ó Fathaigh *(Ghent University)*

*Self censorship and the chilling effect  
principle in European Media Law*

### Saturday 27 October

15.00 - 16.30

CLP 7, Room A304

*Political and economic considerations  
in the governance of media*

**Chair:** Katharine Sarikakis

*(University of Vienna)*

Hannu Nieminen *(University of Helsinki)*

*Public interest in broadband policy and  
the 'broadband for all' strategy*

Rian Wanstreet

*(Central European University),*

Raegan MacDonald *(Access),*

Kate Coyer

*(Central European University)*

*Facebook's terms of service:*

*rights, responsibilities and what is at  
stake with intermediaries*

Luis A.Albornoz, Trinidad Garcia Leiva

*(University Carlos III Madrid)*

*Geopolitics, economy and diversity  
of digital television*

Peter Humphreys

*(University of Manchester)*

*How can policy support public*

*service journalism in the digital era?*

Josef Trappel, Corinna Wenzel

*(University of Salzburg)*

*How to justify public money for*

*private broadcasting*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIASPORA, MIGRATION AND THE MEDIA (DMM)

### Thursday 25 October

11.15 - 12.45

DMM 1, Room B126

*Family, audiencehood, and cultural diversity: conceptual and empirical challenges in changing Europe*

Chair: Myria Georgiou

(London School of Economics)

Alexander Dhoest (University of Antwerp),

Kaarina Nikunen (University of Tampere),

Marta Cola (University of Lugano)

*Exploring media use among migrant families in Europe: Theoretical and conceptual foundation*

Marta Cola (University of Lugano),

Cristina Ponte (New University of Lisbon)

*"Mapping the field: gathering and collecting existent research on media use among migrant families in Europe*

Piermarco Aroldi, Daniele Milesi,

Nicoletta Vittadini

(Catholic Sacred Heart University, Milan)

*Trans-cultural teenagers: "2G" migrants and the media in Italy*

Isabel Ferin Cunha (University of Coimbra)

*Brazilian families in Portugal: Mobility, Work and Access to Media*

José Carlos Sendín (King Juan Carlos University)

*Media uses and family transformations in the context of Arab diaspora. The case of Moroccan families in Spain*

### Thursday 25 October

14.30 - 16.00

DMM 2, Room B126

*Migration and the Internet: Social Networking and Diasporas*

Chair: Pedro J. Oiarzabal

(University of Deusto)

Khalil Rinnawi (Western Galilee College)

*"Instant Nationalism" and the*

*"Cyber Mufti": The Arab Diaspora in*

*Europe and the Transnational Media*

Daniele Conversi

(University of the Basque Country)

*Irresponsible radicalization:*

*Diasporas, globalization and*

*long-distance nationalism in the*

*digital age*

Gonzalo Bacigalupe

(University of Deusto)

*"Transnational Families and Social*

*Technologies: Rethinking Immigration*

*Psychology"*

Ulf-Dietrich Reips (University of Deusto)

*Studying migrants with the help*

*of the Internet: Methods from*

*psychology*

Mihaela Nedelcu

(University of Neuchâtel)

*Migrants' new transnational habitus:*

*rethinking migration through*

*a cosmopolitan lens in*

*the digital age*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Joachim Trebbe, Stephanie Eckardt,

Sunje Paasch-Colberg

(Free University of Berlin)

*Social integration stages and media uses of migrants*

Rajalakshmi Kanagavel

(University of Hildesheim)

*Virtual social support - how social media helps in providing social support to Indian students in Germany?*

Yanick Farmer

(University of Quebec at Montreal)

*Ethics and communication as*

*foundations of social belonging*

*and identity*

Slma Shelbayah (Georgia State University)

*Egyptian-Americans:*

*Revolutionizing a hybrid identity*

*through social media*

Irene Masdeu Torruela

(Autonomous University of Barcelona)

*Chinese migration, internet use*

*and transnational public spheres:*

*the case of digital links between*

*Spain and China*

Amira Halperin (University of Westminster)

*The Use of the Media by the*

*Palestinians in the Diaspora - UK*

Verena Molitor (University of Bielefeld)

*Minority Identities in the Media -*

*The Example of the German-speaking*

*Radio Shows in Poland*

Melanie Magin, Philipp Weichselbaum

(University of Mainz)

*How does a migrant turn into a*

*stranger? The linguistic construction*

*of strangeness and familiarity in the*

*German weekly "Der Spiegel" (1947-2010)*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIASPORA, MIGRATION AND THE MEDIA (DMM)

### Thursday 25 October

17.30 - 19.00

DMM 3, Room B126

*Cosmopolitanism, Migrant and Media*

**Chair:** Olga Guedes Bailey  
(Nottingham Trent University)

Andre Jansson  
(Karlstad University)

*The Home Comer and the Settler:  
Mediatization and Re-Embedded  
Cosmopolitanism*

Malina Ciocea  
(National School of Political Studies and  
Public Administration)

*Can Participatory Journalism  
Construct a Cosmopolitan Perspective?  
The Case of Romanian Diasporic  
Forums*

Jens Vogelgesang  
(University of Hohenheim)  
*The mediating role of newspapers in  
immigrant acculturation*

Ilkin Mehrabov (Karlstad University)  
*De te fabula narratur: Methodological  
concerns on studying immigrants  
in an era of mediatization*

### Friday 26 October

9.15 - 10.45

DMM 4, Room B126

*Diasporas & participation:  
networking and social media*

**Chair:** Miyase Christensen  
(Royal Institute of Technology of Sweden)

Mariangela Veikou  
(University of Peloponnese),  
Eugenia Siapera (Aristotle University)  
*Rethinking Belonging in the  
Era of Social Networking*

Antonio Rosas (CECS),  
Olga Guedes Bailey  
(Nottingham Trent University)  
*Migrants online: networking  
practices*

Maria Ruiz, Antxoka Agirre,  
María José Cantalapiedra  
(Basque Country University)  
*Communicative Influence of  
Social Movements on Journalistic  
Information in the Press concerning  
Internment Centers for Foreigners:  
the Spanish Case*

Natalia Denise Senmartin  
(Open University of Catalonia)  
*Social Media Diasporas and  
Transnational Participation: the case  
of the Argentine Elections 2011*

Viviana Premazzi, Eleonora Castagnone  
(University of Milan),  
Pietro Cingolani  
(International and European Forum of  
Migration Research)  
*Here or there? Use of the media in  
transnational practices of first and  
second generation Egyptians living  
in Italy.*

### Friday 26 October

14.30 - 16.00

DMM 5, Room B126

*Media & Public Spheres: Politics and  
Policies in Multicultural societies*

**Chair:** Eugenia Siapera  
(Aristotle University)

Monika Metykova (University of Sussex)  
*New media: 'Local' voices in  
urban settings*

Rasa Laurinaviciute  
(Vytautas Magnus University)  
*The role of Interest Groups in  
European Union Immigration Policy:  
Harmonization of National and  
European Policies. Case of Lithuania*

Alessandra Von Burg  
(Wake Forest University)  
*The 'Where Are You From?'  
Project: Fighting Discrimination  
in Our Own Words*

Leif Ove Larsen (University of Bergen)  
*Migrant Cinema and Cultural  
Identity - a public sphere  
perspective*

Saara Pellander, Karina Horsti  
(University of Helsinki)  
*Family in migration debates:  
polarised discourses in Finnish  
media and parliament*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIASPORA, MIGRATION AND THE MEDIA (DMM)

### Friday 26 October

16.30 - 18.00

DMM 6, Room B126

*Migrant Youth & Digital  
Media Practices*

**Chair:** Gavan Titley

*(National University of Ireland, Maynooth)*

Gerit Götzbrucker, Vera Schwarz

*(University of Vienna),*

Juergen Pfeffer

*(Carnegie Mellon University),*

Fares Kayali

*(Vienna University of Technology),*

Barbara Franz *(Rider University),*

Peter Purgathofer

*(Vienna University of Technology)*

*"Your Turn! The Video Game".*

*A Facebook Game for (migrant)*

*teenagers' communication and*

*social integration in Vienna.*

Koen Leurs *(Utrecht University)*

*Digital crossings. Moroccan-Dutch*

*youths performing cultures across*

*digital media spaces*

Ricardo Campos

*(Open University of Portugal),*

Jose Simoes *(New University of Lisbon)*

*Between the hood and the internet:*

*how digital technologies help to*

*build a transnational Black lusophone*

*rap community*

Hilde Liden, Kari Steen-Johnsen

*(Institute for Social Research, Oslo)*

*"All news comes from Facebook".*

*Young refugees and social media*

Amparo Huertas Bailen

*(Autonomous University of Barcelona),*

Denise Cogo

*(University of the Sinus Valley)*

*Youth, ICT and multicultural*

*sociability*

### Saturday 27 October

10.30 - 12.00

DMM 7, Room A204

*Diasporic Communities: Media  
and Social Media Uses*

**Chair:** Monika Metykova

*(University of Sussex)*

Saskia Witteborn

*(Chinese University of Hong Kong)*

*Social Media, Affective locations,*

*and forced migration*

Christine Horz *(University of Erfurt)*

*Islam in Germany's Public Service*

*Media: The example of "Forum am*

*Freitag" (ZDF.de) and "Islam in*

*Deutschland" (SWR info)*

Cigdem Bozdag *(University of Bremen)*

*Appropriation of diasporic discussion*

*forums in the Moroccan and Turkish*

*diaspora: mediated imaginations of*

*diasporic communities*

Manuel Mauri Brusa, Marta Cola

*(University of Lugano)*

*Identities in-between; the conflict*

*between family traditions and media*

*consumption in second generation*

*migrants*

Gokcen Karanfil

*(Izmir University of Economics)*

*Transnational media and Kurdish*

*satellite broadcasts: The media*

*practices and consumption patterns*

*of Kurds in Turkey*

### Saturday 27 October

15.00 - 16.30

DMM 8, Room A204

*Media Discourses on Migration &  
Ethnic Minorities*

**Chair:** Karen Horsti

*(University of Helsinki)*

Liisa Irene Hanninen,

Tamara Bueno Doral,

Noelia Garcia Castillo

*(Complutense University of Madrid)*

*Refugee image and media:*

*joined research project between*

*Universities and UNHCR*

Aynur Sarsakaloğlu *(University of Salzburg)*

*The construction of European*

*Identity in the debate on*

*Turkish EU membership focusing on*

*cultural diversity of 7 countries*

Helga Olafs *(University of Iceland)*

*Threat from abroad? The historical*

*discursive theme 'Iceland for*

*Icelanders'*

Cornelia Brantner, Petra Herczeg

*(University of Vienna)*

*Sound broadcasting? How Austrian*

*radio newscasts cover and frame*

*ethnic minorities*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIGITAL CULTURE AND COMMUNICATION (DCC)

### Thursday 25 October

11.15 - 12.45

DCC 1, Room A416

*Social relationships, cosmopolitanism and home life with media*

Chair: Maria Bakardjieva  
(University of Calgary)

Theresa Hofmann, Julian Unkel,  
Andreas Fahr  
(Ludwig Maximilians University Munich)  
*Romantic relationship management on Facebook: implications for digital jealousy, social compensation, and social enhancement*

Corinna Peil (University of Salzburg),  
Jutta Röser (University of Münster)  
*Managing Everyday Digital Life in the Mediatized Home: On the Interplay of Old and New Media within the Domestic Sphere*

Aristea Fotopoulou (Sussex University)  
*Network media and queer communities: local and cosmopolitan*

Manuela Farinosi (University of Udine),  
Sara Zanatta  
(Queen Mary University of London)  
*Digital Everyday Outfits: Rethinking Fashion Communication Through New Media*

M. Gokhan Aslan (Dogus University)  
*Reconsidering Surveillance: "The Facebook" Model*

### Thursday 25 October

14.30 - 16.00

DCC 2, Room A416

*Misunderstanding the Internet*  
Chair: Dagmar Hoffmann  
(University of Siegen)

Natalie Fenton  
(Goldsmiths, University of London)  
*Internet logic: Doing democracy differently?*

Des Freedman  
(Goldsmiths, University of London)  
*Profits of the New Media Economy*

Milly Williamson (Brunel University)  
*Democratising Celebrity Online*

Gavan Titley  
(National University of Ireland, Maynooth)  
*From rage to 'the facts': reflexive racism and the limits of 'digital extremism'*

Gholam Khiabany (Sussex University)  
*Beyond Technology: Arab Revolutions and the Iranian Uprising*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Joana Motta (ISLA Campus Lisbon),  
Maria Barbosa  
(Cigest - Research Center in Management)  
*You will look at me and me alone - Undressing the virtual world of cosplaying*

Bilge Gürsoy (Marmara University)  
*The Ideology of Aesthetics And The Globalization of Consumption in Women's Fashion Blogs*

Lewis Johnson (Bahcesehir University)  
*Aporias of tactility in digital photo-graphic visuality*

Dilek Özhan Koçak (Marmara University)  
*The lack of social memory and identity-seeking in the digital world*

Klaus Bredl, Julia Hünninger  
(Augsburg University)  
*Immersive Communication in the Grid. Results of Cases on Knowledge Communication with Avatars in OpenSim*

Aydın Cam (Marmara University),  
Ahmet Sarp Yılmaz (Doğuş University)  
*Papergirl Project: A Global Art Network, as an Instance of Convergence Culture*

Jaroslav Svelch  
(Charles University Prague)  
*Amateur Translation of TV Series as User Generated Content and Social Practice: The Case of Czech Amateur Subtitles for HBO's 'Game of Thrones'*

Georgeta Drula (University of Bucharest)  
*Social media as phenomenon and tool in media research*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIGITAL CULTURE AND COMMUNICATION (DCC)

### Thursday 25 October

17.30 - 19.00

DCC 3, Room A416

*Digital and physical spaces and scales*

**Chair:** Caroline Basset

(Sussex University)

Tim Highfield, Axel Bruns,  
Stephen Harrington  
(Queensland University of Technology)  
*Tweeting le Tour: Connecting the  
Tour de France's global audience  
through Twitter*

Frauke Behrendt (University of Brighton)  
*Sharing cycle rides on smartphones  
and city streets: towards understanding  
the intersection of mobile media and  
electrically-assisted cycling*

Didem Ozkul (University of Westminster)  
*Mobile Communication and Spatial  
Perception: Mapping London*

Sonia González (Jaume I University)  
*Social media and press offices:  
strategies of use from the view of  
convergence. The case of the Catalan  
Road Service (Servei Català de  
Trànsit, SCT)*

Anne Mette Thorhauge, Stine Lomborg  
(University of Copenhagen)  
*'Going green': Communicating  
sustainability in everyday life*

### Friday 26 October

9.15 - 10.45

DCC 4, Room A416

*Digital crowds, communities  
and divides*

**Chair:** Veronica Barassi

(Goldsmiths, University of London)

Antoni Roig Telo,  
Jordi Sanchez Navarro, Talia Leivobitz  
(Open University of Catalonia)  
*In the crowd: articulating participation  
in complex media production*

Caroline Basset (Sussex University)  
*'Like children in the arms of  
automation': Two Cultures and  
Everyday Life*

Ilse Mariën, Leo Van Audenhove  
(Free University of Brussels)  
*The digital divide revisited:  
Towards a multifaceted  
measurement instrument for  
digital inequality*

Elisabetta Locatelli  
(Catholic University of Milan)  
*Collective blogging and Twitter  
hashtagging between gatekeeping  
and social memory: the case of an  
Italian "digital storyteller"*

### Friday 26 October

14.30 - 16.00

DCC 5a, Room A416

*Collective actions*

**Chair:** Elisenda Ardèvol

(Open University of Catalonia)

Maria Bakardjieva  
(University of Calgary)  
*From Networked Individualism to  
Collective Action: New Media and  
Civic Engagement for the Rest of Us*

Thomas Poell, Jeroen de Kloet,  
Guohua Zeng (University of Amsterdam)  
*Microblogging and activism:  
comparing Sina Weibo and Twitter*

Jakob Svensson (Karlstad University)  
*Social Networking Capital: A Study of  
Participation and Power within  
an Activist Community in Digital  
Late Modernity*

Veronica Barassi  
(Goldsmiths, University of London)  
*Conflicting Temporalities: Digital  
Culture, Social Media Activism  
and the Problem of Internet Time*

Mark Dang-Anh, Jessica Einspaenner,  
Caja Thimm (University of Bonn)  
*The Global Digital Citizen: Social  
Media and the changing Role  
of the Citizens*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIGITAL CULTURE AND COMMUNICATION (DCC)

### Friday 26 October

14.30 - 16.00

DCC 5b, Room B426

*Commons and property in media production*

Chair: Antoni Roig Telo  
(Open University of Catalonia)

Yiannis Mylonas (Lund University)  
*Free culture' in EU contexts: a critical empirical study of informal uses of ICT and new media*

Behlül Çalışkan (Marmara University)  
*Towards the decommodification of information: Why do we share information in new media?*

Simon Berghofer, Saskia Sell  
(Free University of Berlin)  
*Two Subjects, one Argument? Comparing Argumentation Patterns of the SOPA Debate in the USA with the German "Zensursula" Case*

Adnan Hadzi  
(Goldsmiths, University of London)  
*FLOSSTV: Critical Video Editing*

Jim Rogers, Paschal Preston  
(Dublin City University)  
*Crisis, creative destruction and the digital media realm*

### Friday 26 October

16.30 - 18.00

DCC 6a, Room A416

*Media use, literacy and competency among young people*

Chair: Natalia Abuín  
(Complutense University of Madrid)

Hadewijch Vanwynsberghe, Pieter Verdegem, Elke Boudry  
(Ghent University)  
*The 'internet generation' and social media skills: an update on survey measures to assess young people's social media literacy*

Snezhanka Kazakova, Verolien Cauberghe, Mario Pandelaere (Ghent University), Patrick De Pelsmacker (University of Antwerp)  
*How the need for competence shapes video game enjoyment, replay intention and contingent self-esteem in expert versus novice players*

Jane Fleischer (University of Augsburg)  
*The online information seeking behavior of young people*

Pilar Lacasa, Sara Cortes (University of Alcalá), Patricia Nuñez (Complutense University of Madrid), Pilar Herranz-Ybarra (UNED)  
*Video games, machinima and classical cinema in children lives*

Hipolito Vivar Zurita, Natalia Abuin Vences, Raquel Vinader Segura, Alberto Garcia Garcia (Complutense University of Madrid)  
*Permanent Digital Communicators. Paradigm shift: from communication to connection*

### Friday 26 October

16.30 - 18.00

DCC 6b, Room B426

*Virtuality, aesthetics and design*

Chair: Gemma San Cornelio  
(Open University of Catalonia)

Eduardo Zilles Borba, Francisco Mesquita, Luís Pinto de Faria (University Fernando Pessoa)  
*Urban space design in virtual worlds. An analyses to the aesthetic-spatial and narrative-functional communication of out-of-home advertising in cybercities, metaverses and videogames (urban) landscape.*

Gökçen Ertuğrul (Muğla University)  
*New Media Art and the Changing Modes of Engaging and Interfering to Technology*

Mary Leigh Morbey, Maureen Senoga (York University), Lourdes Villamor (George Brown College), Jane A. Griffith (York University)  
*Social Media Engages Oral Culture in the Uganda National Museum*

Christian Kobbernagel (Roskilde University)  
*Communication and young people's digital content creations in art museums: a structural equation model of perceived media production process and potential for learning*

Frederik Van den Bosch (Ghent University)  
*The silent pilgrimage: An ethnographic study into the interaction patterns of Journey players*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIGITAL CULTURE AND COMMUNICATION (DCC)

### Friday 26 October

18.30 - 20.00

DCC 7a, Room A416

#### *Social Media and Reading Practices*

Chair: Natalia Abuín

(Complutense University of Madrid)

Marjolijn Antheunis,  
Alexander Schouten,  
Emiel Kraemer (Tilburg University)  
*The role of social network sites in  
early adolescents' social life*

Troels Fibæk Bertel  
(IT University of Copenhagen)  
*The Domestication of the  
Smartphone among Danish Youth*

Jose Simoes (New University of Lisbon),  
Ricardo Campos  
(Open University of Portugal)  
*Digital media and youth subcultural  
activity: the cases of underground  
rap and illegal graffiti in Portugal*

Olga Sergeeva  
(Volgograd State University)  
*Elderly online: the Russian Perspective*

Gustavo Cardoso,  
Carla Ganito and Catia Ferreira  
(Catholic University of Portugal)  
*Digital Reading: How mobile devices  
transform reading practices*

### Friday 26 October

18.30 - 20.00

DCC 7b, Room B426

#### *Methods and research practices*

Chair: Caroline Basset

(Sussex University)

Lisbeth Frølund (Roskilde University)  
*Digital Video in Research:  
The challenges of designing  
academic video*

Nele Heise (Hans-Bredow-Institute)  
*Online-Based Research as  
Computer-Mediated Communication.  
Insights and Guiding Principles from  
Online Communication Ethics*

Carlos Arcila  
(Northern University of Colombia),  
Ignacio Aguaded (Huelva University),  
José Luis Piñuel  
(Complutense University of Madrid),  
César Bolaño  
(Federal University of Sergipe),  
Marta Barrios  
(Northern University of Colombia)  
*e-Research in Media and  
Communications*

Oliver Quiring, Marc Ziegele  
(University of Mainz)  
*The discussion value of  
media-stimulated interpersonal  
communication: A content analysis  
of feedback-provoking factors in online  
user comments*

Florian Wienczek (Jacobs University Bremen),  
Mary Leigh Morbey (York University),  
Julian Lombardi (Duke University)  
*Virtual Collaboration Spaces for  
Transdisciplinary Research and  
Pedagogy: A Conceptualization.*

### Saturday 27 October

8.30 - 10.00

DCC 8a, Room A416

#### *Sustainability and social innovation*

Chair: Caja Thimm

(University of Bonn)

Elisenda Ardèvol, Débora Lanzeni,  
Gemma San Cornelio  
(Open University of Catalonia)  
*"Mapping": collaborative creation  
practices and media sociability*

Niamh Ní Bhroin (University of Oslo)  
*Understanding Motives in Social  
Innovation: Users of Sámi and Irish  
in Web 2.0 Media*

Sisse Siggaard, Mette Wichmand,  
(Roskilde University)  
*Small is beautiful: lurkers engaging  
through micro contributions*

Maarit Mäkinen (University of Tampere)  
*Sustainable Innovations in  
Communities and their  
Peer-to-peer Networks*

Rita Järventie-Thesleff,  
Johanna Moisander (Aalto University),  
Axel Thesleff (University of Helsinki)  
*Looking for co-success online:  
practices of collaboration in online  
music communities*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIGITAL CULTURE AND COMMUNICATION (DCC)

### Saturday 27 October

8.30 - 10.00

DCC 8b, Room B426

*Privacy and intimacy limits  
and extensions*

Chair: Aristeia Fotopoulou  
(Sussex University)

Mikko Hautakangas, Elina Noppari  
(University of Tampere)  
*Managing The Personal as a  
Resource: Lifestyle Blogs on the  
Boundaries of Private and Professional*

Alexander Sangerlaub  
(Free University of Berlin),  
Kirsten Gollatz (Humboldt University)  
*Facebook at the tipping point -  
Is there a need for a new valorisation  
of privacy?*

Carolina Martinez (Lund University)  
*Interopticon - Where the Many Watch  
the Many*

Michel Walrave, Ini Vanwesenbeeck,  
Wannes Heirman (University of Antwerp)  
*Connecting and protecting?  
Comparing Predictors of Adolescents'  
and Adults' Self-disclosure and Privacy  
Settings Use in Social Network Sites*

Sander De Ridder, Sofie Van Bauwel  
(Ghent University)  
*(Re)Producing Sexual Subjects.  
Youthful complexities in producing  
intimacy, sexuality and desire in  
social network sites*

### Saturday 27 October

10.30 - 12.00

DCC 9a, Room A416

*Journalism forms and challenges*

Chair: Katerina Serafeim  
(Technological Educational Institute  
of Western Macedonia)

Heidi Hirsto, Yrjo Tuunanen  
(Aalto University)  
*(Re-)signifying economy in  
multisemiotic media*

Paola Peretti, Tiziana Cavallo  
(IULM University, Milan)  
*Social media news release and  
bloggers relations: key characteristics,  
potential and effectiveness as a  
digital PR tool*

Hanne Detel (Tubingen University)  
*The new visibility in the digital age:  
a study on changing patterns  
of scandals*

Axel Maireder (University of Vienna),  
Julian Ausserhofer  
(Joanneum University of Applied Sciences)  
*Sharing, to make a difference:  
Practices of sharing news on  
Twitter and Facebook*

Veronika Karnowski, Till Keyling  
(Ludwig Maximilians University Munich)  
*News diffusion via social media  
platforms: challenging classical  
DOI theory?*

### Saturday 27 October

10.30 - 12.00

DCC 9b, Room B426

*Crisis and conflicts in media use*

Chair: Jakob Svensson  
(Karlstad University)

Nayla Fawzi, Bernhard Goodwin  
(Ludwig Maximilian University Munich)  
*Reciprocal effects of cyberbullying -  
How do victims experience and  
perceive cyberbullying?*

Marieke Vandenabeele, Rozane De Cock  
(Catholic University of Leuven)  
*Cyberbullying by Mobile Phone  
among Adolescents: the Role of  
Gender and Peer Group Status*

Olessia Koltsova, Kirill Maslinsky,  
Sergei Koltcov  
(National Research University Higher  
School of Economics)  
*"Anti-elections" protests, Islam etc.:  
dominant topics and discussion  
communities in the Russian-language  
blogosphere*

Tomas Oden, Bengt Johansson  
(University of Gothenburg)  
*Views of new problems and  
opportunities in crisis communication*

Efe Ozan Karasoy (Marmara University),  
Elif Ozkaya (Michigan State University)  
*Uses of Twitter in the 2011  
Van earthquake, Turkey*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## DIGITAL CULTURE AND COMMUNICATION (DCC)

### Saturday 27 October

15.00 - 16.30

DCC 10a, Room A416

*Contemporary Analyses of  
Internet-based communication spaces  
and digital (sub-) cultures*

**Chair:** Natalie Fenton  
(Goldsmiths, University of London)

Christian Stegbauer  
(Goethe University Frankfurt)  
*Emergence and Importance of  
Structure in Internet-based  
Social Spaces*

Dagmar Hoffmann  
(University of Siegen), Cecil Karges  
*Digital Creative Cultures - Case  
studies of different types of users  
from popular Social Commerce and  
the Bookmarking Service Pinterest*

Sabina Misoch (University of Mannheim)  
*Are inequalities going online?  
Communication and self-presentation  
of borderline patients on the internet*

Wolfgang Reissmann  
(University of Siegen)  
*Celebrity (youth) culture and new  
forms of societal inequality*

Alexander Mehler  
(Goethe University Frankfurt)  
*New Measurements of online  
collaboration structures in Wikis*

**Respondent:** Jeffrey Wimmer  
(Illmenau University of Technology)

### Saturday 27 October

15.00 - 16.30

DCC 10b, Room B426

*Consumption and market  
transformations*

**Chair:** Niamh Ní Bhroin  
(University of Oslo)

Rosa Franquet, Xavi Ribes  
(Autonomous University of Barcelona),  
Maria Isabel Villa Montoya  
(Bolivariana Pontifical University)  
*Cross-Media Content in Expansion:  
The Case of RTVE.*

Deqiang Ji  
(Communication University of China)  
*Technological Transition and the  
Reconfiguration of Power: the Case  
Study of Digitizing China's Cable  
TV System*

Gitte Stald (IT University of Copenhagen)  
*Evolution or revolution? Diffusion  
and adaptation of mobile  
communication among young Danes*

Sofia Johansson, Patrik Åker  
(Södertörn University),  
Grigory Goldenzwaig  
(University of Moscow)  
*Music use in the online media age:  
Preliminary insights from qualitative  
study of music cultures among  
young people in Moscow  
and Stockholm*

Inês Botelho, Manuel José Damásio,  
Sara Henriques (Lusofona University)  
*Mobile internet: perspectives from  
the stakeholders*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## FILM STUDIES (FS)

### Thursday 25 October

11.15 - 12.45

FS 1, Room A206

*(New) Cinema History: concepts and case studies*

Chair: Helle Kannik Haastrup  
(Roskilde University)

Robert C. Allen

(University of North Carolina)

*Re-Making Cinema History;  
Re-Imagining the Cinema Archive*

Åsa Jernudd (Örebro University)

*Cinema is dead. Long life cinema!?  
Film culture in historical  
comparative perspective*

Martin Loiperdinger (Trier University)

*Asta Nielsen - the first film star  
of European cinema*

Daniel Biltreyyst (Ghent University)

*Going to a forbidden cinema:  
Programming strategies, audience  
attendance and cinemagoers'  
memories of Cinema Leopold in  
Gent (1945-1970s)*

José-Carlos Lozano

(Texas A&M International University),

Philippe Meers (Antwerp University),

Daniel Biltreyyst (Ghent University),

Lorena Frankenberg

(Metropolitan University of Monterrey),

Lucila Hinojosa

(Autonomous University of Nuevo Leon)

*Film exhibition and programming from  
1922 to 1962 in Monterrey, Mexico:  
From the hegemony of Hollywood films  
to a Golden Age for national productions  
and back*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Carlos Aguilar,

Sergio Villanueva Baselga,

Lydia Sanchez

(University of Barcelona)

*Unstoppable: a TRANSMEDIA /  
PARTICIPATORY project*

Daniela Silveira

(Pompeu Fabra University)

*It's all about future: cinema x  
social media*

Ozan Adam

(Bahçeşehir University)

*Cyber space and virtual reality*

### Thursday 25 October

17.30 - 19.00

FS 2, Room A206

*Film and representation*

Chair: Philippe Meers  
(University of Antwerp)

Rahoul Masrani

(London School of Economics)

*Glamorous London: The symbolic  
city and its cinematic identity*

Inês Gil (Lusofona University)

*Film as Moving Picture: The Virtual  
Time in Bruegel's The Mill and  
The Cross*

Krishna Sankar Kusuma

(Jamia Millia Islamia University)

*In Search of Dalit woman in  
Telugu Cinema: An account  
of 1930s-2000*

Behcet Guleryuz (Marmara University)

*Turkish Cinema During the  
Nation-Building Process (1923-1950)*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## FILM STUDIES (FS)

### Friday 26 October

14.30 - 16.00

FS 3, Room A206

*Film culture: contextual and reception analysis*

Chair: Daniel Biltereyst  
(Ghent University)

Helle Kannik Haastrup  
(Roskilde University)

*The Master Narrative of Celebrity Culture: The Interview as a Life Style Genre*

Mon Ya-Feng  
(Goldsmiths, University of London)

*Bodily Fantasy: On Sensual Ambiguity in Cinematic Embodiment*

Meike Uhrig, Hannah Birr  
(Tübingen University)  
*Global desires in film and television in the era of social media*

Helena Bilandzic, Matthias R. Hastall, Rick Busselle (University of Mainz)  
*The Influence of Television Viewers' Prior Knowledge on Perceived Realism, Narrative Engagement, and Narrative-specific Effects*

### Friday 26 October

16.30 - 18.00

FS 4, Room A206

*Contemporary documentary practices*

Chair: Philippe Meers  
(University of Antwerp)

Sergio Villanueva Baselga, Carlos Aguilar, Lydia Sánchez  
(University of Barcelona)

*Participatory documentary: towards a new mode of representation*

Firat Erdoğan  
(Bahçeşehir University)  
*"Life in a Day", "Filmed by You": But Whose Life and What Day and By Who: An Analysis on YouTube's Crowdsourced Feature Documentary*

Nicos Synnos, Yiannis Christidis  
(Cyprus University of Technology)  
*Exploring ways of projecting documentary footage to an urban environment: image, sound and awareness.*

Çiğdem Erdal (Marmara University)  
*Digital Preservation and the First Digital Documentary Film Library of Turkey: Arşivist*

### Saturday 27 October

10.30 - 12.00

FS 5, Room A206

*Recent film text readings*

Chair: Helle Kannik Haastrup  
(Roskilde University)

Fernando Canet, Hector J. Pérez, Sandra Martorell  
(Polytechnic University of Valencia)  
*New Realistic Trends in Contemporary Spanish Cinema*

Gunhild Agger (Aalborg University)  
*Danish Originals and Transnational Transformations*

Deniz Gürgen (Bahçeşehir University)  
*The historiography of mainstream historical films*

Brenda Austin-Smith  
(University of Manitoba)  
*Guilty Pleasures and the Pleasures of Guilt in Marleen Gorris' "A Question of Silence"*

Raquel Crisostomo, Aurora Oliva, Ivan Lacasa  
(International University of Catalonia)  
*The renewed war film narrative perspective: the incorporation of different visual screens as a narrative element due to mediatization. The paradigmatic case of Brian De Palma's redacted*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## FILM STUDIES (FS)

### Saturday 27 October

15.00 - 16.30

FS 6, Room A206

*Contemporary film industries:  
mainstream and margin*

Chair: Philippe Meers  
(University of Antwerp)

Elizabeth Loiola

(Federal University of Bahia)

Daniele Canedo, Heritiana Ranaivoson

(Free University of Brussels)

*Is there such a thing as a MERCOSUR  
film industry? A social network  
analysis of industry integration  
and cultural diversity*

Karina Aveyard (Griffith University)

*The Lure of the Big Screen:  
Understanding the Rise in  
Grassroots Film Exhibition*

Gertjan Willems (Ghent University)

*Film policy/politics in Flanders*

Julia Knight

(University of Sunderland)

*The Selective Nature of Mass  
Availability Online: moving image  
resources on the internet*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## GENDER AND COMMUNICATION (GC)

### Thursday 25 October

11.15 - 12.45

GC 1, Room A404

#### *Gendered Political Representations*

Chair: Claudia Alvares  
(Lusofona University)

Linda Trimble (University of Alberta),  
Shannon Sampert  
(University of Winnipeg),

Angelia Wagner, Daisy Raphael,  
Baily Gerrits (University of Alberta)  
*Is it Personal? Gendered Mediation of  
Canadian Political Party Leadership  
Candidates*

Angelia Wagner (University of Alberta)  
*The Invisible Woman: The Prominence  
of Female Candidates in Municipal  
Election Coverage*

Mari K. Niemi (University of Turku)  
*Selecting first females: Female party  
leader candidates and changing party  
leader ideals in Finnish newspapers  
1987-2010*

Olga Smirnova, Elena Vartanova,  
Tatiana Frolova (Moscow State University)  
*Gender, Media, and Elections: the of  
Case Russia-2011*

Annamari Huovinen, Hanna Weselius  
(Aalto University)  
*"No smiling please, Ms Prime  
Minister!" A discursive collision  
in a news magazine*

### Thursday 25 October

14.30 - 16.00

GC 2, Room A404

#### *Gendered News Representations*

Chair: Sofie Van Bauwel  
(Ghent University)

Cynthia Carter (Cardiff University),  
Karen Ross (University of Liverpool)  
*Women, News and Citizenship:  
A Content Analysis of News  
Representations of Women in the  
UK and the Republic of Ireland,  
Global Media Monitoring  
Project 2010*

Liudmila Voronova (Södertörn University)  
*Constructing gendered politicians:  
Russian and Swedish journalists about  
media representations of female and  
male politicians and the process  
of their production*

Carla Cerqueira, Rosa Cabecinhas  
(University of Minho)  
*The evolution of the International  
Women's Day news coverage:  
journalistic language 'puts on  
new clothes'*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Marta Martín Llaguno,  
Patricio Martínez-Barco,  
Esther Castellanos,  
Carlos Álvarez-Dardet  
(University of Alicante)  
*Why do they call it love when they  
mean sex and business? An analysis  
of the discourse on sexual health on  
twitter in Valentine's Day*

Marián Navarro-Beltrá,  
Marta Martín Llaguno  
(University of Alicante)  
*Perception of sexism in advertising  
between university students*

Gizem A. Weber  
(Ege University, Izmir),  
Mathias Weber (University of Mainz)  
*Female model, male perspective.  
The adolescent female's perception  
of narrative television*

Meltem Kanoglu (Yeditepe University)  
*Slutwalkers Marching into  
Public Sphere via means of  
Social Media*

Tarja Savolainen,  
Henrika Zilliacus-Tikkanen  
(University of Helsinki)  
*Hourglass - the Model of Gender  
Division in Finnish News  
Organizations*

Juan F. Plaza, Nuria Quintana-Paz,  
Óscar Sánchez-Alonso  
(Pontifical University of Salamanca)  
*Real women. Features of the new  
advertising stereotypes*

Juliana Souza (University of Coimbra)  
*A crisis conjugated in the feminin:  
A study of the representation of women  
in the media in a context of economic  
recession in Portugal*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## GENDER AND COMMUNICATION (GC)

### Thursday 25 October

17.30 - 19.00

GC 3, Room A404

#### *Gendered Media Practices*

**Chair:** Maria João Silveirinha  
(University of Coimbra)

Gunilla Hulten (Stockholm University)  
*Newsroom Divides: Online News  
Production, Gender and  
Organization at DN.se*

Maria Edstrom

(University of Gothenburg),  
Martina Ladendorf (Dalarna University)  
*Flexible Careers for Traditions or  
Modernity - Gendered Negotiations  
among Freelance Journalists*

Xiana Gomez-Diaz, Maddalena Fedele,  
Nuria Garcia-Muñoz  
(Autonomous University of Barcelona)  
*Women at work on primetime  
television*

Claudia Wilhelm

(Friedrich-Schiller-University Jena)  
*Gender Differences in Media Choice.  
A Biosocial Explanation*

### Friday 26 October

9.15 - 10.45

GC 4, Room A404

#### *Sexuality and Empowerment*

**Chair:** Iolanda Tortajada  
(Rovira i Virgili University)

Sofie Van Bauwel, Sander De Ridder  
(Ghent University)  
*Networked publics as queer spaces?  
Youth cultures, gender practices  
and sexualities in social  
network sites.*

Frederik Dhaenens (Ghent University)  
*The Queerness of Gay Angels:  
A Queer Theoretical Inquiry into the  
Politics of Sexuality of Perfume Genius*

Maria T. Soto-Sanfiel, Adriana Ibiti,  
Rosa M. Palencia, Luis Felipe Velázquez  
(Autonomous University of Barcelona)  
*Influence of Sexual Orientation  
in the Identification with characters  
and Enjoyment of lesbian narratives*

Sara I. Magalhães, Carla Cerqueira  
(University of Minho),  
Conceição Nogueira (University of Porto)  
*What means Otherness?  
Social representations and  
(hetero)normalisation in Portuguese  
newsmagazines*

Soraya Barreto Januário,  
António Fernando Cascais  
(New University of Lisbon)  
*Mediatic Body: the Masculine  
in Advertising*

### Friday 26 October

14.30 - 16.00

GC 5, Room A404

#### *Gender and 'New Media'*

**Chair:** Claudia Alvares  
(Lusofona University)

Veronika Kalmus (University of Tartu),  
Sonia Livingstone  
(London School of Economics),  
Kairi Talves (University of Tartu)  
*Girls' and boy's experiences of online  
risk and safety*

Ilke Sanlier Yuksel (Dogus University)  
*Blogging to Change: A Passage from  
Private to Public*

Valerija Vendramin  
(Educational Research Institute, Ljubljana)  
*Gender, research on youth and feminist  
configurations of new technologies*

Chiara Livia Bernardi  
(London Metropolitan University)  
*Web 2.0 and Women's issues in  
Egypt and Saudi Arabia*

Maurice Odine  
(Gulf University for Science & Technology,  
Kuwait City)  
*The Influence of Social Media in  
the Empowerment of Arab Women*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## GENDER AND COMMUNICATION (GC)

### Friday 26 October

16.30 - 18.00

GC 6, Room A404

#### *Gender and Popular Culture*

**Chair:** Sofie Van Bauwel  
(Ghent University)

Núria Araüna (Rovira i Virgili University),  
Virginia Guarinos (University of Sevilla),  
Iolanda Tortajada

(Rovira i Virgili University),

Francisco A. Zurian

(Complutense University of Madrid)

*New feminities in music videos:  
emancipation through aggression?*

Francesca Pasquali

(University of Bergamo),

Giovanna Mascheroni

(Catholic University of Milan)

*Dress up! ... and what else?:*

*Young girls 'online social gaming*

*and the negotiation of gender identities*

Hasna Hussein (University of Bordeaux)

*How television transforms identities  
and gender relationships in  
contemporary Arab societies*

Lotte Vermeulen, Jan Van Looy

(Ghent University)

*I dare ya!' An empirical study into  
digital game competition and  
gameplay across gender*

Iolanda Tortajada, Núria Araüna

(Rovira i Virgili University),

Inmaculada J. Martínez

(University of Murcia),

Lucrezia Crescenzi, Cilia Willem

(University of Barcelona)

*Interactions regarding sex and*

*gender in social networking sites:*

*how teenagers explain and give*

*meaning to their own media practices*

### Saturday 27 October

10.30 - 12.00

GC 7, Room A404

#### *Gender and the Public Sphere*

**Chair:** Sofie Van Bauwel  
(Ghent University)

Rita Joana Basílio de Simões

(University of Coimbra)

*Engendered media prison: The place  
of imprisonment in the mediatized  
public sphere*

Pilvre Barbi (Tallinn University)

*Gender aspects of media*

*tabloidization process in Estonia*

Veneza Ronsini,

Milena Freire Oliveira-Cruz,

Sandra Depexe

(Federal University of Santa Maria)

*How class and gender are learned  
through the media*

Maria João Silveirinha

(University of Coimbra)

*Drawing and Implementing Gender*

*Equality Plans: A reality-check on the  
media and communication field.*

Claudia Alvares (Lusofona University)

*Negotiating pregnancy loss on  
online forums: A feminist  
counter-public sphere?*

### Saturday 27 October

15.00 - 16.30

GC 8, Room A404

#### *Feminist voices in (post-) feminist media culture*

**Chair:** Sigrid Kannengießer  
(University of Bremen)

Kati Kauppinen (University of Jyväskylä)

*On empowerment, or, the*

*(im)possibility of feminist critique*

*in the "postfeminist" media culture*

Tanja Thomas, Merle-Marie Kruse

(Leuphana University Lüneburg)

*Pop, post, pseudo? An analysis of*

*popfeminist magazines as arenas*

*of (re-)articulating feminist critique*

Fien Adriaens, Sofie van Bauwel

(Ghent University)

*Sex and the City: A Postfeminist Point*

*of View? Or How Popular Culture*

*Functions as a Channel for*

*Feminist Discourse*

Miriam Stehling

(Leuphana University Lüneburg)

*"I'm not like a big feminist and stuff." -*

*(Post-) Feminism in the reception of*

*televised modeling contests in*

*Germany and the USA*

Brigitte Hipfl

(Alpen-Adria-University Klagenfurt)

*Exploring agency under postfeminist*

*conditions*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## INTERNATIONAL AND INTERCULTURAL COMMUNICATION (IIC)

### Thursday 25 October

11.15 - 12.45

IIC 1, Room B332

*International Communication.  
European Developments and Beyond*

**Chair:** Luciano Morganti  
(Free University of Brussels)

Daniele Pereira Canedo  
(Federal University of Bahia/Free University  
of Brussels),

Carmina Crusafon  
(Autonomous University of Barcelona)  
*The European Film Policy goes abroad:  
an analysis of how European Union  
is exporting its film policy-making  
model to Mercosur*

Judith Lohner (University of Hamburg)  
*Europeanized memories?  
How European newspapers covered  
the 20th anniversary of the  
"European turn" 1989*

Katalin Lustyik (Ithaca College)  
*Who needs local kids TV?  
The promotion of home-grown  
children's television in Europe  
and beyond*

Ole J. Mjøs (University of Bergen)  
*Social Media: New Spaces for  
Global Mobility?*

Miklos Sukosd  
(University of Hong Kong)  
*How to Measure Media Pluralization  
in China?*

### Thursday 25 October

14.30 - 16.00

IIC 2, Room B332

*Intercultural Communication.  
Mediated Stories*

**Chair:** Leo Van Audenhove  
(Free University of Brussels)

Rico Lie, Loes Witteveen  
(Wageningen University)  
*The Value of Filmed Interviews*

Camilla Haavisto, Mari Maasilta  
(University of Helsinki)  
*From Kinshasa with hope: Mediated  
stories about the humanitarian crisis  
in the Democratic Republic of Congo*

Saumya Pant  
(Mudra Institute of Communications)  
*Exploring Theater for Intercultural  
dialogue: The Case of Chharas in  
Gujarat, India*

Susanne Kinnebrock,  
Christian Schwarzenegger  
(Augsburg University)  
*Cross-border Communication in the  
Everyday - Constructions of Belonging  
and Proximity in the Euroregion  
Meuse-Rhine*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Julia Hoffmann (University for Peace),  
Johannes von Engelhardt  
(Erasmus University Rotterdam)  
*Why is this happening, who is  
responsible and what should we do?  
A comparative content analysis of the  
coverage of the 2011 crisis at the  
Horn of Africa*

Christiana Schallhorn  
(University of Würzburg)  
*Shaping national images through  
media events*

Altug Akin  
(Izmir University of Economics)  
*Fields of popular communication  
beyond the nation: a study of  
Eurovision contest as production*

Kristin Collier, Necati Anaz  
(University of Oklahoma)  
*Casual geopolitics of Facebook:  
online performing national identities*

Sunyoung Kwak (University of Tokyo)  
*Girls Trapped in the Industry of Dream:  
How Korean and Japanese Media  
Covered KARA's Disband Crisis*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## INTERNATIONAL AND INTERCULTURAL COMMUNICATION (IIC)

### Thursday 25 October

17.30 - 19.00

IIC 3, Room B332

*International Communication.  
Identities of Belonging*

**Chair:** Rico Lie

*(Wageningen University)*

Margarita Köhl

*(National Kaohsiung First University  
of Science and Technology of  
Taiwan/University of Vienna)*

*Evolving Emotional Cultures in  
Post-Social Environments:*

*Networked technologies as  
emotional resources? -*

*A transcultural study.*

Sean McDonald, Simon Moore

*(Bentley University)*

*Communicating a common identity  
in the Ottoman Empire and its lessons  
for the European Union*

Josmar Andrade, Miguel Hemzo

*(University of S. Paolo)*

*Differences and similarities of  
messages in luxury. A content analysis  
of ads published in Vogue magazine  
in seven countries*

Stijn Joye *(Ghent University)*

*Future directions in research on the  
representation of crises and suffering.  
Findings from elite interviews with  
leading scholars in the field*

### Friday 26 October

9.15 - 10.45

IIC 4, Room B332

*Intercultural Communication.  
Representation, Identity and  
Togetherness*

**Chair:** Loes Witteveen

*(Wageningen University)*

Zeena Feldman *(City University London)*

*Manufacturing Togetherness:  
Cosmopolitanism, Social Network  
Sites and the Politics of Participation*

Pergia Gkouskou-Glannakou

*(University Paris IV)*

*Cultural identities and "territorial"  
aesthetics in the web: The case of e-  
marketing of Caribbean Art.*

Mathis Danelzik *(University of Tübingen)*

*Between cultural sensitivity,  
participatory approaches and zero  
tolerance - grappling with  
contradictions of communication  
campaigns against female genital  
mutilation/cutting*

Markus Schroepel *(Lapland University)*

*Lost in translation*

### Friday 26 October

14.30 - 16.00

IIC 5, Room B332

*International Communication.  
Television, the Press and the  
Public Sphere*

**Chair:** Rico Lie

*(Wageningen University)*

Alona Vendel, Carmina Crusafon

*(Autonomous University of Barcelona)*

*The Russian Strategy in the Global  
News Landscape: 'Russia Today'  
TV as the voice of an emerging  
nation*

Alyazia AlSuwaidi *(Kingston University)*

*Talk-shows of DW-TV Arabia,  
before and after the Arab Uprising  
of 2011*

Carlos Ferrer *(Charles University of Prague)*

*Theoretical bases for an ideological  
comparison of Czech and  
Spanish press*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## INTERNATIONAL AND INTERCULTURAL COMMUNICATION (IIC)

### Friday 26 October

16.30 - 18.00

IIC 6, Room B332

*Intercultural Communication.  
Understanding the Other*

**Chair:** Loes Witteveen  
(Wageningen University)

Sterlin Mosley (University of Oklahoma)  
*Sweet Outlaws: Understanding the  
Archetypal Role of the Mystic in  
Communication Studies*

Thomas Herdin (University of Salzburg)  
*Aristotelian logic versus Taoist and  
dialectical thought and implications  
for the academic mindset and for  
analyzing the communication process*

Carina Guyard (Södertörn University)  
*Work-related communication across  
borders - a case study*

Marie Aizawa Phelan  
(Shokei Gakuin University)  
*Intercultural Communication Mediators  
and the Cool Japan Phenomena in the  
United States*

Alina Dolea  
(National University of Political Studies and  
Public Administration, Romania)  
*Instrumentalizing national identities  
and national cultures: the discourse  
of the Romanian Cultural Institute*

### Saturday 27 October

10.30 - 12.00

IIC 7, Room B332

*Media in Deeply Conflicted Societies:  
Transnational Contexts of Violence  
and Peacebuilding*

**Chair:** Nazan Haydari  
(Maltepe University)

Clemencia Rodriguez  
(University of Oklahoma)  
*Virtual teams in working life:  
Observations from a group  
communication perspective*

Benjamin Ferron (University of Rennes)  
*The Media Repertoires of Global  
Justice Mobilizations (Mexico-Chiapas,  
Israel/Palestine, 1994-2006).  
Contribution to an Analysis of the  
Transnational Society*

Nazan Haydari (Maltepe University)  
*Media for Peacebuilding: A Response*

### Saturday 27 October

15.00 - 16.30,

IIC 8, Room B332

*International Communication.  
Digitalization in Europe and Beyond*

**Chair:** Luciano Morganti  
(Free University of Brussels)

Iñaki Zabaleta  
(Basque Country University),  
Carme Ferré Pavia  
(Autonomous University of Barcelona),  
Santi Urrutia, Nikolas Xamardo,  
Arantza Gutiérrez, Itxaso Fernández  
(Basque Country University)  
*Digitalization and Funding in European  
Minority Language Media: Uncertain  
and Complex Junction*

Asli Yagmurlu  
(Public Administration Institute for Turkey  
and the Middle East - TODAIE)  
*Twiplomacy: The Role of Social  
Media in the EU Public Diplomacy*

Andrea Calderaro  
(European University Institute)  
*Internet and International Politics,  
contextualizing the use of ICTs  
to practice civic engagement*

Caja Thimm (University of Bonn)  
*Global Mobile Youth: An Analysis of  
Mobile Media Communication  
in Germany and India*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION (ICSI)

### Thursday 25 October

11.15 - 12.45

ICSI 1, Room B421

*European Leadership Voices - Investigating Leadership Communication through an Interpersonal Lens*

#### Chair:

Maijastiina Rouhiainen-Neunhäuserer  
(University of Jyväskylä)

Merja Almonkari (University of Jyväskylä),  
Pekka Isotalus (University of Tampere)  
*Communication Challenges of Political Leaders*

Eerika Hedman (University of Jyväskylä)  
*Developing Social Interaction in Executive Teams: Self-Renewal by Reflection and Relational Practices*

Helen Hertzsch, Frank M. Schneider,  
Michaela Maier  
(University of Koblenz-Landau)  
*Communication Leads-And the Rest Will Follow: A General Framework for the Antecedents, Processes, and Consequences of Leader-Member Communication*

Catrin Johansson, Solange Hamrin  
(Mid Sweden University)  
*What is a "Communicative" Leader? Leaders and Their Employees Making Sense of Leadership and Communication*

Maijastiina Rouhiainen-Neunhäuserer,  
Marko Siitonen (University of Jyväskylä)  
*Will You Let Me Lead You? Changing Expectations of Leadership Communication in Distributed Collaboration*

### Thursday 25 October

14.30 - 16.00

ICSI 2, Room B421

*Social Interaction in Workplaces*

Chair: Peter J. Schulz  
(University of Lugano)

Sanna Herkama (University of Turku),  
Teemu Kauppi, Maili Pörhölä  
(University of Jyväskylä)  
*Attributions in bullying processes: Students' and teachers' perspectives*

Sanna Ala-Korttesmaa  
(University of Tampere)  
*Cultural differences in optimal listening and relational tensions in communication relationships of Finnish and American legal professionals*

Malgorzata Lahti  
(University of Jyväskylä)  
*Cultural identity in workplace interactions: The experiences of Russian immigrants in workplaces in Finland*

Hatice Cubukcu, Ali Avsar  
(Cukurova University)  
*Identity Work in the Second Language classroom: Co-construction of Identities by Learners and Teachers in an EFL Context*

Aodheen O'Donnell, Owen Hargie  
(University of Ulster)  
*Managing Difference in the Workplace: The Role of Banter*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Vilja Laaksonen, Maili Pörhölä  
(University of Jyväskylä)  
*The significance of peer interaction skills in preschoolers' bullying processes*

Venla Kuuluvainen, Pekka Isotalus  
(University of Tampere)  
*Communication to heal: Types of supportive communication in the AI-Anon self-help groups*

Martha Kuhnenn (Greifswald University)  
*"Expertness-counterargue" patterns in publicly broadcasted political discussions*

Alena Vasilyeva  
(Minsk State Linguistic University)  
*Institutionally Preferred Identities in Dispute Mediation*

Riitta Vanhatalo (University of Tampere)  
*Network communication and equality between network members*

Sanne Heerink (Social Inc.),  
Sjoerd De Vries,  
Efthymios Constantinides  
(University of Twente)  
*Join the Conversation Market: Critical Indicators of Effective Social Media Strategies*

Pippa Carvell (Cardiff University)  
*The Twelfth Fan in the Cyber Stands: The Role of Online Forums in Constructing Football Fan Identities*

Estitxu Garai, Irati Agirreazkuenaga  
(Basque Country University)  
*Attitudes toward minority language public media: Basque and Welsh language speakers on Twitter*

Cosimo Marco Scarcelli (University of Padova)  
*Italian youth, emotions and sexuality on the Internet.*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION (ICSI)

### Thursday 25 October

17.30 - 19.00

ICSI 3, Room B421

*Role of Voice and Language in  
Social Interaction*

**Chair:** Maarit Valo

(University of Jyväskylä)

Margarete Imhof

(Johannes Gutenberg University Mainz),

Tuula-Riitta Välikoski

(University of Tampere)

*The cognitive challenges of Listening:  
Listening load and information  
processing*

Markus Lang

(University of Erlangen Nuremberg)

*Targeting adolescents for social  
marketing through new media.*

*An international overview.*

Alice Ruddigkeit, Jochen Schneider,

Jana Penzel (University of Mannheim)

*May I share this privately? A Typology  
of self-disclosure.*

Teija Waaramaa (University of Tampere)

*International Comparison of the*

*Listeners' Interpretation of*

*Emotional Nonsense Vocal Expressions*

Mohamed Saki (University of Brest)

*Politeness strategies in open letters:*

*a case study of « What We Are*

*Fighting For. A Letter From America”*

*and “How We can Coexist”*

### Friday 26 October

9.15 - 10.45

ICSI 4, Room B421

*On-line Discussions and  
Social Networks*

**Chair:** Pekka Isotalus

(University of Tampere)

Dag Elgesem (University of Bergen)

*The question of anonymity in  
debates in online newspapers*

Eirini Sifaki (Hellenic Open University),

Vassiliki Petousi (University of Crete)

*On-line discussion forums on ART:*

*uses, behaviours and lived*

*experiences of individuals*

Sander Schwartz

(IT University of Copenhagen)

*Converging contexts on social network*

*sites: Do users experience contextual*

*privacy issues in their everyday life?*

Nadia Hakim

(Open University of Catalonia)

*Young People's Social Geographies*

*in a post-industrial area of Barcelona:*

*Digital Media Oriented Practices*

Declan Tuite

(Dublin City University)

*Downstream: the effects of ICT*

*on core networks by older people*

### Friday 26 October

14.30 - 16.00

ICSI 5, Room B421

*Health Communication*

**Chair:** Owen Hargie

(University of Ulster)

Maija Gerlander (University of Tampere),

Tarja Kettunen

(University of Jyväskylä/Central Finland

Health Care District),

Tuula Kivinen

(Central Finland Health Care District),

Pekka Isotalus (University of Tampere)

*Discussion on medication in the*

*frame of patient participation:*

*a pilot study*

Julia Hünninger, Klaus Bredl

(Augsburg University)

*Mental Health Support in*

*Virtual Self-Help Forums*

Francesca Scalici, Peter J.Schulz

(University of Lugano)

*Preventing smoking behaviors in*

*adolescents: perceptions of*

*parent-child communication about*

*tobacco use in Ticino*

Kiek Tates, Marjolijn Antheunis

(Tilburg University)

*Patients' and health professionals'*

*motives and use of social media in*

*health care: A mismatch*

Nicola Diviani, Peter J. Schulz

(University of Lugano)

*Choice of health information sources:*

*the role of interpersonal and mediated*

*communication in developing knowledge*

*about cancer risk and prevention.*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## INTERPERSONAL COMMUNICATION AND SOCIAL INTERACTION (ICSI)

### Friday 26 October

18.30 - 20.00

ICSI 6, Room B421

#### *Social Interaction at Public Forums*

**Chair:** Tuula-Riitta Välikoski  
(University of Tampere)

Wouter Vollenbroek, Sjoerd De Vries,  
Efthymios Constantinides  
(University of Twente),  
Milou Van Gaans (Coosto BV)  
*European Communication Conferences:  
Social Media Corporate Reputation  
Influencers (2011-2012)*

Carles Roca-Cuberes  
(Pompeu Fabra University)  
*A comparison of broadcast political  
interviews in public and commercial  
television*

Kjetil Sandvik (University of Copenhagen),  
Dorthe Refslund Christensen  
(Aarhus University)  
*Creating Space and Time: ritualistic  
practices at memorial sites  
for dead children*

Alexander Godulla, Cornelia Wolf  
(University of Passau)  
*Is it all about Sex? A participatory  
observation of user behavior in  
anonymized social media platforms  
on the example of Chatroulette*

Mary R. Power (Bond University)  
*Candidate's websites enhance  
their appeal in the Queensland 2012  
state elections.*

### Saturday 27 October

10.30 - 12.00

ICSI 7, Room B421

#### *Mediated Interpersonal Communication*

**Chair:** Carles Roca-Cuberes  
(Pompeu Fabra University)

Francesca Comunello, Simone Mulargia  
(La Sapienza University of Rome)  
*No more birthday greetings on my  
Facebook wall, please'. User  
representations of different social  
media platforms and their integration  
in everyday relational patterns*

Juliane Kirchner, Markus Seifert  
(University of Erfurt)  
*The Importance and Use of  
Social Network Sites in  
Long-Distance Relationships*

Mireia Fernández-Ardèvol  
(Open University of Catalonia)  
*The more we use mobile phones  
the better? Comparing older people  
in three cities*

Jie Zhang (Nanjing University)  
*Familiar Strangers: New Media and  
the Change of Interpersonal  
Relationship in China*

Marjon Schols  
(Erasmus University Rotterdam),  
Jos de Haan  
(Netherlands Institute for Social Research  
(SCP)/Erasmus University Rotterdam),  
Jeroen Jansz  
(Erasmus University Rotterdam)  
*Teenagers' internet use and the relation  
with their parents: a resource theory  
approach*

### Saturday 27 October

15.00 - 16.30

ICSI 8, Room B421

#### *Social Interaction in Professions and Working Life*

**Chair:** Merja Almonkari  
(University of Jyväskylä)

Johanna Mäkelä, Pekka Isotalus  
(University of Tampere)  
*Changing political leadership -  
Finnish women as political leaders*

Mitra Raappana, Maarit Valo  
(University of Jyväskylä)  
*Virtual teams in working life:  
Observations from a group  
communication perspective*

Pauline Irving, Owen Hargie,  
(University of Ulster),  
Sharon Mallon (Northern Ireland  
Association for Mental Health)  
*An Exploration of Communication  
around Death following Terrorist  
Incidents*

Marjanna Artkoski  
(University of Tampere)  
*The interaction competence of a doctor  
and breaking bad news -  
A hard nut to crack also for education*

Jonna Koponen (University of Tampere)  
*A comparison of three experiential  
methods in teaching interpersonal  
communication competence to  
medical students*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## JOURNALISM STUDIES (JS)

### Thursday 25 October

11.15 - 12.45

JS 1a, Room A214

*Media accountability and transparency in Europe - and beyond*

Chair: Bogusława Dobek-Ostrowska  
(University of Wrocław)

Tobias Eberwein

(Technical University Dortmund),

Harmen Groenhart

(Fontys University of Applied Sciences)

*Punishment or reward? Towards a practical theory of media accountability*

Heikki Heikilla (University of Tampere),

Jari Väliaverronen (University of Tampere),

Klaus Bichler (Medienhaus Vienna)

*Flickering transparency: Media accountability practices online in 12 European countries*

Susanne Fengler

(Technical University Dortmund),

Matthias Karmasin

(Alpen Adria University)

*Media accountability in the newsroom: Technological and organizational influences*

Gianpietro Mazzoleni

(University of Milan),

Halliki Harro-Loit (University of Tartu),

Sergio Splendore (University of Milan)

*Perceptions of media accountability by journalists: Beyond Hallin & Mancini*

Riadh Ferjani (University Paris II),

Judith Pies (Technical University Dortmund)

*Media accountability in transition? The role of the audience in media accountability practices in the Arab world*

### Thursday 25 October

11.15 - 12.45

JS 1b, Room A204

*Media cultures (1)*

Chair: Ramón Salaverría  
(University of Navarra)

Juliane Lischka (University of Zurich)

*Economic news and business expectations - Analysing the impact of economic news sentiment on German and Swiss business expectations*

Michael Harnischmacher

(University of Trier)

*Is the New Media changing Journalism? A Look at Local Voices in Alternative Online Media in Germany*

Lina Dencik (Central European University),

Joanna Redden (Ryerson University)

*Getting into the news: Political context, civil society and changes in media*

Bastin Gilles

(Institute of Political Studies of Grenoble)

*Linked [in] Journalism: Convergence and divergence in newsmen's career patterns*

Juliette De Maeyer

(Free University of Brussels)

*Hyperlinks and journalism: mapping out the dispersed discourses*

### Thursday 25 October

14.30 - 16.00,

JS 2a, Room A214

*War journalism*

Chair: Sonja Kretzschmar  
(Federal Army University, Munich)

Kenneth Andresen (University of Agder)

*Risks and benefits: Foreign journalists' cooperation with fixers in wars and conflicts*

Samson Struckmann, Lena Steinle, Dorothee Biedermann, Thomas Koch, Christian Baden

(Ludwig Maximilian University Munich)

*(Dis-)Covering uncertainty in war journalism: A content analysis of source related uncertainty in the coverage of wars*

Verena Wassink, Christian Baden, Thomas Koch

(Ludwig Maximilian University Munich)

*(Re)Covering reflexivity in war journalism: Investigating the purposes and contents of metacoverage in war*

Jens Ringsmose, Morten Skovsgaard  
(University of Southern Denmark)

*Can't live with them. Can't live without them - Theorizing the interdependent media-military relations in an era of irregular wars and media transformation*

Mohammedwesam Amer  
(University of Hamburg)

*War Reporting in the International Press: A Comparative Analysis of Middle East Wars*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## JOURNALISM STUDIES (JS)

### Thursday 25 October

14.30 - 16.00

JS 2b, Room A204

*Professional patterns in contemporary journalism*

Chair: Epp Lauk

(University of Jyväskylä)

Folker Hanusch

(University of the Sunshine Coast),

Thomas Hanitzsch (University of Munich)

*Serving commercial interests?*

*Lifestyle journalists on economic influences in their work*

Manuel Menke (Augsburg University),

Oliver Quiring (Mainz University)

*Journalistic Strategies for Representing Uncertainty in News Coverage*

Pytrik Schaafraad (University of Amsterdam)

*The relationship between news value of press releases and type of news processing. An exploration of the when and how journalist rely on PR*

Pauliina Lehtonen (University of Tampere)

*Tracing expertise and identity of young journalists*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Anya Luscombe

(Roosevelt Academy/Utrecht University)

*News knowledge and consumption among young teenagers in Europe*

Nina Kvalheim (University of Bergen)

*Paywalls - a remedy for lost revenues?*

*The implications of paywalls in local newspapers.*

Irene Neverla, Stefanie Trümper

(University of Hamburg)

*Sustainable (Disaster) Memory in Journalism. Between narrations of the past and communication of future risks*

Ola Ogunyemi (University of Lincoln)

*Digital crossroads: the challenges and prospects of delivering public service remits online*

Dan Viorela, Juliana Raupp

(Free University of Berlin)

*Media framing of a health crisis. On the verbal-visual redundancy in the media coverage of the E.coli outbreak in Germany*

Asta Nilsson (Lund University),

Elisabeth Stur (Mid Sweden University)

*The local news reporter in changing media landscape*

Brigitte Huber, Ingrid Aichberger

(University of Vienna)

*Commonly quoted, rarely questioned, vaguely labelled: Experts as Sources in Austrian Newspapers*

Juliette Harkin (University of East Anglia),

Helena Nassif (University of Westminster)

*Syria: social media, propaganda and journalism in a time of revolution*

### Thursday 25 October

17.30 - 19.00

JS 3a, Room A214

*Media framing and news values*

Chair: Richard van der Wurff

(University of Amsterdam)

Terje Skjerdal

(Gimlekollen School of Journalism and Communication)

*Framing analysis in a transitional media context: critical remarks*

Moniza Waheed (University of Amsterdam)

*Values and their Depiction*

*by Journalists: Comparing the News Coverage of Political Speeches of Developed and Developing Countries*

Victor Khroul (Moscow State University)

*Myths and stereotypes instead of proved facts: dysfunctions in religious life coverage*

Guido Keel

(Zurich University of Applied Sciences)

*Factors for changing professional norms among journalists*

Michael Brüggemann (University of Zurich)

*Journalistic Framing Practices:*

*Between Frame-Setting and Frame-Sending. How to conceptualize and measure the journalists' contribution to media framing*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## JOURNALISM STUDIES (JS)

### Thursday 25 October

17.30 - 19.00

JS 3b, Room A204

#### *Audio-visual journalism*

Chair: Andrea Czeppek

(Jade University Wilhelmshaven)

Astrid Gynnild (University of Bergen)

*Visual Transparency and*

*Digital Surveillance in Journalism*

Kaori Hayashi, Sunyoung Kwak,

Kawol Chung, Minjoo Lee, Jingyuan Yu

(University of Tokyo)

*Threat from an Invisible Enemy:*

*A Five-nation Comparative Study*

*on the Representation of Citizens in*

*TV News Coverage of the Fukushima*

*Nuclear Accident*

Jaana Hujanen (University of Helsinki)

*At the Crossroads of Participation*

*and Objectivity. Reinventing Citizen*

*Engagement: the case of SBS.*

Erik Albæk, David Hopmann

(University of Southern Denmark),

Claes de Vreese (University of Amsterdam)

*To strike a balance: National election*

*news coverage in Danish television*

*broadcasting 1994-2007*

Samuel Negredo (University of Navarra)

*Reports, Programmes and a few*

*Talking Heads: a Content Analysis*

*of Original Online Video in Four*

*Spanish News Websites*

### Friday 26 October

9.15 - 10.45

JS 4a, Room A214

#### *Photojournalism*

Chair: Samuel Negredo

(University of Navarra)

Mervi Pantti, Sanna Ojajärvi

(University of Helsinki)

*Beneath the blurry surface:*

*How amateur photography looks*

*at crisis events*

Nete Nørgaard Kristensen,

Mette Mortensen

(University of Copenhagen)

*Amateur Visuals, Social Media and*

*Global News: Non-Professional Visuals'*

*Framing the News Coverage of the*

*Death of Muammar Gaddafi*

Stephanie Algermissen,

Stephanie Geise (University of Erfurt)

*News Bias as Visual Bias:*

*An Analysis of the Picture News*

*Coverage of Demonstrations against*

*Nuclear Transports*

Ilija Tomanic Trivundza

(University of Ljubljana)

*Icons, iconophilia, and iconoclasm:*

*visual framing and Otherness in*

*international news reports*

### Friday 26 October

9.15 - 10.45

JS 4b, Room A204

#### *Russian media and journalism*

*studies: moving to global academia*

Chair: Elena Vartanova

(Lomonosov Moscow State University)

Svetlana Balmayeva

(University for Humanities, Yekaterinburg)

*New matrices for understanding*

*Russian "new media"*

Svetlana Bodrunova

(St. Petersburg State University)

*International Journalism Studies in*

*Russia: A Plea for SWOT-Analysis*

Denis Dunas

(Lomonosov Moscow State University)

*Mass Media Studies in Russia:*

*from Propaganda to Anthropological*

*Concepts*

Iosif Dzyaloshinsky

(Higher School of Economics)

*Russian Mass Media: Looking*

*for an Efficient Matrix of*

*Professional Activities*

Anastasia Grusha

(Lomonosov Moscow State University)

*Transformation of Political*

*Communication in Russia*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## JOURNALISM STUDIES (JS)

### Friday 26 October

14.30 - 16.00

JS 5a, Room A204

*Rethinking journalism: trust and participation in a transformed news landscape*

**Chair:** Marcel Broesma  
(University of Groningen)

Kevin G. Barnhurst

(University of Illinois at Chicago)

*Trust me, I'm an Innovative Journalist,' and Other Fictions*

Stuart Allan (Bournemouth University)

*The Ecology of News: Journalism, Technology and Innovation*

Heinrich Ansgard (University of Groningen)

*News Making as an Interactive Practice: Global News Exchange and Network Journalism*

Tamara Witschge

(University of Groningen)

*Transforming Journalistic Practice: A Profession Caught between Change and Tradition*

Thomas Hanitzsch

(University of Munich)

*Journalism, Participative Media and Trust in a Comparative Context*

**Respondent:** Chris Peters

(University of Groningen)

### Friday 26 October

14.30 - 16.00

JS 5b, Room A214

*Online journalism and media convergence*

**Chair:** Ramón Salaverría  
(University of Navarra)

Martina Mahnke (University of Erfurt)

*Algorithms + Journalism = Algorithmic Journalism?!*

Ramón Salaverría, Samuel Negrodo  
(University of Navarra)

*Putting Offline Wisdom into Online Frenzy, and Vice Versa: Multiplatform Editorial Coordination in Spanish News Media*

Esa Sirkkunen (University of Tampere)

*The Structural Conditions of Internet-based Journalism: Preliminary Observations from six Countries*

Klaske Tameling, Marcel Broersma  
(University of Groningen)

*Crossmedia Journalism: pitfall or opportunity? Divergent strategies for newsroom innovation at two Dutch newspapers*

Sonja Kretzschmar

(University of the German Federal Army),

Susanne Kinnebrock,

Christian Schwarzenegger

(University of Augsburg),

Judith Leckebush

(RWTH Aachen University)

*Daily local newspapers in a convergence culture*

### Friday 26 October

16.30 - 18.00

JS 6a, Room A214

*Outside of newsrooms: correspondents, media activists and beyond*

**Chair:** Thomas Hanitzsch  
(University of Munich)

Jørgen Skrubbeltrang

(Roskilde University)

*On the spot - Analytical perspectives on correspondents' movement in time and space*

Sarah Van Leuven, Karin Raeymaeckers,

Annelore Deprez (Ghent University)

*A 'Facebook Revolution' in foreign coverage? A quantitative content analysis of journalists' sourcing practices during the Arab Spring*

Maarit Jaakkola

(University of Tampere)

*Production in Periphery: Differences in subcultural views on journalism*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## JOURNALISM STUDIES (JS)

### Friday 26 October

16.30 - 18.00

JS 6b, Room A204

*Old journalism values in face of new media*

Chair: Manuel Menke  
(Augsburg University)

Richard van der Wurff

(University of Amsterdam),

Klaus Schönbach (University of Vienna)

*Audience perceptions of journalistic quality and accountability*

Arjen van Dalen

(University of Southern Denmark)

*Crowd estimation cross-nationally.*

*The influence of objectivity and partisanship on newspaper coverage of mass protests in three media systems*

Patrick Fitzgerald (Cardiff University)

*Legitimising Dissent? Western news media coverage of the 2011 Egyptian Uprising*

Dino Viscovi, Tobias Olsson

(Jönköping University)

*Producing Participation, a Brand, or Journalism? Navigating between Incommensurable Logics in Contemporary News Production*

### Friday 26 October

18.30 - 20.00,

JS 7a, Room A214

*Social media journalism*

Chair: Dimitra Dimitrakopoulou  
(Aristotle University of Thessaloniki)

Ulrika Hedman, Monika Djerf-Pierre

(University of Gothenburg)

*The social journalist: embracing the social media life or creating a new digital divide?*

Sven Engesser, Florin Büchel,

Edda Humprrecht (University of Zurich)

*It Depends on the Audience:*

*The Target-Group-Specific Implementation of Social Media by Professional News Outlets*

Merja Helle, Kajsa Hytönen

(Aalto University)

*Partners or helpers? Changing roles of users as generators of content*

Marcel Broersma, Todd Graham

(University of Groningen)

*Tweets as a News Source: How Dutch and British newspapers quote Twitter, 2007-2012*

Gaia Peruzzi

(La Sapienza University of Rome)

*What is social journalism? A compared study on the Italian media of social information*

### Friday 26 October

18.30 - 20.00

JS 7b, Room A204

*Journalism education*

Chair: Astrid Gynnild  
(University of Bergen)

Pilar Carrera

(Carlos III University of Madrid)

*The state of university-based journalism education in Spain: mission and challenges*

Irene da Rocha

(Pompeu Fabra University)

*Integrated Journalism, an innovative approach from Pompeu Fabra University: "Cetrencada" case*

Mariska Kleemans, Jo Bardeel,

Liesbeth Hermans

(Radboud University Nijmegen)

*The digitalization of the Flemish journalistic field: the match between requested competences and journalism education and training*

Signe Pihl-Thingvad

(University of Southern Denmark)

*Using professional identity as a management strategy in the media business - professional ideals, daily practice and psycho social working environment in media organizations*

Saltanat Kazhimuratova

(KIMEP University)

*Journalism education in Kazakhstan: changes and reasons for changes*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## JOURNALISM STUDIES (JS)

### Saturday 27 October

8.30 - 10.00

JS 8a, Room A214

#### *Online media and participation*

Chair: Epp Lauk

(University of Jyväskylä)

Reeta Pöyhkäri, Pentti Raittila  
(University of Tampere)

*Aggressive discussion and hate speech in social media and in journalism - restricting freedom of speech?*

Rolien Duiven, Nico Drok,  
Liesbeth Hermans  
(Windesheim University)

*MijnZ: An Internet site to strengthen the connection between journalism and youth*

Jannie Møller Hartley  
(Roskilde University)

*The online journalist between ideals and audiences - The effects of social media and new media practices on the journalistic self-understanding*

Henrik Bodker (Aarhus University)  
*Social Referral as a Commentary Filter*

Sanna Valtonen, Sanna Ojajärvi  
(University of Helsinki)

*Next door to a bear: pre-conceptions of Russia in the media and online forums*

### Saturday 27 October

8.30 - 10.00

JS 8b, Room A204

#### *Journalists' professional practices*

Chair: Dimitra Dimitrakopoulou

(Aristotle University of Thessaloniki)

Monica Löfgren Nilsson, Jenny Wiik  
(University of Stockholm)

*Balancing Objectivity Palestinian journalists negotiating identities*

Scott Eldridge II  
(University of Sheffield)

*Defending its 'noble' role: How news texts subtly enforce journalism's self-perceived identity.*

Susana Sampaio Dias  
(Cardiff University)

*There is one of us among them: digital technology and the national perspective for international conflict and disaster*

Luis Antonio Santos  
(Universidade do Minho)

*Seeking distinction - online newsroom strategies to counter the replication trap*

### Saturday 27 October

10.30 - 12.00

JS 9, Room A214

#### *New shapes of media audience*

Chair: Kenneth Andresen

(University of Agder)

Matthew Hibberd (University of Stirling),  
An Nguyen (Bournemouth University)  
*The Importance of Being Earnest! Audiences, Impartiality and the Climate Change Debate*

Vinzenz Wyss, Mirco Saner  
(Zurich University of Applied Sciences)  
*How audience constructions guide the way journalists work*

Michael Hallermayer  
(University of Augsburg),  
Thomas N. Friemel  
(University of Zurich)  
*How journalists deal with reader comments on newspaper websites*

Jakob Bjur  
(University of Gothenburg)  
*Transforming journalism - How networked audiences condition everyday media work processes of Public Service media organizations*

Chun-Wei Daniel Lin  
(Loughborough University)  
*Beyond the Managed Public Participation: Letters to the Editor and Public Engagement for Taiwan's PSB Debate*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## JOURNALISM STUDIES (JS)

### Saturday 27 October

15.00 - 16.30

JS 10, Room A214

#### *Media cultures (2)*

**Chair:** Thomas Hanitzsch  
(University of Munich)

Mats Nylund (Arcada UAS)  
*Nurses' labor disputes in Finnish  
media 1954-2007*

Andrea Czepek  
(Jade University Wilhelmshaven)  
*Media cultures shape news more  
than journalism cultures: New findings  
from an analysis of reports about  
Wikileaks in five countries*

M. Selcan Kaynak, Selina Bieber  
(Bogazici University)  
*The Changing Landscape of  
News Media in Turkey*

Aysun Akan, Lyndon Way  
(Izmir University of Economics)  
*Differing Nationalist Discourses in  
Turkish press coverage of Cyprus:  
a case analysis of politically  
banal stories*

Vaia Doudaki,  
Lia-Paschalia Spyridou  
(Cyprus University of Technology)  
*Covering the crisis: Frames and  
discourse in Greek mainstream  
and alternative media*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## ORGANISATIONAL AND STRATEGIC COMMUNICATION (OSC)

### Thursday 25 October

11.15 - 12.45

OSC 1, Room B326

*Organisational strategies and social media*

**Chair:** Ana Duarte Melo  
(University of Minho)

Alessandra Mazzei (IULM University Milan)  
*Internal Crisis Communication in a  
Global World: Companies' Strategies  
and Employee Communicative Actions*

Reint Jan Renes  
(HU University of Applied Sciences Utrecht),  
Bas van den Putte (University of Amsterdam),  
Joost Loef (Dutch Ministry of General Affairs)  
*Public campaigns and behaviour  
change: Introduction of a strategic  
communication development model*

Anita Van Essen, Reint Jan Renes  
(HU University of Applied Sciences  
Utrecht/Wageningen University),  
Joost Loef, Babs Westenberg  
(Dutch Ministry of General Affairs)  
*Innovation in public campaigns:  
the Campaign Strategy Instrument*

Merja Porttikivi (Aalto University),  
Salla-Maaria Laaksonen  
(University of Helsinki)  
*Collaborative narratives - representations  
of Finnish corporations in Wikipedia*

### Thursday 25 October

14.30 - 16.00

OSC 2, Room B326

*Online communities: key issues  
and research methodologies*

**Chair:** Paola Peretti  
(Northwestern University)

Annette Agerdal-Hjermand,  
Chiara Valentini (Aarhus University)  
*Communicating EU-regulated  
matters in the blogosphere. A case  
study of the Danish Patent and  
Trademark Office's blogging practices*

Clarissa Schöller  
(Ludwig Maximilian University Munich)  
*Exploring a (fairly) new instrument for  
corporate communication in the social  
Web: Online Brand Communities*

Alice Srugies  
(Ilmenau University of Technology)  
*'United in diversity'? Introducing  
a research model to analyze the relation  
of national and transnational public  
diplomacy in the European Union*

Christian Schumacher,  
Sascha Himmelreich  
(Johannes Gutenberg University Mainz)  
*Dialogic principles on Investor  
Relations Websites*

Lars Thøger Christensen  
(University of Southern Denmark),  
George Cheney  
(Kent State University)  
*Transparency and the Problems  
of Representation in Verbal,  
Visual and Numerical Regimes*

**Respondent:** Teresa Ruao  
(University of Minho)

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer, Ground Floor

Gudrun Haindlmaier  
(University of Salzburg)  
*"Ranked Top 10": Communicating  
the city by means of city rankings*

Daniel Kerpen, Ekaterina Kuchaeva  
(University of Kaiserslautern)  
*In search of social media management  
excellence: Case study evidence and  
European implications*

Anand Sheombar  
(Manchester Metropolitan University/Utrecht  
University of Applied Sciences)  
*A quick overview of social media use  
by Dutch aid & development organisations*

Thomas Koch, Clarissa Schöller,  
Romy Fröhlich  
(Ludwig Maximilian University Munich)  
*Success factors in PR consulting -  
clients' and consultants' perceptions*

Benjamin Gundermann,  
Tobias Bergmann (University of Trier),  
Daniel Kerpen  
(University of Kaiserslautern)  
*Advocating social media marketing:  
Current national issues and European  
implications.*

Solange Hamrin, Catrin Johansson  
(Mid Sweden University),  
Vernon D. Miller (Michigan State University)  
*Conceptualizing Communicative Leadership  
- a tentative theoretical framework*

Klaas Jan Huizing, Sjoerd de Vries,  
Renny Poelstra  
(NHL University of Applied Sciences)  
*University lecturers and professors  
collaborate in learning processes  
using Social Media*

Johan Hjorth Jacobsen (Aarhus University)  
*Crisis perception in organizations:  
Testing a research design*

Maria Ines Romba (Catholic University of Portugal)  
*Internal Communication and Social Media in  
Media Organizations - Portuguese case study*

Salli Hakala (University of Helsinki)  
*Mediatized Crisis Management.  
Victims in media society - who cares!*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## ORGANISATIONAL AND STRATEGIC COMMUNICATION (OSC)

### Thursday 25 October

17.30 - 19.00,  
OSC 3, Room B326

*Institutional capacities and crisis management*

**Chair:** Chiara Valentini  
(Aarhus University)

Elena Gryzunova  
(Moscow State Institute of International Relations)

*Crisis communication under terrorist threat: a case study of counterterrorist operation in Chechnya*

Lars Rademacher  
(Macromedia University for Media and Communication)  
*Can Social Media create Stakeholder Value? Using a Stakeholder Integration Index to display the value of Social Media to organizational types*

Khayrat Ayyad (University of Sharjah)  
*Managing Corporate Communication: The Case of Dubai International Airport*

Ana Duarte Melo, Helena Sousa  
(University of Minho)  
*Feedback nightmare: organizational communication reactions to digital critic exposure. A view on some Portugal recent cases (2011-2012)*

**Respondent:** Alessandra Mazzei  
(IULM University Milan)

### Friday 26 October

9.15 - 10.45  
OSC 4, Room B326

*Social media: actors and communicative technologies*

**Chair:** Ana Duarte Melo  
(University of Minho)

Anne Schulze, Joachim Preusse  
(University of Münster)  
*What do users expect of organisations in online networks? Selected findings of an empirical study.*

Domenico Dentoni, Vincent Blok  
(Wageningen University)  
*Look who's Talking Too. Or How to Respect Conflicts of Interest between Cross-Sectoral Partners in Communication and Negotiation Processes*

Tiiu Taur  
(University of Tartu/University of Jyväskylä)  
*Technology in organizations: theory and practice*

Patrícia Dias, José Gabriel Andrade  
(Catholic University of Portugal)  
*The Digital Mediation of Corporate Identity: A visual analysis*

Daniel Noelleke, Fabian Zimmermann  
(University of Münster)  
*Law and (Media) Order. Empirical Findings on the Mediatization of Judiciary*

### Friday 26 October

14.30 - 16.00  
OSC 5, Room B326

*Crisis communication and reputational risks*

**Chair:** Lars Thøger Christensen  
(University of Southern Denmark)

Mats Heide, Charlotte Simonsson  
(Lund University)  
*Crisis management as a balancing act: Paradoxes of crisis management in complex organizations*

Juliana Raupp (Free University of Berlin)  
*Sensemaking of risks: The amplification of the E-coli outbreak by organizations and by news media in Germany*

Daniel M. Simonsen (Aarhus University)  
*Crisis Resilience and Communication in Organizations*

Inga Crecelius, Sabine Einwiller, Sascha Himmelreich  
(Johannes Gutenberg-University Mainz)  
*Complaint Management in Social Media. How Companies Deal with Critical Comments on Facebook*

Finn Frandsen, Winni Johansen  
(Aarhus University)  
*Making Sense of Crisis Communication: A Study of EMPs and CMPs in Municipalities*

**Respondent:** Juliana Raupp  
(Free University of Berlin)



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## ORGANISATIONAL AND STRATEGIC COMMUNICATION (OSC)

### Friday 26 October

16.30 - 18.00

OSC 6, Room B326

*Sustainable communication, critical issues, stakeholder approach*

**Chair:** Magnus Fredriksson  
(University of Gothenburg)

Juliet Roper (University of Waikato),  
Franziska Weder (University of Klagenfurt),  
Eva Collins (University of Waikato)  
*Between hegemonic discourses and invisibility of issues: Challenges for Sustainability Communication*

Márcia Garçon, Otávio Freire,  
Mitsuru Yanaze (University of São Paulo)  
*Organisations' demand on Public Relations and Communication and the role of PR/Communication Manager: a comparative study on job announcements between Latin America and Europe*

Peter Winkler  
(FH Wien - University of Applied Sciences of WKW),  
Oliver Raaz, Stefan Wehmeier  
(University of Salzburg)  
*Transparency and social media: From linear disclosure to antagonistic communicative struggle*

Marianne Ditlevsen, Trine Johansen  
(Aarhus University)  
*Towards an approach for organizing corporate communication*

José Gabriel Andrade, Patrícia Dias  
(Catholic University of Portugal)  
*Social Media and Public Relations: From asymmetric communication to co-construction*

**Respondent:** Patrícia Dias  
(Catholic University of Portugal)

### Saturday 27 October

10.30 - 12.00

OSC 7, Room B326

*Reputation management: critical themes*

**Chair:** Ana Duarte Melo  
(University of Minho)

Andrea Davide Cuman,  
Elisabetta Locatelli  
(Catholic University of Milan)  
*Brands and Social Media in the Italian Market: assessing corporate brands on networked platforms.*

Teresa Ruão, Felisbela Lopes,  
Sandra Marinho, Luciana Fernandes  
(University of Minho)  
*Media Relations in Health Communication: the sources of information in cancer newspaper articles in Portugal*

Salla-Maaria Laaksonen, Pekka Aula  
(University of Helsinki)  
*Reputation as frame: studying corporate associations behind reader expectations in media consumption*

Joao Martinho  
(University Institute of Lisbon),  
Daniel Costa (University of Porto)  
*Strategies and Practices for External Communication of Third Sector Organizations: Results of an Investigation*

Anna Schnauber, Marc Ziegele  
(University of Mainz)  
*Students' Use and Evaluations of Company Sites on Facebook*

**Respondent:** Salla-Maaria Laaksonen  
(University of Helsinki)

### Saturday 27 October

15.00 - 16.30

OSC 8, Room B326

*Corporate communication and branding through social media*

**Chair:** Ana Duarte Melo  
(University of Minho)

Éva Markos-Kujbus, Mirkó Gáti  
(Budapest Corvinus University)  
*Social media's new role in marketing communication and its opportunities in online strategy building*

Philipp Bachmann, Diana Ingenhoff  
(University of Fribourg)  
*Strategic Communication of "Disembedded Responsibilities": A new role for multinational corporations?*

Magnus Fredriksson  
(University of Gothenburg),  
Josef Pallas (Uppsala University)  
*Inconsistencies in Strategic Communication*

Natascha Zowislo-Gruenewald  
(Federal Army University Munich),  
Franz Beitzinger (University of Bayreuth)  
*Organizational Communication and Social Media - Challenges for Strategizing in Business and Political Communication*

Martin Höfelmann, Wiebke Möhring  
(University of Applied Sciences and Arts Hannover)  
*Digital Public Affairs: A new way of strategic framing, dialogical communication and transparent lobbying?*

**Respondent:** Magnus Fredriksson  
(University of Gothenburg)



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## PHILOSOPHY OF COMMUNICATION (PHC)

### Thursday 25 October

11.15 - 12.45

PHC 1, Room B426

#### *New Philosophical Horizons*

**Chair:** Mats Bergman  
(University of Helsinki)

Jose Gomes Pinto

(Lusofona University)

*Communication and Cooperation:  
an Anthropological Approach to  
Human Communication*

Eli Dresner (Tel Aviv University)

*Communication as Coordination  
and Language Evolution*

Simo Pieniniemi (University of Tampere)

*What is Dialectical in Adorno's  
Theory of the Culture Industry?  
A Few Suggestions*

Lydia Sanchez, Manuel Campos

(University of Barcelona)

*Symbolic Communication*

Johan Siebers

(University of Central Lancashire/University  
of London)

*Communication and Value: The Theory  
of Perfective Drift*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Pantelis Vatikiotis

(Izmir University of Economics)

*Heterodox social media usages*

Maria Jose Arrojo (University of A Coruña)

*Communication Sciences as sciences  
of the artificial*

Aleksandar Bogdanic

(Banja Luka College of Communications)

*Revisiting McLuhan: Mediatization  
of human communication*

Manuel Wendelin

(Ludwig Maximilian University Munich)

*Audience-Monitoring via Social Media:  
New Transparency and new Opacity  
in Public Communication. A theoretical  
Classification of Possibilities  
and Effects*

Kestutis Kirtiklis (Vilnius University)

*Learning from the Neighbours.*

*Communication Studies and  
Methodological Debates in  
Social Sciences*

Giorgia Aiello (University of Leeds)

*Branding, globalization, and the visual  
exploitation/stylization of difference*

Carlos Roos (Ghent University)

*Metaphysics of Truth  
and Communication*

Gianluigi Sassu (University of London)

*Politics as a language: Machiavelli's  
Ai Pallesechi*

### Thursday 25 October

17.30 - 19.00

PHC 2, Room B426

#### *Communication, Politics, Community*

**Chair:** Johan Siebers

(University of Central Lancashire/University  
of London)

Elena Fell (University of Central Lancashire)

*Communicating with the future*

Erik Jentges (University of Zurich)

*A Compass for Communication  
in Social Orders*

Myria Georgiou

(London School of Economics)

*City within a city, city against a city:  
Conflict and urban communication*

Vincent Blok (Wageningen University)

*Look who's Talking. The Voice of the  
Other in Communication and  
Negotiation Processes*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## PHILOSOPHY OF COMMUNICATION (PHC)

### Friday 26 October

9.15 - 10.45

PHC 3, Room B426

#### *Literature as Communication*

**Chair:** Elena Fell

*(University of Central Lancashire)*

Roger D. Sell *(Abo Akademi University)*

#### *Communicational Criticism:*

##### *Some Examples*

Adam Borch *(Abo Akademi University)*

#### *The Dialogicality of the Paratextual Apparatus of Alexander Pope's*

*Dunciad Variorum: A Comparative  
Study of the Theories of Mikhail Bakhtin  
and Roger D. Sell*

Marcela Knapp

*(Justus Liebig University Giessen)*

*Literary Communication in the  
Political Public Sphere: George  
Orwell's Nineteen Eighty-Four"*

Jonathan Sell *(University of Alcalá)*

*Self-communing, self-love and  
anti-social communication:  
some cases from Shakespeare*

Barbara Leonardi

*(University of Stirling)*

*James Hogg's Queen Hynde and the  
Critical Debate with Early-Nineteenth-  
Century Bourgeois Readers*

### Friday 26 October

14.30 - 16.00

PHC 4, Room B426

#### *Media Changes:*

##### *Philosophical Investigations*

**Chair:** Lydia Sanchez

*(University of Barcelona)*

Christian Pentzold

*(Chemnitz University of Technology)*

*Doing the Media. Media, Affordances  
and Social Practices*

Lars Nyre *(University of Bergen)*

*Unavoidable trust. A phenomenological  
approach to media experience*

Michael Litschka

*(University of Applied Sciences St. Pölten),*

Matthias Karmasin

*(University of Klagenfurt)*

*Media Ethics as Business Ethics of  
Mass Communication: The Dual Role  
of Media Companies*

Sergey Klyagin

*(Russian State University for the Humanities)*

*Adventures of a Thing in  
Social Media Wonderland*

Joan Ramon Rodriguez-Amat

*(University of Vienna)*

*Towards an archaeology of the medium*

### Friday 26 October

16.30 - 18.00

PHC 5, Room B421

#### *Social Spaces*

**Chair:** Gianluigi Sassu

*(University of London)*

Johan Fornäs, Anne Kaun

*(Södertörn University)*

*Peripheral Narratives of Europe:  
An Interdisciplinary Project*

João Carlos Ferreira Correia

*(University of Beira Interior)*

*Online life world and multiple  
realities: a socio-phenomenological  
approach to social networks*

Helen Jones

*(University of Central Lancashire)*

*Theorizing 21st civilisation -  
Innis revisited. A communications  
perspective of Werner Herzog's  
Cave of Forgotten  
Dreams (2011)*

Magnus Andersson *(Malmö University)*

*Communication and convergent  
spaces: Spatial practices among  
rural inhabitants in Sweden*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## PHILOSOPHY OF COMMUNICATION (PHC)

### Saturday 27 October

8.30 - 10.00

PHC 6, Room B421

*Mediality: Theoretical Innovations*

Chair: Eli Dresner

*(Tel Aviv University)*

Gordon Bearn *(Lehigh University)*

*Sensual Semantics*

Mats Bergman *(University of Helsinki)*

*Peirce's Speculative Rhetoric and  
Pragmatist Communication Theory*

Zsolt Batori

*(Budapest University of Technology  
and Economics)*

*Speech Acts, Picture Acts and  
Object Acts: Towards a Philosophy  
of Visual Communication*

Michael Schramm *(University of Leipzig)*

*Symbolic Formation and the  
Social Construction of Reality*

Timo Kylvälä *(University of Tampere)*

*Medium, digitality and the post-human  
condition*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## POLITICAL COMMUNICATION (POC)

### Thursday 25 October

11.15 - 12.45

POC 1, Room B120

*Comparing political communication  
in online and offline media*

Chair: Marcus Maurer  
(University of Jena)

Corinna Oschatz, Joerg Hassler,  
Marcus Maurer (University of Jena)  
*Comparing political news coverage  
online and offline: Digital agora or  
more of the same?*

Till Keyling, Hans-Bernd Brosius  
(Ludwig Maximilian University Munich)  
*Politics on YouTube: Mirror of the  
mass media or more diversity  
of political information?*

Hannah Schmid-Petri,  
Thomas Haeussler, Silke Adam  
(University of Bern),  
Annie Waldherr, Peter Miltner,  
Barbara Pfetsch (Freie Universität Berlin),  
Lance Bennett (University of Washington)  
*"Crossing the line - from online frames  
to offline coverage: Online  
communication as a new opportunity  
for challengers in public debate?"*

Uli Bernhard, Marco Dohle,  
Gerhard Vowe (University of Düsseldorf)  
*Online and Offline Media in a  
Political Referendum Context:  
Presumed Influences and  
Corrective Actions*

Frank Esser, Ruth Kunz  
(University of Zurich)  
*Young people, the Internet and  
political participation: High hopes,  
small effects*

### Thursday 25 October

14.30 - 16.00

POC 2, Room B120

*The mediatization of immigration:  
Exploring effects through multilevel  
approaches*

Chair: Rodney Benson  
(New York University)

Tine Ustad Figenschou,  
Kjersti Thorbjørnsrud, Øyvind Ihlen  
(University of Oslo)  
*The mediatized bureaucracy:  
Unveiling mediatization in public  
organizations*

Øyvind Ihlen, Kjersti Thorbjørnsrud  
(University of Oslo)  
*Enchanted bureaucracies: Media  
promotion and good stories vs. expert  
codes and technical accounts*

Kjersti Thorbjørnsrud, Espen Ytreberg  
(University of Oslo)  
*The unlikely case: The mediatized/  
fictionalized Police Security Service*

Toril Aalberg  
(Norwegian University of Science  
and Technology),

Jürg Matthes (University of Vienna),  
Audun Beyer (University of Oslo)  
*The strategic messages of  
mediatized elites meet lay  
audience perceptions"*

Audun Beyer, Tine Ustad Figenschou  
(University of Oslo)  
*The mediatized audience: Public  
opinion on an emotional, dramatic  
and massively covered news story*

### Thursday 25 October

16.30 - 17.30

Poster Exhibition, Main Foyer - Ground Floor

Bengt Johansson, Lucas Regnér  
(University of Gothenburg)  
*Tracing mediatization - news coverage  
of public authorities*

Ilaria Di Bonito (Pompeu Fabra University)  
*The Catalan electoral campaign  
of 2010 and the Internet: innovations  
and lost chances*

Dali Osepashvili (Tbilisi State University)  
*Russian-Georgian August War 2008  
and Social Media*

Heli Lehtelä (University of Lapland),  
Virpi Salojärvi (University of Helsinki)  
*Constructed representations of  
political leaders - A cross-national  
comparative view on visual news  
representations*

Ville Pitkänen (University of Turku)  
*From ideological to visual politics.  
Television debates in Finnish  
newspaper journalism from 1960s  
to the new millennium*

Bente Halkier (Roskilde University)  
*Negotiating the politicization  
of everyday life: Contested food  
consumption and mediatized  
cultural citizenship*

Katia Valaskivi (University of Tampere)  
*Re-imag(in)ing the nation. Culture  
and creative industries in  
nation branding*

Roy Panagiotopoulou  
(University of Athens)  
*Social media use in turbulent times:  
Reshaping the public sphere in Greece?*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## POLITICAL COMMUNICATION (POC)

### Thursday 25 October

17.30 - 19.00

POC 3, Room B120

*From Public Service Institutions to Public Value Structures. A Comparative Study of Public Service Media Autonomy in Five European Countries*  
**Chair:** Paolo Mancini  
(University of Perugia)

Eva Nowak  
(Jade University Wilhelmshaven)  
*Autonomy and Regulatory Frameworks of Public Service Media in the Triangle of Politics, the Public, and Economy: A Comparative Approach*

Raymond Kuhn (Queen Mary University London)  
*Accountability and Control Mechanisms of Public Service Media*

Karen Arriaza Ibarra  
(Complutense University of Madrid)  
*Management and Organization of Five Public Service Media Companies: From Stratified Order to Disruptional Strategic Actions*

Beata Klimkiewicz  
(Jagiellonian University Cracow)  
*The Dynamics of Autonomy and External Dependency: Financing Mechanisms of PSM in Selected European Countries*

Lars Nord (Mid Sweden University)  
*PSM Content: Anything for Anyone, Anytime or Something for Someone, Sometime?*

**Respondent:** Katrin Voltmer  
(University of Leeds)

### Friday 26 October

9.15 - 10.45

POC 4, Room B120

*Social Media and Election Campaigns: Emerging Practices in Europe and Australia*  
**Chair:** Christian Christensen  
(Uppsala University)

Stephen Harrington, Tim Highfield, Axel Bruns  
(Queensland University of Technology)  
*Political Networks on Twitter: Tweeting the Queensland State Election*

Françoise Papa (University of Grenoble 3), Jean-Marc Francony (Laboratory of Social Science Research of Grenoble)  
*The Effect of Campaigners' Twitter Use on Political Communication in France*

Eli Skogerbø, Gunn Enli (University of Oslo)  
*A New Device in the Toolbox - The Role of Social Media in Norwegian Election Campaign*

Hallvard Moe (University of Bergen), Anders Olof Larsson (Uppsala University)  
*Comparing Twitter Linking Practices during Scandinavian Election Campaigns*

Christoph Neuberger  
(Ludwig-Maximilians-University Munich), Stefan Stieglitz (University of Munster), Jennifer Wladarsch  
(Ludwig-Maximilians-University Munich), Linh Dang-Xuan (University of Munster)  
*Issue Cycles on the Internet - A Longitudinal Comparison of Two Political Topics in Germany*

### Friday 26 October

14.30 - 16.00

POC 5, Room B120

*Images and messages in election campaigns*  
**Chair:** Claes de Vreese  
(University of Amsterdam)

Nicklas Håkansson  
(University of Gothenburg)  
*Who is the citizen? A century of voter appeals in Swedish election posters*

Edoardo Novelli (University of Rome 3)  
*A comparative analysis of the posters of the last European election campaign. Topics and images, similarities and differences, in 27 countries.*

Jürgen Maier, Carolin Jansen  
(University of Koblenz-Landau)  
*Negativity in German Televised Debates*

Christina Holtz-Bacha  
(University of Erlangen-Nuremberg), Jacob Leidenberger, Philippe J. Maarek  
(University of East Paris), Susanne Merkle  
(University of Erlangen-Nuremberg)  
*The German media's gaze on the 2012 presidential election campaign in France*

Jens Tenscher  
(Austrian Academy of Sciences), Juri Mykkänen, Tom Moring  
(University of Helsinki)  
*First- and Second-Order Campaigning: an Intertemporal and Cross-sectional Comparison*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## POLITICAL COMMUNICATION (POC)

### Friday 26 October

16.30 - 18.00

POC 6, Room B120

*The professionalisation of campaigning: new technologies, new strategies?*

**Chair:** Maria Jose Canel  
(Complutense University of Madrid)

Morten Skovsgaard, Arjen van Dalen  
(University of Southern Denmark)

*Facing the Social Media Campaign?  
The use of Facebook in election campaigns*

Todd Graham, Marcel Broersma,  
Guido van t' Haar  
(University of Groningen)

*Between Broadcasting Political Messages and Interacting with Voters:  
The Use of Twitter during the 2010 British and Dutch Parliamentary Election Campaigns*

Nuno Moutinho, Tiago Moreira  
(University of Porto)

*The use of social networks in the 2011 Portuguese presidential election*

Susanne Merkle, Eva-Maria Lessinger,  
Christina Holtz-Bacha  
(University of Erlangen-Nuremberg)  
*Media barriers - a spiral of disadvantages for small parties*

Stefanie Knocks (University of Bern)  
*Measuring campaign professionalisation - Evidence from a comparison of aggregated and differentiated indices*

### Friday 26 October

18.30 - 20.00

POC 7a, Room B120

*Only connect? Political elites and social media*

**Chair:** Christiane Eilders  
(University of Düsseldorf)

Ulrike Klinger (University of Zurich)  
*High Perceptions, Low Performance:  
Do Political Parties Fail on Social Media?*

Karoline Schultz, Linette Heimrich  
(Ilmenau University of Technology)  
*Does social media use vary on different policy levels? A comparative analysis of German MPs' use of social media on the European, the national and the federal state level*

Maria Jose Canel  
(Complutense University of Madrid),  
Karen Sanders  
(CEU San Pablo University, Madrid)  
*The question of professionalization:  
Looking at government communication across 13 countries*

Petra Aczél  
(Corvinus University of Budapest)  
*Look Who's Talking : Rhetorical Credibility of Social Media Politicians*

### Friday 26 October

18.30 - 20.00

POC 7b, Room B126

*Social media and political mobilisation*  
**Chair:** Katrin Voltmer  
(University of Leeds)

Anita Breuer  
(German Development Institute),  
Todd Landman, Dorothea Farquhar  
(University of Essex)

*Social Media and Protest Mobilization:  
Evidence from the Tunisian Revolution*

Isidoropaulo Casteltrione  
(Queen Margaret University)  
*Facebook and Political Participation in Italy and the United Kingdom:  
Preliminary Results*

Dan Mercea, Paul Nixon  
(The Hague University of Applied Sciences)  
*Talk-Torque: Driving the Organizationally Unaffiliated into Protest*

Sanne Kruijkemeier, Guda van Noort,  
Rens Vliegenthart, Claes de Vreese  
(University of Amsterdam)  
*Getting involved: The effects of personalization and online interactivity on citizens' political involvement*

Filippo Trevisan (University of Glasgow),  
Paul Reilly (University of Leicester)  
*Ethical Dilemmas in Researching Social Media Campaigns on Sensitive Personal Issues: Lessons from the Study of British Disability Dissent Networks*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## POLITICAL COMMUNICATION (POC)

### Saturday 27 October

8.30 - 10.00

POC 8a, Room B120

*Government-media relationships:  
comparative and theoretical  
perspectives*

**Chair:** Beata Klimkiewicz  
(Jagiellonian University Cracow)

Peter Csigo

(Budapest University of Technology)

*„Living on the bubble“: mediatized  
politics and media experts in  
late capitalism*

Charis Rice, Ian Somerville,

John Wilson (University of Ulster)

*Politics, Power-sharing and the Media:  
Government-Journalist Relations in  
Post-Conflict Northern Ireland*

Alina Dobрева

(European University Institute, Florence),

Katrin Voltmer (University of Leeds)

*Arm-length distance or greasing palms?  
Collusive relationships between  
journalists and politicians in six new  
democracies*

Paolo Mancini (University of Perugia)

*From media effects to system theory:  
the journey of comparative research  
in political communication*

Zrinjka Perusko, Antonija Cuvalo,

Dina Vozab (University of Zagreb)

*Comparing Media Systems in  
Southeastern Europe: Convergence,  
Divergence*

### Saturday 27 October

8.30 - 10.00

POC 8b, Room B126

*Media effects on political involvement  
and political orientations*

**Chair:** Gianpietro Mazzoleni  
(University of Milan)

Adam Shehata (Mid Sweden University),

David Nicolas Hopmann

(University of Southern Denmark),

Lars Nord (Mid Sweden University)

*The Influence of Public Service  
Television on Political Learning:  
A Mediation and Moderation Analysis  
Using Panel Data*

Klaus Schönbach,

Katharina Kleinen-von Königslöw

(University of Vienna)

*The Disconnected Citizens:  
Identifying Explanatory Factors  
of Overall News Avoidance*

Julia Metag (University of Münster)

*The Reception of Local and  
National Political Issues. Differential  
Effects on Political Involvement  
and Participation*

Magdalena Amann, Simo Raß,

Marco Dohle (University of Düsseldorf)

*The Influence of Presumed Media  
Influence in Local Politics*

Natalie Manayeva

(University of Tennessee)

*Anti-Americanism in mass media  
and mass consciousness: A case  
of Belarus*

### Saturday 27 October

10.30 - 12.00

POC 9a, Room B120

*Politics for spectators:  
Entertainment, populism  
and public performance*

**Chair:** Jens Tenschler  
(Austrian Academy of Sciences)

Lorenzo Domaneschi

(University of Milan-Bicocca),

Sergio Splendore,

Gianpietro Mazzoleni

(University of Milan)

*Entertainment is a serious stuff:  
the politicization of everyday laugh.  
The case of the Italian TV show:  
Striscia la notizia*

Katharina Kleinen-von Königslöw

(University of Vienna)

*The contribution of news satire  
to the political public sphere - an  
analysis of the German heute show*

Cordula Nitsch, Christiane Eilders

(Heinrich-Heine-University Düsseldorf)

*Political Entertainment:*

*A systematization of fictional  
TV-programming*

Linards Udris (University of Zurich)

*Populist actors, issues and news  
waves on the media agenda*

Philippe Maarek, Brigitte Sebbah

(University Paris East-UPEC)

*Uses and misuses of French  
Political Advertising*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## POLITICAL COMMUNICATION (POC)

### Saturday 27 October

10.30 - 12.00

POC 9b, Room B126

*Political journalism and the construction of foreign and domestic news*

Chair: Aukse Balcytiene  
(Vytautas Magnus University)

Stefan Geiß, Birgit Stark,  
Melanie Magin (University of Mainz)  
*The Facebook Revolution? Mass Media's Fiction of the Role of Social Media in the Arab Uprisings of 2011*

John Downey, James Stanyer,  
David Deacon, Dominic Wring  
(Loughborough University)  
*Covering the Arab Spring: British broadcasters and the Arab 'revolutions'*

Ingrid Dahlen Rogstad  
(University of Oslo/Institute for Social Research, Oslo)  
*Tweeting, or just repeating? On Twitter's relationship with the mainstream media news agenda*

Karin Raeymaeckers,  
Sarah Van Leuven, Annelore Deprez  
(Ghent University)  
*Journalism in times of cost-cutting and Web 2.0: A quantitative content analysis of journalists' sourcing practices in a changing news environment*

Peter Van Aelst (University of Antwerp),  
Rosa van Santen, Luzia Helfer,  
Joeri Veen (Leiden University)  
*When News is Politics and Politics becomes News: A reciprocal analysis of parliamentary questions and press coverage in four West-European countries*

### Saturday 27 October

15.00 - 16.30

POC 10a, Room B120

*Networked agendas*  
Chair: David Deacon  
(Loughborough University)

Christiane Eilders, Pablo Porten-Cheé  
(University of Düsseldorf)  
*Public spheres in social media*

Rune Karlsen (University of Oslo)  
*Followers and Opinion Leaders. Empirical Evidence for the Role of Social Networking Sites in a Two-Step Flow of Political Communication*

Maurice Vergeer, Liesbeth Hermans  
(Radboud University)  
*Political communication networks and political social networks. A networked agenda setting approach*

Julian Ausserhofer  
(Joanneum University of Applied Sciences/University of Vienna),  
Axel Maireder, Axel Kittenberger  
(University of Vienna)  
*An Elite within the Elite: Analysing Domestic Political Issue Networks on Twitter*

Mattias Ekman (Stockholm University)  
*Networking Islamophobia*

### Saturday 27 October

15.00 - 16.30

POC 10b, Room B126

*Communicating Europe: Communication management and news coverage in times of crisis*  
Chair: Lars Nord  
(Mid Sweden University)

Julie Firmstone (University of Leeds)  
*Legitimacy, the communications deficit, and the future of the EU: the view from civil society*

Giovanni Motta (Maastricht University),  
Christian Baden  
(Ludwig Maximilian University Munich)  
*Evolutionary factor analysis of the semantic dynamics of frames: Tracing the emergence and evolution of meaning in the Dutch EU constitutional debate*

Christian Baden  
(Ludwig Maximilian University Munich),  
Giovanni Motta (Maastricht University),  
Dimitra Dimitrakopoulou  
(Aristotle University Thessaloniki)  
*The dynamic reconstruction of meaning in the Debt Crisis: An Evolutionary Factor Analysis of strategic frames and journalistic accounts in Germany and Greece*

Maria Kyriakidou,  
Maximilian Hänska-Ahy  
(London School of Economics)  
*European Public Spheres and the Euro Crisis: A comparison of Greek and German Public discourses*

Catarina Passos (University of Sussex)  
*(Un)mediated EU voices in a globalising world*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## RADIO RESEARCH (RR)

### Thursday 25 October

11.15 - 12.45

RR 1, Room B432

*Visibility, invisibility and aurality:  
radio content and impact*

**Chair:** Guy Starkey  
(University of Sunderland)

Madalena Oliveira (University of Minho)  
*Blind and invisible medium: is radio  
in or out of the press?*

Olatz Larrea, Emma Rodero  
(Pompeu Fabra University)  
*Why do I like your voice?  
The perception of a  
broadcasting voice*

Aparna Moitra  
(Indian Institute of Technology Delhi),  
Archana Kumar (Lady Irwin College, Delhi)  
*Amplifying Women's Voices about  
Climate Change: The Role of  
Community Radio*

Grazyna Stachyra  
(Marie Curie-Sklodowska University of Lublin)  
*Radio in a workplace - between  
hard-work and leisure*

### Thursday 25 October

17.30 - 19.00

RR 2, Room B432

*Web radio/radio on the web*

**Chair:** Stanislaw Jedrzejewski  
(Kozminski University)

Niels Brügger (Aarhus University)  
*Web radio - what is it, and why is  
it a challenge to radio historiography?*

Ioannis Angelou, Andreas Veglis  
(Aristotle University of Thessaloniki)  
*Web 2.0 tools in Greek radio's  
web sites*

Lawrie Hallett  
(University of Westminster)  
*Linking Radio to the Internet -  
bridging the content divide*

Dominique Norbier  
(University of Nice, Sophia-Antipolis)  
*The Specificity of Webradios:  
the Example of Radio Ethic*

Benjamin Fiafor, Modibo Coulibali,  
Kevin Perkins, Batholomew Sullivan,  
Mark Leclair (Farm Radio International)  
*Participatory Radio Campaigns:  
How Radio Combined with ICTs  
Can Be an Interactive Sustainable  
Development Tool*

**Respondent:** Jean-Jacques Cheval  
(University Michel de  
Montaigne - Bordeaux 3)

### Friday 26 October

9.15 - 10.45

RR 3, Room B432

*Social media, interaction and identity*

**Chair:** Angeliki Gazi  
(Cyprus University of Technology)

Maria Gutiérrez, Xavier Ribes,  
Belén Monclús, Josep Maria Martí  
(Autonomous University of Barcelona)  
*Virtual stories and broadcasting stories:  
two parallel discourses in the radio  
prime time*

Asta Zelenkauskaite (Indiana University)  
*Radio audience participation:  
SMS vs. Facebook*

Toni Sellas  
(International University of Catalunya),  
Tiziano Bonini (IULM University, Milan)  
*Twitter as a public service social  
medium? A comparative analysis of the  
social media strategies of Radio RAI  
and RNE*

Melanie Verhovnik, Tanja Kössler  
(Catholic University Eichstätt-Ingolstadt)  
*Regional radio as an opportunity:  
identity formation, quality assurance,  
creation of cultural areas.  
The "Bayernmagazin" - an analytically  
pilot study*

Belén Monclús, Xavier Ribes,  
Maria Gutiérrez, Josep Maria Martí,  
Iliana Ferrer  
(Autonomous University of Barcelona)  
*Social networks and the participation  
of listeners in the construction of the  
online radio discourse*

**Respondent:** Stephen Lax  
(University of Leeds)



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## RADIO RESEARCH (RR)

### Friday 26 October

14.30 - 16.00

RR 4, Room B432

*Social society - new approaches to generation, social media and social networks*

**Chair:** Grazyna Stachyra

(Marie Curie-Sklodowska University of Lublin)

Angeliki Gazi

(Cyprus University of Technology)

*Generations and on-line media in Cyprus*

Katy McDonald, Guy Starkey

(University of Sunderland)

*Local radio, audiences and content in a connected and increasingly mediated world*

Dimitra Dimitrakopoulou

(Aristotle University of Thessaloniki)

*Taking a closer look to generations online: the Greek case explored*

David Dias

(Technical University of Lisbon)

*Social Society: are we all connected and in connection? Theoretical approaches to social media and online social networks*

**Respondent:** Angeliki Gazi

(Cyprus University of Technology)

### Saturday 27 October

10.30 - 12.00

RR 5, Room B432

*Radio futures and futures past: changing technologies and institutions*

**Chair:** Madalena Oliveira

(University of Minho)

Pierre C. Belanger, Geoffrey Manchester

(University of Ottawa)

*The Ineluctable Digital Transmutation of Radio*

Per Jauert (Aarhus University),

Marko Ala-Fossi (University of Tampere),

Stephen Lax (University of Leeds),

Brian O'Neill (Dublin Institute of Technology),

Helen Shaw (Athena Media)

*DAB: the future of radio? Revisiting digital radio development in four European countries*

Holger Schramm, Johannes Knoll

(Würzburg University)

*Contemporary Music Programming of German Radio Stations. The Impact of Traditional and Interactive Market Research.*

Urszula Doliwa

(University of Warmia and Mazury),

Stanislaw Jedrzejewski

(Kozminski University)

*Local radio - an endangered species? The Polish case*

Rogério Santos

(Catholic University of Portugal)

*Changes in the Portuguese radio during the 1960s - a contribution to a new aesthetic reality*

**Respondent:** Lawrie Hallett

(University of Westminster)

### Saturday 27 October

15.00 - 16.30

RR 6, Room B432

*Methodological investigations on aesthetics and identity of radio*

**Chair:** Golo Foellmer

(Martin Luther University Halle-Wittenberg)

Jacob Kreutzfeldt (Copenhagen University)

*Auditory Space in Radio Production*

Thomas Wilke

(Martin Luther University Halle-Wittenberg)

*Radiophonic Sound Patterns in Movies*

Torben Sangild (Copenhagen University)

*Radio Signature Aesthetics*

Luise Gebauer

(Martin Luther University Halle-Wittenberg)

*Listener's Descriptions of*

*Characteristics of Radio Presentation*

Golo Foellmer

(Martin Luther University Halle-Wittenberg)

*Dimensions and Models of*

*Radio Identity*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## SCIENCE AND ENVIRONMENT COMMUNICATION (SEC)

### Thursday 25 October

11.15 - 12.45

SEC 1, Room A408

*Mediated Discourses on  
Water Scarcity and Quality*

Chair: Diana Ingenhoff  
(University of Fribourg)

Knut-Erland Berglund (Uppsala University),  
Øyvind Ihlen (University of Oslo)  
*Corporate Water Rhetoric:  
The Coffee Response*

Eva Collins, Juliet Roper  
(University of Waikato),  
Joseph de Jong (PE International)  
*Multi-sector collaboration for the  
sustainable development of a vital  
water resource: the case of Lake Taupo*

Helen Percy  
(Ministry of Agriculture and Forestry,  
New Zealand),  
Eva Collins, Juliet Roper  
(University of Waikato)  
*Embedding environmental  
sustainability within New Zealand's  
agricultural communities*

Diana Ingenhoff, Christine Suter,  
Alexander Buhmann  
(University of Fribourg)  
*Framing Water Scarcity in Different  
Language Regions. An Analysis  
of Swiss Newspapers*

Franziska Weder (University of Klagenfurt)  
*Conflictual framing as a condition  
for the rise of an issue on the  
media agenda*

**Respondant:** Alexander Buhmann  
(University of Fribourg)

### Thursday 25 October

14.30 - 16.00

SEC 2, Room A408

*Actor relations and the mediation  
of science: perceptions of engagement  
and spaces for dissensus and dialogue*

Chair: Louise Phillips  
(Roskilde University)

Pieter Maesele (University of Antwerp)  
*A risk conflicts-perspective for science  
and environment communication  
research*

Maja Horst (University of Copenhagen)  
*Are they listening? Leading scientists'  
perception of audiences*

Sampsa Saikkonen (University of Helsinki)  
*Dialogical science communication  
or knowledgeable monologues? -  
Expert discourses and power relations  
in an interactive discussion event  
about climate change*

José I. Latorre (University of Barcelona),  
Maria T. Soto-Sanfiel  
(Autonomous University of Barcelona)  
*Attitudes towards Science, Scientists  
and Popular science of radio future  
professionals*

Anabela Carvalho (University of Minho)  
*Political engagement with  
environmental issues: examining  
political subjectivity and  
communication practices*

### Thursday 25 October

16.30 - 17.30

Poster exhibition, Main Foyer - Ground Floor

Sevinc Gelmez Burakgazi  
(Middle East Technical University, Ankara),  
Dietram Scheufele  
(University of Wisconsin-Madison)  
*Dysfunctional Disciplinary Divides?:  
An Argument for Bridging Science  
Education and Science Communication*

Juan Carlos Aguila-Coghlan,  
Enrique Morales Corral, Maria Luisa  
Sanchez Calero  
(Complutense University of Madrid)  
*Reality on climate change created  
by the Spanish television on the climate  
summits of Cancun (2010) and Durban  
(2011) and its perception by experts*

Enrique Morales Corral,  
María Dolores Cáceres Zapatero  
(Complutense University of Madrid),  
Miguel Vicente-Mariño  
(University of Valladolid)  
*Illustrating Climate Change:  
How TV Stations Visually Portray  
Environmental Issues during  
Global Summits*

Maria Anikina  
(Lomonosov Moscow State University)  
*Media representation of sociological  
information in Russia: between  
mistakes and achievements*

Moira Sweeney  
(Dublin Institute of Technology)  
*Sensing the Local: Unravelling  
Transformations in the Lives of  
Dublin's Dockers*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## SCIENCE AND ENVIRONMENT COMMUNICATION (SEC)

### Thursday 25 October

17.30 - 19.00

SEC 3, Room A408

*Knowledge production and communication: questions of access, public participation and dialogue*

**Chair:** Anabela Carvalho  
(University of Minho)

Liliana Oliveira, Anabela Carvalho  
(University of Minho)

*Science communication in Portugal and Spain: Analyzing possibilities of dialogue between Higher Education Institutions and Citizens*

Pille Pruulmann-Vengerfeldt,  
Kadri Töldsepp (University of Tartu)  
*How to communicate scientific research and future technologies in a research and development situation*

Hardy Margaux  
(Free University of Brussels)  
*Open Access Journals in Sociology: Embodying the Golden Road?*

Jarkko Bamberg, Pauliina Lehtonen  
(University of Tampere)  
*Storytelling, emotions and knowledge in participatory urban governance*

Alka Tomar (CMS India, Delhi),  
Matthew Hibberd (University of Stirling)  
*Climate change and young people in India*

### Friday 26 October

9.15 - 10.45

SEC 4, Room A408

*The politics of environmental communication in the press and social media*

**Chair:** Maja Horst  
(University of Copenhagen)

Jenny Alexander  
(Bournemouth University)  
*Ken Dumps Barbie: The Politics of Communication in Greenpeace vs Mattel 2011*

Nelya Koteyko  
(University of Leicester)  
*Studying social media discourses on climate change: challenges and opportunities*

Bora Ataman, Özlem Erkmen  
(Doğuş University)  
*How wise to be a utopian in the network society? The case of "Karadeniz İsyandır Platformu" (The Black Sea Uprising)*

Markus Rhomberg, Jonas Kaiser  
(Zeppelin University Friedrichshafen)  
*German Climate Sceptics and the News Media: A Discourse Analysis on Issues, Positions and the Specifics of these Agents*

### Friday 26 October

14.30 - 16.00

SEC 5, Room A408

*Mediating risks: media discourse and citizen and audience perspectives*

**Chair:** Pieter Maesele  
(University of Antwerp)

Ulrika Olausson, Rolf Lidskog  
(Örebro University)  
*To spray or not to spray: A comparative study of human-nature clashes in the news media*

Nina Blom Andersen, Pernille Almlund  
(Roskilde University)  
*Disease and vaccine - threat, risk or protection*

Ade Kadarisman  
(University Paris 2, Pantheon-Assas)  
*The treatment of social media on the information of natural disaster in Indonesia. Case of study on the eruption of Merapi Volcano in Indonesia 2010*

Lina Hellsten, Eleftheria Vasileiadou  
(Free University of Amsterdam)  
*Climategate and the creation of hypes: How do newspaper and blogs influence each other?*





# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## SCIENCE AND ENVIRONMENT COMMUNICATION (SEC)

### Friday 26 October

18.30 - 20.00

SEC 6, Room A408

*Environmental Media and Policy  
Discourses and their Interplay*

**Chair:** Anna Maria Jönsson  
(Södertörn University)

Harald Hornmoen

(Oslo University College of Applied Sciences)

*A Divided Climate. Press*

*Representations of the Norwegian*

*Petroleum Report*

Shinichiro Asayama, Ayako Okubo,

Atsushi Ishii (Tohoku University)

*Loophole or Magic bullet?*

*Discursive development of media*

*portrayal of Emissions Trading in Japan*

*(1997-2010)*

Yvonne Cunningham

(Dublin City University)

*Representations of science on*

*television in Ireland*

### Saturday 27 October

10.30 - 12.00

SEC 7, Room A408

*Visualising the climate and nature:  
subjectivities, emotions and the  
creative imaginary*

**Chair:** Louise Phillips  
(Roskilde University)

Victoria Wibeck, Tina Neset

(Linköping University),

Anne Gammelgaard Jensen

(Aarhus University),

Björn-Ola Linnér

(Linköping University/University of Oxford)

*Visualization-supported*

*communication on climate change -*

*a tool for facilitating learning?*

Mikkel Eskjaer (Aalborg University)

*Beyond the spectacular: visualizing*

*climate change in the press*

Philip Hammond

(London South Bank University),

Hugh Ortega Breton (University of Surrey)

*An Emotional Climate: Melancholic*

*Agency in Environmental Film*

Pat Brereton (Dublin City University)

*Virtue of Frugality, Ireland and the*

*Creative Imaginary: a reading of Man*

*of Aran (1934), The Quiet Man (1952),*

*The Tiger's Tail (2006) and*

*The Pipe (2011)*

Hillevi Ganetz (Stockholm University)

*From the Rural Man to the Urban Boy:*

*Representations of Nature and*

*Masculinity in Television*

### Saturday 27 October

15.00 - 16.30

SEC 8, Room A408

*Environmental news, practices of  
journalism and representations of  
self and other*

**Chair:** Anabela Carvalho  
(University of Minho)

Amanda Lagerkvist,

Anna Maria Jönsson, Linus Andersson

(Södertörn University)

*What is New Today is Waste*

*Tomorrow: Phenomenology of E-waste*

Monika Djerf-Pierre

(University of Gothenburg)

*The greening of the news -*

*the institutionalization of environmental*

*news as a genre in television*

*news reporting*

Lin Song (University of Lincoln)

*Analysing the Media's Coverage*

*of Environmental Issues in China*

Lutgard Lams

(University College Brussels)

*Anchoring and Positioning the Self*

*and the Other in Chinese, Hong Kong,*

*Taiwanese Press Accounts about*

*Climate Change*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## TELEVISION STUDIES (TVS)

### Thursday 25 October

11.15 - 12.45,  
TVS 1, Room A308

*Rethinking Reality TV: Integrative Perspectives on Reality TV*

Chair: Karin Knop  
(Ludwig-Maximilians-University Munich)

Anita Biressi (University of Roehampton)  
*How to become successful in Reality TV? Mediating education, choice and aspiration*

Margreth Lünenborg, Christine Linke  
(Free University of Berlin)  
*How to become included by Reality TV? Gender and Ethnicity in Representations and Readings of 'Germany's Next Topmodel'*

Karin Knop  
(Ludwig-Maximilians-University Munich)  
*What do we learn from Reality TV? Reading Reality TV as a kind of Entertainment-Education*

Annette Hill (Lund University)  
*Reality in the Round: Audience Experiences of Reality TV for Emerging Mediascapes*

Elisabeth Klaus (University of Salzburg)  
*Reality TV and its time. What stimulated Reality TVs swift march to success?*

### Thursday 25 October

14.30 - 16.00  
TVS 2, Room A308

*Television's Difficult Negotiations: From Regulation via Politics to Representation*

Chair: Heather Nunn  
(University of Roehampton)

Dana Mustata (University of Groningen)  
*Lessons from the East: Insights into Television Historiography*

Matilde Delgado, Belén Monclús, Gina Plana  
(Autonomous University of Barcelona)  
*Information and new forms of advertising in the European television prime time*

Sara Zanatta  
(Queen Mary, University of London/Trentino Historical Museum Foundation)  
*Selling the Past in a Small Box. The case of the "History" channels*

Anamik Saha (University of Leeds)  
*Beards, scarves, halal meat, terrorists, forced marriage': Television industries and the production of 'race'*

### Thursday 25 October

16.30 - 17.30  
Poster Exhibition, Main Foyer - Ground Floor

Nicole Haussecker  
(Friedrich Schiller University Jena)  
*Visual Framing of Terrorism in German TV-News, and Emotional Reactions of the Recipients/TV-Viewers*

Selin Tüzün (Marmara University)  
*Indicators of Quality in Turkish Television Dramas from the perspective of media professionals*

Nuria Garcia-Muñoz, Laura Aymerich-Franch, Maddalena Fedele, Xiana Gomez-Diaz  
(Autonomous University of Barcelona)  
*Serial fiction programming and advertising on primetime European television*

Emili Prado, Matilde Delgado, Nuria Garcia-Muñoz  
(Autonomous University of Barcelona)  
*Advertising insertion and television programming in Europe: compared study and typological proposal*

Ruth Zanker  
(Christchurch Polytechnic Institute of Technology),  
Katalin Lustyik (Ithaca College)  
*Locally launched children's television channels around the world*

Mari Pajala (University of Turku)  
*Television as a medium of cultural memory: articulating national independence and war on Finnish television 1960-2010*

Carmen Lucía Domínguez, Nieves Schade  
(University of Concepción),  
Valerio Fuenzalida  
(Pontifical Catholic University of Chile),  
Maía José Lera (University of Sevilla)  
*Preschoolers, Television and Cartoons. Consumption and Mediation Parental and School: A comprehensive framework*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## TELEVISION STUDIES (TVS)

### Thursday 25 October

17.30 - 19.00

TVS 3, Room A308

#### *Transnational Serial Culture*

**Chair:** Lothar Mikos

*(University of Film and Television  
'Konrad Wolf' Potsdam)*

Susanne Eichner

*(University of Film and Television  
'Konrad Wolf' Potsdam)*

*Serial Culture and Blockbuster Series*

Edward Larkey *(University of Maryland)*

*Dragnet and Stahlnetz: 1950s Format  
Adaptations of Crime Shows in the  
US and Germany*

Stefanie Armbruster

*(Autonomous University of Barcelona)  
Nostalgia transnational: television  
reruns in Germany and Spain*

Anna Tous-Roviroa

*(Autonomous University of Barcelona)  
Prime Time Quality TV in Spain.  
A case study: El internado  
(The Boarding School), Los protegidos  
(The Protégés) and Física y química  
(Physics and Chemistry)*

Elke Weissmann *(Edge Hill University)*

*Emphasising the National in  
Transnational TV Drama:  
How Audiences Construct the  
Nation in Transnational Genres*

### Friday 26 October

9.15 - 10.45

TVS 4, Room A308

*Producing television in the 21st century:  
sameness, change and possibility*

**Chair:** Nazan Haydari

*(Maltepe University)*

Enrique Guerrero, Patricia Diego

*(University of Navarra)  
Producing Interactive Drama and  
Entertainment Shows for a  
Multiplatform Ecosystem:  
the Spanish Television case*

Eva Novrup Redvall

*(University of Copenhagen)  
Team Writing With One Vision in  
Danish Television Drama Production:  
Behind the Scenes of Borgen*

Patricia Phalen

*(George Washington University)  
Producing Television in the US:  
"Junior High School With Rich  
Angry People"?*

Anna Zoellner *(University of Leeds)*

*Documentary Production in the  
UK and Germany: Facing the  
Challenges of a New Broadcasting  
Culture*

Peyami Celikcan *(Maltepe University)*

*The "Glocalization" of Television  
Programming in Turkey: A Case Study*

**Respondant:** David Hesmondhalgh

*(University of Leeds)*

### Friday 26 October

14.30 - 16.00

TVS 5, Room A308

*The Public and Social Services of  
Television in Transition*

**Chair:** Anita Biressi

*(University of Roehampton)*

Pia Majbritt Jensen *(Aarhus University)*

*The use of international format  
adaptations in public service  
entertainment programming: How and  
to what extent have formats replaced  
home-grown programming in Denmark  
and Australia, and what are the  
ramifications for the Public Service  
broadcasters specifically and the  
national production industries generally?*

Maria Michalis *(University of Westminster)*

*IPTV and Public Service Broadcasters:  
the BBC and Project YouView*

Daniele Milesi

*(Catholic University of Milan),  
Simone Carlo *(University of Bergamo)*  
"I digitized my television station":  
a study of the local television sector  
in Lombardy one year after analogue  
frequency switch off*

Ulrika Sjöberg, Ingegerd Rydin

*(Halmstad University)  
Transmedia storytelling and the  
young audience: Public service in  
the blogosphere era*

Tonguc Ibrahim Sezen

*(Istanbul University)  
Complex, Vast, Social: Transformation  
and Futures of TV Narratives*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## TELEVISION STUDIES (TVS)

### Friday 26 October

16.30 - 18.00

TVS 6, Room A308

*Television, Sports and  
Consumption Spaces*

**Chair:** Manuel Jose Damasio  
(Lusofona University)

Helle Sjøvaag (University of Bergen)

*The Premium Market as a Structuring  
Factor in the Television Sector:  
Exclusive Football Rights and Media  
Ownership in the Nordic Region*

Sami Kolamo (University of Tampere)

*"Let's Check it from the Slow Motion  
Replay" - The Meaning of Spectacle  
Segments in the Narration of  
Television Football*

Kirsten Frandsen (Aarhus University)

*Mediatization of Sports -  
the role of television*

Andreas Widholm (Stockholm University)

*Television out of the home: Public  
screens and performative practices  
of media consumption*

Lei Zhang

(Communication University of China)

*Positioning Television: Domestic Space,  
National Territory and Media Experience  
in the Reform-Era China*

### Saturday 27 October

10.30 - 12.00

TVS 7, Room A308

*Flow under Pressure: Television  
Scheduling and Continuity Techniques  
as Victims of Media Convergence?*

**Chair:** Hilde Van den Bulck  
(University of Antwerp)

Karoline Andrea Ihlebæk,

Espen Ytreberg, Trine Syvertsen  
(University of Oslo)

*Transformations of TV scheduling  
in a time of channel fragmentation  
and multi-platform development*

Lothar Mikos

(University of Film and Television

'Konrad Wolf' Potsdam)

*Scheduling, Fragmented Audiences  
and Convergence Culture*

Gunn Enli (University of Oslo),

Hilde van den Bulck

(University of Antwerp)

*Dis-continued? Continuity Techniques  
in the Post-Linear Television  
Landscapes of Norway and Flanders*

Göran Bolin (Södertörn University)

*Age, generation and post-linear  
television*

Nele Simons (University of Antwerp)

*TV viewing practices in the age  
of post-linear television*

### Saturday 27 October

15.00 - 16.30

TVS 8, Room A308

*Television, New Forms of  
Consumption and Information*

**Chair:** Susanne Eichner  
(University of Film and Television  
'Konrad Wolf' Potsdam)

Paula Hernández, Núria Simelio,

Alejandra Vilches

(Autonomous University of Barcelona)

*TV Series Reception and Fan Interaction  
in Spanish and American Audiovisual  
Social Networks*

Markus Lehmkuhl

(Free University of Berlin)

*The effects of segmentation and  
fragmentation on the specialised  
reconstruction of science  
by TV programmes*

Hanne Bruun (Aarhus University)

*Changing Audience Constructions  
in Political Talk Shows*

Digdem Sezen (Istanbul University)

*TV in Transition: Effects of  
Social Media on Television*

Matthias R. Hastall, Helena Bilandzic,

Freya Sukalla (University of Augsburg)

*Are there Genre-specific  
Moral Lessons? A Content Analysis  
of Social Norm Violations in Four  
Popular Television Genres*



# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

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# ECREA 2012

4th European Communication Conference  
24-27 OCTOBER 2012, Istanbul, TURKEY

## LOCAL ORGANIZING COMMITTEE (LOC)

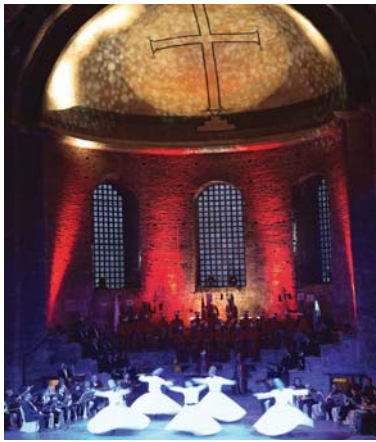
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# ECREA 2012

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