



Paris 1957-2007

Médias, Communication, Information :  
Célébrer 50 ans de théories et de pratiques

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Media, Communication, Information :  
Celebrating 50 Years of Theories and Practices



# Résumés / Abstracts

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**ASSOCIATION INTERNATIONALE  
D'ETUDES ET DE RECHERCHES  
EN INFORMATION-COMMUNICATION  
(AIERI)**

**INTERNATIONAL ASSOCIATION FOR MEDIA AND  
COMMUNICATION RESEARCH  
(IAMCR)**

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**CONFERENCE DU CINQUANTENAIRE/  
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**UNESCO, PARIS, JULY 23-25<sup>TH</sup> 2007**

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**“MÉDIAS, INFORMATION, COMMUNICATION:  
CÉLÉBRER 50 ANS DE THÉORIES ET DE  
PRATIQUES”**

**“MEDIAS, INFORMATION, COMMUNICATION:  
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**(PAR SECTIONS ET GROUPES DE TRAVAIL /  
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**-finalized as of July 16<sup>th</sup> 2007-**

## SECTIONS

### AUDIENCE AND RECEPTION STUDIES

#### **When the TV viewer reacts to international news: from critical expression to citizen engagement. Study and analysis of mails received by France 2 news ombudsman**

Aubert, Aurélie, Université Paris 3 Sorbonne Nouvelle, France

This proposition of communication presents results of an analysis (PhD work) conducted on TV audiences and their reactions about international news. This work examines the motives and nature of the mails about international news in 2001 and 2002 sent by TV viewers to French public service news ombudsman. Those letters and e-mails consist both of critical remarks of the way news is covered, how the news is perceived and also related comments: they reveal new forms of the relationship between people and the media. Sending a mail to a media is an act that compounds criticism, civic commitment and a form of self-questioning. This illustrates how the contemporary public sphere re-appropriates its own media in search of its own identity and citizenship. This communication deals with questions such as - does this audience interaction herald a new form of access to the public sphere by a given category of TV viewers? What are the criteria for decoding news-items? Are they related to expressions of identity? Are they determined by personal sets of references? The study has been conducted with statistical surveys and content analyses of reactions to international events during 2001 and 2002. The study casts new light on the links between news, individuals and the civic culture in a context where new technologies increase the possibilities for media users to comment on news, and even to themselves act as journalists. This research aims at deepening the knowledge of relationships between publics and media, and the building of individual and collective identity through the use of new technologies.

#### **Web-based Questionnaires in Contemporary Audience Research**

Barker, Martin, University of Aberystwyth, Wales, UK

I want to explore the possibilities and limitations of web-based questionnaires within contemporary audience research. This may sound a primarily pragmatic question, but I believe that it is much more. Drawing on the experience of a series of audience research projects using such questionnaires –notably the (2003-4) Lord of the Rings international audience project, and the (2006) Responses to Screened Sexual Violence project – I will focus on Scale: the turn to qualitative research consequent upon the rise of cultural studies and the critique of the mass communications model led to many studies using small numbers of participants. The limitations of this are important, however valuable the findings in demonstrating variety of audience responses. The great advantage of web-based questionnaires is their capacity to generate very large numbers of responses very cheaply. Sampling: the Internet is not a neutral domain either in terms of who participates in it, or how they participate, and there are a series of sampling issues that need addressing. In particular, I would like to raise how to check the skew of recruited populations; and problems of cross-national demographic categorisations. Cross-national studies: a number of people have commented on the relative absence of strong cross-national/cultural audience studies. From experience in particular of the LoTR project, in principle web-questionnaires evidently have a

powerful capacity to solve this – but at a price: researchers need to build in ways of exploring the significance of ‘national’ vs other memberships to respondents. The problem of (un)shared theories and methodologies: audience research appears currently to be ‘between’ theories, and this can constitute a real barrier to international collaborations. We need an open debate about this issue. The problem of ‘difficult topics’: the Screened Sexual Violence project brought very clearly into view the issue of why people will participate (or not) in an audience project, and what problems are posed for researching highly controversial topics such as positivity towards screened sexual violence. Quali-quantitative research: following a period in which it was broadly taken for granted that quantitative research ‘belonged’ problematically to the mass communications tradition, while qualitative research ‘belonged’ to more hermeneutic traditions, the idea of combining the two traditions has returned. The web questionnaire here offers unique opportunities. It particularly offers, I will argue, the opportunity to explore audiences’ “vernacular categories” (McLaughlin). Modes of analysis: taking full advantage of all the benefits offered will require audience researchers to take distinctive steps in how they conceive and conduct analysis. It will require us to revisit many issues around the structured analysis of qualitative materials. I will aim to illustrate these points by reference to examples of findings from the use of our questionnaires in the two main projects. I would like to close by addressing a possibility for the future, that it might be possible to develop an online equivalent of Mass Observation, receiving and storing for analysis people’s responses over time, in a way that could take audience research beyond its current tendencies to ‘snapshots’.

### **The End of Imagining: Audience Defined in Indian News Channels**

Batabyal, Somnath, SOAS, London, UK

This paper will draw from a year of ethnographic research in Indian newsrooms in 2006, specifically Star News, a 24-hour national news channel. The paper will focus on the journalists’ understanding of the audience and claim that the era of imagining the audience is over and the news producers in India have defined and captured their audience. Through a sociological and a “scientific” approach, this paper will attempt to support the claim.

- a) Sociological: Who is the audience? In over 80 interviews conducted, the answers never varied. “I am the audience, my family and close friends are the audience. What I like to see is news?” Journalists come from middle or upper middle class families and thus what they want to see and therefore produce results in a homogenous content across nearly 40 news channels
- b) Pseudo scientific: There are 4500 electronic monitoring boxes fixed to TV sets in India, with around 120 million sets, to create an index of popularity (TRP ratings). The number of boxes is heavily loaded towards metros and the upper middle classes with spending power. No boxes are found in rural or semi-rural areas. Advertisers and TV marketing bosses are guided by these ratings, which in return prompt editorial bosses about viewers’ preferences. With journalists and their audience coming from the same socio-economic class, the news content produced is a skewed and distorted image of a happy, middle class India, unmindful and wishing away the 400 million living below the poverty line.



## **Active, Creative and Monitored: The Audience Transformed in Online Media**

Boone, Gloria M. Suffolk University, Boston, USA

Gallant, Linda M. Bentley College, Waltham, USA

Online media has revolutionized the targeting of micro audiences with the personalization of messages. Companies like Tacoda, digg, YouTube, Google, and Yahoo are changing online communication. Companies use behavioral targeting to monitor and consume the personas developed on social networks, user-generated blogs, user-generated video, mobile media, and in quick response logos. Communication online is changing the traditional communication models and theories. The nature and role of the audience, message, time, and place are being transformed with new technology. The audience is more fragmented, active, creative and monitored than ever before in history. We build upon existing New Media theories by Sonia Livingstone, Berry Wellman, A. Fuat Firat, and Ray Oldenburg to provide a communicative informatics approach to identity online. Companies can micro target personalized messages to individual consumers with the recent advances in behavioral targeting. With behavioral targeting companies may know your profile from email, social networks, and search behavior. The identities created and manipulated by the consumer are reconstructed and digested by algorithms to serve up the matched object of desire. The audience constructs social communities, virtual communities and third places. Mobile devices make identity consumption more ubiquitous. Using QR (quick response logos) even your shirt can offer personalized messages your constructed identity. You can track your identity constructions with tags, RSS and mobile tracking. User generated blogs, videos and podcasts further fragment the marketing categories of identity.

## **Universal access in South Africa: Broadening communication or building infrastructure?**

Burton, Simon, University of KwaZulu Natal, South Africa

Van der Hoven, Anton, University of KwaZulu Natal, South Africa

Although the new media have, since their inception and initial dissemination, been intertwined with ideologies of progress and development, it is increasingly recognized that the social context at large and the imperatives of local everyday life are important, even crucial, factors in the uptake of information technologies. As a result, the determinism often underpinning the more celebratory accounts of the new media needs now to be qualified by the recognition that social factors always make the social integration of new technologies open-ended, provisional and peculiarly vulnerable to unintended consequences (Silverstone, 2005: 5). The following discussion of ICT's [Glossary term: information and communication technologies - used to denote the range of technologies associated with the distribution of information.] in the South Africa situation will show that this is as true in the context of a developing country as it is in the so-called first world (Silverstone, 2005).

## **Putting your relationship to the test. Constructions of fidelity, seduction and participation in Temptation Island**

Carpentier, Nico, VU Brussels, KUBrussels, Belgium

The reality show Temptation Island was broadcast for the first time in 2001 on the FOX Network (US). In Belgium and the Netherlands, Kanakna produced a local version for two of the SBS broadcasters, the North Belgian VT4 and the Dutch Veronica. Temptation Island only seems to feed the banal voyeurism of its viewers and to offer the participants the opportunity to derive pleasure from their stay (interacting with other participants or behaving

as tourists) and/or to increase their celebrity status. At the same time, popular culture is an important site for the societal construction of meaning. It is a place where definitions are offered on what our societies accept or not, tolerate or not, and sanction or not. Television programmes such as *Temptation Island* are microcosms allowing us to examine our boundaries as well as elements in our culture that we take for granted. It is in particular the emphasis on human relationships, gender and sexuality - core elements of society - that makes *Temptation Island* relevant research material. The analysis of the television text and the reception of this text (on online forums) shows the cultural importance and gendered nature of discourses on fidelity, honesty, physical beauty and on the holy rules of the game. It also shows how the (male) viewers enter into a social contract with the programme, in order to ogle the (female) bodies, to derive pleasure from the failure and misfortunes of the participants of *Temptation Island*, and to tolerate emotional abuse in the name of the game. Finally, the analysis allows raising the deontological question of how the members of the production team can justify treating other people in such a destructive manner.

### **Creating social identity: Moral discourses as media narrations within mediated scandals**

Burkhardt, Steffen, Hamburg Media School, University of Hamburg, Germany

Wolf, Frederike, Hamburg Media School, University of Hamburg, Germany

Media scandals are professionally produced narrations by the media, functioning as moral discourses, which have not yet been sufficiently analyzed in the community communication research. The relevance of the media scandal reveals itself as a central meaning-constructing narration of modern times, including the construction of identity and mediation through the media. Since a systematical comparative analysis of scandals, reaching further than the mere identification of its phenomenon structure, has now become possible, they serve as interesting research objects, from which a deeper insight can be gained into the dynamics of community communication expressed across the media. Taking this into account, in our presentation, we ascertain the functions of media scandals and present a new research model which enables analysis of the constructive mechanisms of content, control, and critique for scandal communication and its significance in the field of community communication. Seeking to develop a model that enables us to systematically analyze media scandals and their connection with the processes of social construction and social interaction in communication, we decided on an integrative theoretical research model, combining functional, constructivist and discursive approaches. This theoretical background is applied in the form of a qualitative content analysis (cf. Keller 2001) on the following case: In 273 articles derived from publications in 29 media titles from May 2003 until November 2003, we studied a German media scandal concerning the President of the European Jewish Congress and Vice President of the "Central Council of Jews in Germany", that deals with Anti-Semitism and social identity in Germany. Our results reveal that in their early, booming, and establishment phases, media scandals have become mechanisms of social control, and by attracting attention, they have developed into potent instruments of public morality (cf. Burkhardt 2006, 2005; Roberts/Doss 1997). This development does not hermetically take place in the media system, but constantly remains under the influence of historical, political, social and economical imperatives. The tabloid media, as a specific example, continually reflects the morals of the public sphere, private life and politics. From the media system's point of view as a whole, media scandals are constructed as professional, private and metaphysical dramas, aimed at public control and clearance of social dysfunctional behavior. We are going to outline that media scandals thus update the social memory by accepting or denying moral rules and by creating a narration with a role model function, which is then presented in the media coverage. By criticizing possible violations of norms, they function as instruments of public

morality. Consequently, our presentation will show how media scandals give reasons to reflect on the perception of moral in the social system, allowing members of society to take a position. That signifies that media scandals imply the opportunity to take the polarity of "good" and "bad" as the difference of "responsible" and "irresponsible". Our presentation will finally give a deeper insight of how, with the use of symbolism, they aim at an establishment of communities, by purposefully defining the belonging characters versus the ones being excluded and thus update the rules and norms of community living and help to found social identity.

### **Le créatif dans les entreprises du multimédia : un fan comme les autres ?**

Charrieras Damien, Université Montréal, Université Paris III Sorbonne Nouvelle, France  
Bellavance, Guy, INRS-UCS Montréal, Canada

Dans son article de 1981 sur la marchandisation de l'audience, Dallas Smythe avançait la thèse controversée que les audiences des médias travaillaient et, tout comme les ouvriers étaient dépossédés de la plus-value générée par leur force de travail, étaient flouées de la plus-value qu'elle génèrent par la vente d'espaces publicitaires aux annonceurs. Au-delà de la controverse suscitée par l'analogie entre activité de l'audience et travail, l'article de Smythe avait le mérite de permettre à l'audience de revendiquer une participation ou une influence sur les mécanismes de production des médias de masse (Mosco, 1996). Il nous semble que la théorie marxiste du travailleur spolié de sa plus-value et la théorie de Smythe sur l'audience spoliée de la plus value qu'elle génère auprès des annonceurs pointent toutes les deux vers un phénomène qui condense ces antagonismes : la marchandisation du loisir chez le travailleur (rappelons que Thornstein Veblen considérait le loisir comme le paradigme des nouvelles sociétés capitalistes, sans toutefois s'intéresser à la dimension du loisir dans la production). Nous explorerons ce phénomène chez les créatifs du secteur du multimédia à Montréal à l'aide d'une quarantaine d'entrevues semi directives réalisées entre 2004 et 2006. Lors de l'analyse préliminaire de ces entretiens, il nous est apparu que les temps libres des travailleurs de ces industries (notamment dans les jeux vidéo) étaient investis dans des activités qui servaient directement à la bonification des productions réalisées dans le cadre professionnel. Il pouvait s'agir d'activité de production artistique amateur, d'activité de consommation culturelle (jouer à des jeux vidéo, lecture de mangas, visionnement de films) ou encore d'activités sociales diverses (discussion informelles). Nous explorerons les manières dont ces activités hors travail sont canalisées et exploitées dans le cadre de la production en contexte professionnel. Nous verrons si les entreprises étudiées encouragent ces activités hors travail, si le potentiel de ces activités pour la bonification de la production a été repéré et est exploité par ces entreprises. En résulte-t-il une perte de liberté de la part du salarié créatif de ces entreprises multimédia ?

### **From Imagined Entities to Real Commodities: A Critical Analysis on the Institutionalization of Media Audiences**

Chen, Chun-Fu, Fu-Jen Catholic University, Taiwan

This study is intended to unravel the ways in which various institutions construct "audience images" and their social and cultural implications. Drawing upon neo-classic economics and cultural theories, it examines the formation of media audiences and the logic of "audience commodity" trade in most contemporary societies. The analyses put forward how different institutions manufacture formal and informal audience knowledge, and use it as the asset to make "institutionally effective audiences" in the increasingly fragmented media marketplace.

Based on the “structure-agent” approach embedded in sociological discourses, this study emphasizes both the micro dimensions of audience behaviors and the macro analyses of media ecology. The ultimate concern of the analyses is to critically explore the nexus of the relationships between various industries, organizations, products, technologies, and audiences that constitute the media marketplace, and rethink the role of audiences in the current media-saturated societies. The study consists of three units of analysis. It begins with an overview of some grand theories to lay out the historical development of media audiences in communication studies. Next, it analyzes the values and meanings of media audiences in accordance with the mechanism of “audience commodity” trade in the so-called “dual-product market.” Furthermore, it also discusses the strategies that media firms and advertising agencies use in the creation of the “utility value” of the dispersive audiences. In conclusion, the study argues that audience is a fluid concept that exists only as imagined entities in the presumptions of different communication theories. Nevertheless, the concept of “media audience” is mainly constructed and manifested as commodities that have exchange value through a series of institutionalized processes in the contemporary societies. Therefore, the meanings of “media audience” nowadays are further apart from the “mass audience” concept addressed in many communication theories.

### **The Meaning of News Reception**

de Cheveigné, Suzanne, University of Marseille, France

In the wake of Stuart Hall's and David Morley's pioneering work, television reception studies developed in the 1980's. However, somewhat paradoxically (and with some exceptions of course) news, an emblematic television genre, was not very thoroughly investigated. Since that period, research objects have widened to take in the wider notion of audience or to fit television into everyday life, as Roger Silverstone was one of the first to propose, and became even less likely to focus on a specific genre. Such developments have no doubt enriched our understanding of television consumption and helped avoid mediacentrism and linear models of communication. Nevertheless, in trying to understand the role news plays in specific areas (we shall base our discussion on environmental questions but the same sort of problem appears concerning other areas like medicine or science), we feel the need to consider the potential specificity of the reception of non-fictional media discourse. How does television news relate to understandings and evaluations of environmental problems, and to environmental practices? There a large, if not predominant, cognitive dimension in the reception of news discourse (although this definitely does not mean thinking only in terms of information transfer). The role of the anchor person is also specific to news, a figure who returns daily and may relate particularly closely to the viewer. This too needs specific consideration. We shall discuss these questions, which are both epistemological and methodological, based on empirical research concerning the reception of French television news concerning the environment. We hope in this way both to bring new and original results and to situate them in relation to the different trends of research on audiences.

## **Relationships in Mumbai Advertising**

Chowdry, Angad, SOAS, London University, UK

Relationships in Mumbai Advertising, based on field work at Lowe-Lintas as well as advertising training schools in Mumbai, tries to show how media effect is imagined. In this paper, I approached the relationship between advertisements and the 'consumer' from the way 'agency planners' imagine it. In particular, it outlines a journey into the advertising industry in Mumbai, culminating in my attending a series of workshops training young advertisers. Rather than assume that advertising has any effect, I take the strong nominalist position by suggesting that advertising is represented as having effect. To put it in cruder terms, there is a rhetoric about advertising having effect, amongst advertisers, PR companies and censorship councils. The imagined nature of effect, rather than any empirical or positivist reality, is the major theoretical affiliation that this paper develops. What this leads us to, ultimately, is a series of assumptions about 'audiences'—these audiences are imagined as being effected in particular ways—and 'non audiences'. The paper will interrogate the 'rhetoric of causality' required to sustain this imagining and argues that such assumptions are related to the software that planners use in order to assert the relationship between consumers, the media and globalization to their clients. It also suggests that, for all its rhetoric of individualism and modernity, most advertising production in Mumbai, India, still imagines the relationship between brand and consumer through metaphors of family—the very things whose relevance is disavowed by the practitioners themselves.

## **The struggle for recognition online: when users become media personas**

Christensen, Lars Holmgaard Aalborg University, Denmark

As a result of the democratization of media technologies new interactive media has opened up for alternative ways for people to express themselves in mediated spaces. It is an interactive space recognized by its cut and paste culture, where trust and ontological security emerges out of 'folksonomies' based upon the recommendations and the content exchange between individuals. The content generated by users varies from creative pieces of art to political issues but also very personal stories about everyday life are accompanied by photos in such a way that you may talk about digital and personal life stories. Furthermore we have seen the advent of YouTube, MySpace and several other sites for sharing user-generated content. These media phenomena also present a kind of content that encompasses sociability and community potentials that imitate and draw on conventions from traditional mass media genres, which poses new challenges for traditional broadcast media and their position as the public sphere. With new media the sharing of communication is no longer mass mediated but mediated through a mass of media. On one hand, sites with user generated content have made everyday people into everyday papparazi, and as such have created a media environment where everyday people find themselves in a 'middle-region' (Meyrowitz 1985) and therefore must find new ways of behaving in private as well as in public spaces. The blurring of these spaces have thus become even more evident due to the fact that personal and intimate matters in everyone's everyday life now have public interest and public matters are being made more intimate and personal as well. On the other hand it is the exposure and the mediated presence that becomes a quality in itself so to speak and therefore becomes an important element for individuals to construct identities and make sense of their lives. Continuing on from G.H. Mead, Axel Honneth states that "In perceiving one's own vocal gesture and reacting to myself as my counterpart does, I take on a decentred perspective, from which I can form an image of myself and thereby come to a consciousness of my identity [...] Individuals can only become conscious of themselves in the object-position."(Honneth 2006). Hence people gain access to

themselves in a mediated public space, become conscious of themselves in the object-position and gain personal recognition in mediated spaces. Through mediated social interaction people acknowledge themselves and become private individuals in society, or as understood through the words of John Dewey: "the private grows out of the public; personal understanding emerges from shared communication." (Dewey 1954)

### **Youth net-radio consumption, a two-tier subculture**

Baker, Andrea, Monash, Australia

From March 2005 to November 2005 I undertook an ethnographic audience research project that studied the net-radio habits of sixteen tertiary students from Monash University in Victoria, Australia and City University of New York' Brooklyn College, North America, eight from each university. This paper reports on those findings. It is divided into three sections. The first section reports that ethnicity and geography are the two key critical cultural determinants of the first-tier subculture located within this international youth net-radio audience. Members of this subculture are youths from culturally and linguistically diverse backgrounds who consume radio online in order to touch base with their homelands or motherlands or as a window to other cultures. In my research I argue that radio online is the more conservative form of net radio because it is regulated, traditional, terrestrial radio stations that also transmitted over the Internet. As Chris Atton would say, radio online is "still tied to the conventions of doing media" (2002, 2004: xi). This subculture is formed out of, as Sarah Thornton (1995) would say, shared tastes and interests (. i.e. desire for traditional cultural music, language and news) and not reliant on the youth subculture model of resistance put forth by Dick Hebdige (1979). In other words, these youths are not rebelling against the dominant cultures. In most cases, the only problem they have is the inability to access their own dominant culture because they are living abroad. In this case scenario, radio online emerged as a positive globalizing communication force that helped youths from culturally and linguistically diverse backgrounds maintain their multicultural identify. The second section reports that desire for web-based alternative music not accessible on traditional radio is the key critical cultural determinant of the second-tier subculture located within this international youth net-radio audience. Members of this subculture are youths from Anglo Saxon and culturally and linguistically diverse backgrounds who consume net-only radio in search of alternative music not found on traditional radio. In my research I argue that net-only radio is the more radical form of net radio because it is generally unregulated audio content that webcasts exclusively over the Internet. As Atton would add, net-only radio emerges as a more radical media form because its content is "socially", "culturally" and "politically radical" to what is found on traditional radio (2002:27). In this scenario these youths emerge as users, producers and managers of this net-only radio content. Unlike the first-tier subculture, this subculture, as Thornton (1995) would say, is formed out of shared tastes and interests (. i.e. desire for alternative music) and also reliant on the youth subculture model of resistance put forth by Hebdige (1979). The final section concludes that net-radio consumption by an international group of tertiary students is associated with two factors. Firstly, that youth net-radio consumption is associated with a two-tier subculture. Secondly, variables of ethnicity and geography and desire for web-based alternative music that is not accessible on traditional radio are the key critical cultural determinants in identifying this international youth net-radio audience.

## **An Eye on the World: Consuming International Development on the Screen**

Stephen Coleman, Stephen, Institute of Communications Studies, Uni of Leeds, UK  
Georgiou, Myria, Institute of Communications Studies, Uni of Leeds, UK

Images of young people as apathetic and disengaged are widespread. In talking to them about their engagement with the media, news and international affairs, we observed attitudes and experience which surpass simplistic stereotypes about youth as a self-absorbed generation. The young people participating in our focus groups in London and Leeds engaged with the mediated world in various ways. This audience research has revealed an impressively high level of critical engagement with both politics and the media among a number of young people; at the same time, it has revealed political and moral distance from current affairs among others. Our findings are presented under five distinct but interconnected categories, each of them revealing a dimension of young people's engagement with the world and international development. In this paper we discuss these five themes: the problematics of engagement and the combination of young people's embarrassment and uncertainty in talking about a world which is often distant and unknown; media consumption patterns, highlighting the stubborn predominance of established media in a constantly diversifying communication environment; the difficulty faced by audiences in engaging with processes rather than events, and in negotiating symbolic distance; the significance of cosmopolitanism, especially as the levels of empathy and interest in international affairs were as a rule more intense for individuals with connections across boundaries; the scope for globally-sensitive media literacy, which raises important issues around proximity and distance, interpretation and participation, in an increasingly interconnected and mediated world.

## **The Digital audiences and the Changing Public Sphere: Reception by Distraction or Mobilised Digital Network**

Couldry, Nick, Goldsmiths College, University of London, UK

This paper will reflect on two apparently contradictory trends. First, in some countries at least, older habits of news consumption (the daily newspaper, the nightly TV news bulletin) are declining and not being replaced by new habits for the digital media age: if so, Benjamin's (1968) vision of 'reception by distraction' will be realized in the area of news consumption, with major consequences for national political constituencies. Second, new transnational 'audiences' are emerging in 'hypermedia space' (Kraidy 2007) at the interface between prominent TV series (often comprising media rituals: Couldry 2003) and online commentary/exchange, fed by inputs from personal/mobile media. The resulting mobilizations of the 'digital network' (Sassen 2006) cut across national media territories and political boundaries. Both trends are important for the changing texture/scale of the mediated public sphere. For the first, the paper will draw on the UK Public Connection project (2003-6) (Couldry Livingstone and Markham forthcoming). This project used diaries, interviews and a nationwide survey to ask how far habits of media consumption still sustain people's 'public connection' - their basic orientation to a common space where issues for public (not purely private) resolution can be debated and resolved. The project found most respondents had a sense of 'public connection' sustained in part by their media consumption. For those who lacked independent routes into the public domain, their 'connection' depended largely on news consumption habits. Older styles of news consumption remained important - more so than hype about the shift from television to the internet suggests - but are declining amongst the under 30s, without being replaced by stable new habits: almost none of the project's diarists used the Internet as their main news source. While the subsequent sharp growth of UK broadband access might alter things, the paper will note researchers' tendency to exaggerate how far news audiences

are moving stably online (eg Pew Internet 2007). By contrast new online spaces for exchanging information, images and opinion (such as YouTube) can generate political contention from entertainment media (see recent furore over racist comments in UK's Celebrity Big Brother, January 2007). In other geopolitical contexts, the routes from online debate to political contention may be more direct and regular (Kraidy 2007). Without claiming such sites generate a public sphere as such, the paper will ask how we are to assess such manifestations of the digital network: as incidental interruptions to a longer-term dissolution of a broad stable news audience, or as foreshadowing a new, less stable, but under particular conditions politically salient audience made present principally through digital media interfaces?

### **Réception et influence non consciente de la publicité perçue en vision périphérique**

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En s'intéressant aux rôles des traitements automatiques et non conscients (Fazio et Olson, 2003) dans les processus de réception et de persuasion publicitaires, notre recherche contribue à développer ce que Petty et Cacioppo (1986) ont appelé "la voie périphérique de la persuasion". L'expérimentation porte sur les effets attitudeux des messages publicitaires sur Internet perçus sans conscience dans le champ visuel périphérique (peripheral vision). Si quelques expériences ont déjà porté sur les effets attitudeux des publicités perçues en dehors du champ de vision focalisée (Shapiro, MacInnis Heckler, 1997), nous estimons que les résultats ne sont pas convaincants dans la mesure où, au regard de la méthodologie utilisée, on ne peut assurer avec certitude que les messages ont véritablement été traités sans conscience, en vision périphérique. Sans vouloir remettre en cause ces résultats, nous voulons montrer, à l'aide d'une méthodologie originale, plus rigoureuse et contrôlant davantage le caractère non conscient de l'exposition, que des messages publicitaires simples apparaissant dans le champ de vision périphérique peuvent générer des effets favorables sur l'attitude à l'égard de la marque alors que les sujets sont incapables de rappeler et de reconnaître la marque auxquelles ils ont été exposés (les hypothèses ne sont pas données ici). Nous souhaitons également savoir comment évoluent ces effets après un délai de huit jours et expliquer les processus cognitifs sous-tendant les effets.

*Méthodologie:* Pendant que les sujets lisent des texte sur un ordinateur (pendant au total 6 mn), des bannières publicitaires apparaissent en haut de l'écran, dans la région visuelle périphérique. Le caractère périphérique de l'exposition visuelle est contrôlé par un système reliant une caméra enregistrant en direct les saccades oculaires (eye tracking, type « eye gaze») à un programme informatique. Aussitôt que l'oeil sort du parcours de lecture du texte à lire, le système informatisé change en 1 ms la bannière expérimentale en une bannière de remplissage (filler). Ensuite, 15 minutes après (pour un groupe expérimental) ou huit jours après (pour un autre groupe), alors que les sujets pensent participer, dans un tout autre contexte, à une étude de marché faite par une entreprise, on leur pose des questions sur les marques expérimentales. Les mesures des variables dépendantes sont un type de mesures implicites, effectuées par ordinateur qui enregistre, notamment, les temps de réponse (response time) : attitude à l'égard des marques expérimentales; jugements sur l'adaptation des marques à différentes catégories de produits; intentions d'achat. Un questionnaire post expérimental a permis de s'assurer de la crédibilité et la rigueur de la procédure : les sujets ont été certains de n'avoir jamais vu les marques auxquelles ils ont pourtant été exposés dans la région visuelle périphérique au cours de la lecture des textes sur ordinateur. 247 sujets ont pris



part à un plan d'expérience 2 X 2 X 2 : nombre d'expositions (5 vs 15, variable intra-sujet) X type de message (logotype de la marque seule vs logotype de la marque associé à une photo d'un produit, variable intersujets) X délai entre la phase d'exposition et la phase de mesure des variables dépendantes (15 mn après vs 8 jours après), avec en plus un groupe contrôle.

Résultats et discussion: Les résultats montrant des effets sur les attitudes et les jugements sur les marques seront présentés et discutés au cours du colloque. La figure 1 ci-dessous, montrant certains effets, donne une première idée des résultats. Nous analysons les nouvelles perspectives ouvertes par ces résultats pour les théories de la réception de la publicité. Plus généralement, nous discuterons des perspectives ouvertes par les récents modèles sur la socio-cognition implicite (implicit social cognition) (Gawronski and Bodenhausen, 2006) dans le domaine de la réception de la communication persuasive.

### **Seeing films: audiences reaction to local cultural media products**

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This paper discusses the results of a large survey conducted in 2006 on the perception Portuguese movies' audiences have of their own locally produced films and compares those with later results on internet based consumption of media among specific local audiences. Audience's reception of locally produced media contents, namely films, is marked by the rejection of the consumption of these objects as a result of a bias against locally produced cultural artifacts. The prejudice shaping this relationship, not only demands for new cultural and social politics, but also raises a number of questions on local and European media industry's ability to cope with its own audiences' expectations. Finally, broader considerations are made on the different ways contemporary audiences are shaping media technologies, and their respective cultural artifacts, through their own use and reception of those technologies and artifacts. The results of both surveys allow us to discuss the role locally produced contents play amongst local audiences and how the evolution of technology is shaping that relation and the construction of local cultural identities through the use and consumption of media.

### **Interpersonal and emotional communication about reality TV characters in families and with peers**

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When looking at current statistics on reality TV in Austria and Germany, there is no doubt that this genre is attracting large audiences. At the same time, one remarks a growing need to understand not only the portrayal of the underlying narrative structures, especially the emotional spectrum, but to grasp the emotional fascination on a wide range of audiences. On one side, the study of emotional communication incited by the mass media and emotions within media reception processes is attracting greater interest in mass communication analysis. But, still, many questions remain unanswered. One of them is the function that negotiation processes in appraisal play within one's own emotional experience. We still need to clarify the potential influence of communication about media content in families, households and in peer-groups. Here, the question of particular interest is how popular television is perceived within the social setting of the family and peers and how the reception and involvement process is shaped through communicative behavior with relevant others. In this regard, this paper outlines a possible starting point for the analysis and consideration of socially relevant factors within reception processes, focusing on negotiation processes in family settings and peer groups as important variables in mass communication analysis. We

argue that especially casting shows (as one form within the hybrid genre of reality TV) are suitable to create a common symbolic ground, leading to intensive discussions which reaffirm common group structures. In such a way, the social appraisal engenders a continual emotional negotiation and by doing so reinforces coalitions within groups. This extension of the potential constituent of appraisal to the social realm within families and peers will be underlined by collected data (interviews with fans of popular television shows in Germany and Austria) to demonstrate how the social dimension needs to be perceived as one key variable in emotional involvement with media content. One focus will be on children and adolescents using the medially portrayed star figures not only for identification and as role models but even more as a fundamental support within the process of their own identity formation and orientation. Particularly for children and adolescents the family and the peer-group can be considered as relevant social frames. By talking about or reenacting the performances in their peer-group they use the television programs as a means to constitute themselves as a social group, acting together and sharing a common emotional orientation towards the characters of the shows. Whereas these ways of appropriation mainly occur at school or other (semi)-public meeting places, the reception process itself is primarily situated in the family and household. Ethnographic empirical research reveals that casting shows bear the potential for a joint media experience integrating different generations. At the same time, the educational background seems to be influential within emotional appraisal. Whereas in educated families the shows' reception brings (mainly female) family members together and generates topics of (emotional) conversation, the reception within less-educated working-class families resembles a more individual experience.

### **Publics, idéologie de la consommation et internationalisation de la télévision**

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Abstract: L'objet de cette contribution porte sur l'évolution des pratiques télévisuelles dans un champ marqué par l'abandon de l'idéologie développementaliste au profit de la promotion de la consommation comme forme d'inscription dans la modernité. Souvent analysés comme ensemble de consommateurs des produits médiatiques, les publics sont aussi des acteurs sociaux dotés de capacités interprétatives qui peuvent leur servir de cadres référentiels à l'action. En effet, cette seconde dimension nous paraît tout aussi importante à explorer que la première dans la mesure où il s'agit d'envisager la complexité des articulations entre production et réception de la télévision. Nous partirons de l'hypothèse qu'il n'y a pas nécessairement adéquation entre ses deux moments du processus communicationnel et que le succès d'audience n'est pas toujours synonyme d'adhésion aux messages médiatiques. Cette démonstration sera étayée à partir des résultats d'une enquête sociologique menée entre novembre 2005 et février 2006 dans quatre grandes villes tunisiennes. La tendance générale des habitudes d'audience de la télévision est à la fragmentation. Les facteurs explicatifs de ce phénomène sont en rapport avec des facteurs sociaux liés aux rapports de pouvoir au sein des familles mais aussi avec des facteurs conjoncturels liés à une offre concurrentielle et instable. Ainsi, l'évolution de l'audience semble être liée à l'arrivée de nouveaux diffuseurs nationaux (Hannibal TV) mais aussi à l'efficacité hypothétique des différentes pratiques mises en œuvre dans le cadre des relations sociales pour pirater les chaînes payantes étrangères. Par ailleurs, les ajustements entre le national et l'international prennent forme autour de l'imitation, de l'achat ou de l'adaptation des concepts de programmes de divertissement à forte dimension mercantile mais qui peuvent être porteurs d'une parole dissonante par rapport au discours officiel. Les attitudes des publics envers ce type de programmes semblent osciller entre l'intérêt accordé aux représentations dissonantes du social et la distanciation qui prend corps autour du décodage des différents mécanismes de production de ces mêmes programmes.

Enfin s'il paraît évident que l'accès à la consommation reste largement déterminé par l'appartenance sociale, nous essayerons de monter les différentes formes d'engagement par rapport aux valeurs associées à l'univers consumériste. En effet plusieurs groupes sociaux s'avèrent concernés par cet univers telle que la télévision le représente, même si certains l'associent souvent à une forme de propagande.

**For Whom Does India Shine? 'Bollywood' and the strange case of Rang de Basanti**  
Gaur, Meenu, SOAS, London University, UK

In recent years the mainstream news media in India has indulged in much hyperbole about India's arrival on the global stage, summed up best by the slogan "India Shining" used by the ruling BJP in the National elections in 2004. Many big blockbuster films in India have also been part of this imagining. However, recently some films have challenged this view to ask critical questions of whether such euphoria is justified given that poverty, corruption and social unrest still govern the state of affairs in India. Rang de Basanti (Paint it Yellow, Rakesh OmPrakash Mehra, 2006) was such a film. It rose to a cult status enthusing many with the spirit of a radical change. However, the ways in which change was imagined in the film underwent a shift when the news media appropriated the film. The 'Rang de Basanti phenomena' was the term used by the news media for the anti-reservations campaign in 2006 by young upper caste students in India to protest the 'Reservation' policy of the Government (similar but not identical to the policy of Affirmative Action in America). How did a film about changing a corrupt Government machinery get deployed for a story against the Government's Affirmative Action policy? While originally the film was meant as a challenge to the slogan "India Shining" it got redeployed within that very same framework, evidence of which is the fact that the anti-reservationists called their campaign "Save Brand India." Who is the historical spectator to which this film was addressed and who were the audiences for these news stories? This paper is an attempt to understand how the message of a film got (mis)read and deployed for completely different (and opposed) purposes by the news media.

**Male Audiences and the Representation of Masculinity in Irish Cinema**  
Ging, Debbie, Dublin city University, Ireland

Abstract: In the mid- to late-1990s, Irish Cinema underwent a radical shift, which entailed, among other significant features, a thematic trajectory from rural to urban, from historical to contemporary and from local to universal. This shift also involved a radical reconfiguration of cinematic masculinities, not only in relation to the representation of male characters but also in terms of how masculinity as discourse was being addressed: the earlier critiques of traditional patriarchal masculinity, which emerged from a more politically engaged and less commercial period in Irish filmmaking, began to give way to more ambiguous male-centered narratives, whose protagonists resist unequivocal ideological categorization. What is most striking about this new cycle of male-themed and male-oriented films is its preoccupation with underclass, criminal and socially marginalized masculinities and the significance of the emergence and popularity of these antiheroes at the height of the Celtic Tiger, a time of unprecedented economic prosperity in Ireland. Although Ireland's increased prosperity has also brought forth a number of urban, middle-class films featuring new, gay and reconstructed men (About Adam, Goldfish Memory and When Brendan Met Trudy), the enduring centrality and popularity of this cycle of films over the past decade merits particular attention. This paper presents the methodologies used to analyse this 'cycle' of Irish films. The research in question looks beyond mere textual analysis to consider why certain films, which feature working-class, unemployed, socially excluded and criminal masculinities, are popular among

young Irish men, and how male audiences engage with the masculinities on display. It is argued here that empirical audience research, which is substantially lacking in film studies generally but is non-existent in Irish film studies, can provide rich insights into the complex dynamic between mediated representations of gender and the material realities of men's everyday lives. The findings indicate that the articulations of class and masculinity in the films under analysis provide significantly different pleasures for different interpretive communities and that these films are widely understood and engaged with by their audiences not only in relation to national culture, identity or issues but also in the context of other, predominantly British and American, film and media cultures. The findings also suggest that the increasing commodification of socially-excluded masculinities serves to essentialise and further marginalise young men from working-class communities.

### **"Programas de participación y comportamiento de las audiencias en la radio autonómica de Galicia"**

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Portas, Mercedes Román, Universidad de Vigo. Pontevedra, España

The audience's participation in the autonomous radio is a reality fully consolidated. This paper undertakes the conventional study of the relations between the mass media and the society since it is considered that the participation of the public in the media is connected with the relation of these with the society. The predominance of commercial logic has caused a situation of social deficit for the media in your attention of its publics. In these pages I try to do a systematic study of the audiences in the autonomous radio in Galicia and to know its advantages and the objections that plant the fact to include in antenna the voices of the listeners. The study will take a double dimension; by a part the programmatic point of view, since the historic origin and the evolution in phenomenon of the audience's participation to inclusion in the present design of the programming. And on the other hand since the social point of view, considering the audience's participation in radio as a communicative action that very well can serve to reinforce in the radio its role of social actor. The development of this work requires three types of activities: descriptive, evaluative and instrumental in order to establishing which is the present situation of this phenomenon in the mass media in general as in the radio particularly. And more thoroughly it will try to know in an immediate way the situation of some programs of participation that carry already time in the waves and the consequences that have generated, and influencing of some way in the change the audience's behaviour. The proposal is exactly oriented to the investigation in the radio communication.

### **Online Media entering the media repertoires of different social milieus**

Hasebrink, Uwe, Hans-Bredow Institut, Uni of Hamburg, Germany

Popp, Jutta, Hans-Bredow Institut, Uni of Hamburg, Germany

We would like to present research on the question, how people from different social milieus integrate online media into their media repertoires. The concept of media repertoire refers to how users combine different media and thus create comprehensive patterns of media use (see Hasebrink & Popp 2006). As the empirical basis we take three waves (1995, 2000, 2005) of the German long term study “Mass Communication”. Based on representative samples, these surveys provide information on how often and for how long people use different media. In order to understand how online media have entered the media repertoires of different social milieus, we analyse the correlations between the media for each group. Then, by means of cluster analyses, we describe the resulting media repertoires. The comparison between 1995, 2000, and 2005 provides evidence of how online media entered the media repertoires during the first ten years of internet diffusion. The relevance of this approach is due to the fact that audience research has been predominantly focused on single media. Thus there is a lack of research on the question how media users integrate different media. This becomes particularly obvious when new media enter the stage and the question is raised, to what extent the “new” will substitute the “old” media. There is broad empirical evidence that today’s media users typically combine different media. But how and why they do this has been neglected so far. In analysing the place within people’s media repertoires, which online media have gained, the paper takes up the Audience Section’s sub-theme “Integrating Digital Media” and refers to the questions raised concerning “Digital Media Audiences”. In proposing a paradigm change—from audiences of single media to media repertoires—the paper tries to contribute to the overall objective of the conference to propose innovative connections between theory and practice.

### **New expressions of the self: autobiographical opportunities on the Internet**

Hayton, Kavita, Bournemouth University, Uk

Blogging, Blooking, YouTube and Myspace. What challenges and promises do these new distribution methods hold for 'so-called' professional writers? For talented 'amateurs' do these new media forms offer a genuine democratisation of discourses of the self and consequently be seen as a significant technological and cultural development? Can they challenge the hitherto walled garden of autobiographical publishing reserved for celebrities and professional writers? Or are these new forms merely the 'babble' of a million soapbox speeches? This paper will look at issues of reaching a wider or new audience/reader and assess the apparent current success of internet distribution that cuts out the agent and publisher all together. Events such as the Blooker Prize and the 'blogs to printed book' phenomenon are assessed in terms of their effectiveness as viable distribution and marketing tools for new writers. Interviews with published and aspirational writers, their agents and publishers will expand on the above themes. An exploration of well known writer's blogs and the autobiographical nature of many blogging activities, will be compared to pre-internet outputs in order to offer an initial mapping of this new distribution landscape for autobiographical works.

## **Chinese BBSers' Response to Regulation: A Case Study on SMTH BBS in Mainland Campus BBS Regulation**

He, Wei, Tsinghua University, China

Cao, Shule Tsinghua University, China

BBS (Bulletin Board System) is one of the most active internet applications in China for ten years. It can be argued that most digital media audiences in China are BBSers (Users of BBS) at the same time. There have been lots of studies about BBS as the virtual community, however the BBS users/audience response to the outside forces and regulation needs further exploration. Many Chinese universities and colleges began from the March 2005 to regulate BBSs based on campus according to the order of Chinese Ministry of Education. The measures include: denying the access of the users whose IP is out of campus, establishing real name system and shutting down several BBSs directly. Almost one million BBSers were involved. This affair can be considered as a typical attempt to enhance the governance of internet. But it's hardly a successful move as expected by the government. Many interesting questions emerged from the complicated situation. How did the audience divide into sub-groups with different attitudes and activities under the pressure? In what ways did they express their support, escape, negotiation and resistance? How did they use various digital media as effective tools of seminating related information and comments? To what extent were they empowered by new media? What is the limitation of 'active audience' when they are facing the structural and institutional power? The article chooses 'SMTH', the most famous campus BBS in China based on Tsinghua University with more than 300,000 users, as a case and does interpretive study. The authors start with the exploration with facts and details of the affair, analyzing empirical materials from three sources in two-year time span: field observing, face-to-face/online interviewing and text analyzing with the texts collected from BBS forums and chat-rooms, blogosphere, news websites, wikipedia, newspapers, television, etc. The article tries to provide answers to the questions above.

## **Media use and Euroscepticism in low SES groups**

Herzog, Anja, Hans-Bredow Institut, Hamburg, Germany

In this presentation a closer look will be taken at low SES groups in Europe on the basis of Eurobarometer data, at their attitudes towards Europe and their media use. Eurobarometer data are usually analysed at European and at national level, but a closer look at different socio-demographic groups is taken rarely. First results of our study have shown that groups with lower SES are more sceptical about and less interested in Europe than elite groups. Furthermore in these groups a rise of notice about European issues can be seen in the last years, as more interviewees give a clear sceptical opinion instead of stating that they "don't know". This negative attitude is a challenge for European integration and democratisation. The premise for the functioning of public spheres as intermediary between politics and citizens is the participation of all in the communication system (inclusion). Most of the citizens experience European politics only via media. Therefore their habits of media use can be seen as a "filter" for the formation of their opinions and attitudes. The following questions among others will be analysed: Which media use low SES groups predominantly? Which sources of information about the EU do they choose? How much do they trust in the media and in national and European (political) institutions? The study analyses low SES groups in Ireland, Austria and Germany. Low SES is defined by educational level, financial and employment status. The three countries were chosen as examples for a very high, a very low and a medium acceptance rate concerning the membership in the EU. The results will provide a clearer picture of the relations between Euroscepticism and media use in lower SES groups

and will show up strategies of their inclusion in the public sphere. By this the presentation will fit in the sub-theme “audiences and public sphere” of the Audience section very well.

### **Truth Claims: Viewing Practices for Factual and Reality Television**

Hill, Annette, University of Westminster, UK

The truth claims made within factual and reality television programming are a significant aspect of understanding audience responses to factuality. The research in this paper is based on a multimethod project conducted in Britain and Sweden, using surveys and focus groups with representative samples from both countries. Research in news and current affairs, documentary, and popular factual television has tended to use several approaches to understanding actuality drawing on impartiality, realism, and theories of documentary and drama (Corner 2006). Another approach used in this research is based on the sociology of nature and performance (Szerszynski et al 2003). Audiences think about actuality in terms of nature, that is to say nature is made of real material things and is bound to natural or unnatural processes. The binaries of nature/artifice are part of how audiences understand truth claims. Viewers place news, current affairs and certain kinds of documentary at the top of a truth rating and reality TV at the bottom. Conversely viewers apply a performance rating with reality TV at the top and news at the bottom of the scale. A truth/performance rating is a simple and effective way for viewers to judge the referential integrity of various factual and reality genres. Reality TV is perceived by audiences as having all the properties of a feral genre (Clark 2003). It is a genre experiment run wild, a disruptive influence on truth claims within factuality. Viewers’ critical engagement with truth claims indicates awareness of a ‘reality effect’ on many aspects of factual programming. The apparent simplicity of evaluating factual television as true to life gives way to a far more complex take on factuality. Discussions regarding truth claims within news and current affairs, documentary, and reality TV show how audiences have to be fast on their feet if they are to take into account the changing nature of factual genres.

### **Youth Mobile Communication Analysis (YMCA)**

Hynes, Deirdre, Manchester Metropolitan University, UK

Cawley, Anthony, Dublin City University, Ireland

The social adoption of the mobile phone is having significant consequences in society: reshaping communication patterns and social networks, and access to media and information services. This paper examines the social adoption of the mobile phone by Irish teenagers who are emerging as ‘mature’ users of mobile communications. This familiarity influences their attitudes towards and communications practices around the mobile phone, with consequences for their future communication practices later in life. The paper examines two areas that have been relatively neglected in prior studies of mobile phone usage: first, the influence of social, cultural, economic and geographical factors on mobile phone usage; second, the position of the mobile phone in relation to usage of other ICTs, particular broadband-enabled communications. The paper argues that the teenagers’ relationship to the mobile phone is evolving as newer communications technologies emerge. Further, the paper argues that factors such as geography and cultural capital influence the sophistication of the teenagers’ communication practices. Therefore, despite near universal access to the technological device among the teenagers, the mobile phone is caught up in wider digital and socio-economic divides.

## **Gender, Body Image, Sexuality & Race on the Cover Pages of Men's and Women's Popular Magazines: A Comparative Analysis**

Jain, Parul, Texas A & M University, USA

This research study analyzed cover-pages of ten men's and women's magazines published in United States during November-December of 2006 to assess the production of a "typical consumer". Paper argues that the front covers give a glimpse of what is inside the magazine and by portraying the stereotypical, hegemonic ideals about body image, sexuality, race and gender, popular texts not only present singular representations, but further the dominant ideologies in the society and recreate and reify the monolithic identities. After carrying out the analysis of the different magazines, argument was substantiated. Only two out of the ten magazines had featured people of other races on the cover pages and stereotypical gender portrayals seemed to be the norm. Assumptions about heterosexuality was assumed across all the magazines and women were portrayed in submissive, demeaning, decorative ways where as men were shown as sexual beings, aggressive and in-charge. Hegemonic body image ideals about both sexes were furthered where masculinity in men and thinness in women were considered a virtue and an ideal to be emulated. Thus media images can be held responsible for producing a homogenous consumer and influences the development of the individual and thus society at large. This study explored the similar themes and tied everything together through the discussion of modern and postmodern stances that these magazines adopt while communicating and creating consumers.

## **Cross-Legitimization and Cross-Fertilization: The Past and Future of Collaborative Studies on Gender and Reception**

Kern, Bonnie, ERSICOM, Université Jean Moulin, France

Almost since its interdisciplinary conception, Gender Studies has collaborated with Reception Studies to seek innovative theories and methods for the study of everyday audiences. In the 1970s and the 1980s, the alliance of these two fields in the United States and the United Kingdom lent an academic credibility to the study of audience (e.g. the female gaze) and objects (e.g. popular film) that had traditionally been overlooked due to either their supposed lack of intellectual legitimacy or their stigmatization as a contributing factor to the decline of Western Civilization. This conference paper proposes two major reflections: one that looks to the past and the other to the future. The first reflection examines the symbiotic relationship of Gender Studies and Reception Studies in pioneering Anglo-Saxon academic works. With what theories and methods did these two fields cross-legitimize themselves and their chosen objects / audiences of study? The second reflection explores the communication of the above to areas where these two fields are emergent (notably Latin America, China and India). What role is played by text translation, international conferences and, more recently, internet? This paper aims to meditate and offer insights on the ever relevant collaboration between Gender Studies and Reception Studies in the deconstruction of globalized gendered representations in popular culture and their international reception. Just as these disciplines cross-legitimized their subjects in the past, in the future we look forward to multinational cross-fertilization of theory and practice in the study of gender and reception.



## **A Dialectical and Culture-Specific Approach to Relational Communication Online: A Korean Social Networking Site Case**

Kim, Kyung-Hee, Hallm University, Korea

Yun, Haejin, Ewha Womans University, Korea

Social network sites are transforming the landscape of individuals' relational development, inheriting and amplifying the interpersonal component of previous Internet communication services such as email, bulletin boards, and instant messaging. The purposes of this research are twofold. First, it aims to survey changes in relational development that SNSs have brought to individual users. The authors have chosen Korea's Cyworld as a research site because the pervasiveness of its service demonstrates that it is mature enough to epitomize the full potential of SNSs as alternative interpersonal channels. The second purpose is to investigate what relational aspects of "cying" takes in Korea's collectivist culture. It is often said that the incomparable domestic success of Cyworld in Korea can be attributed to the fact that "social networking" lies at the heart of the Korean people who value personal relationships in every aspect of their social lives. As the world's first social network site, Cyworld has recently started to compete for global markets with other SNSs of different cultural origins such as MySpace (U.S.) and Mixi (Japan). This study thus offers a good starting point for an intercultural approach to SNS research. The present study relies on Walther's Social Information Processing model for its theoretical framework. The model has been used extensively for exploring relational development patterns through various computer-mediated or Internet-based communication technologies. However, the authors point out three weaknesses of SIP as employed in the present research: (1) SIP was originally developed for text-based computer-mediated communication while Cyworld's services center on an assortment of graphical elements; (2) SIP focused on relationship developments among people with no offline history while relational consolidation among acquaintances or significant others is one of the major reasons for "cying"; and (3) SIP does not take into account various aspects of self-concept that lead to different relational outcomes, especially ones with cultural implications. Therefore, this study supplements SIP with dynamic theories of self-concept by Triandis (1989) and Markus and Kitayama (1991), and advances that theoretical applicability to social networking sites as a new type of computer-mediated interpersonal media. The present study takes advantage of an inductive qualitative approach in order to investigate a range of relational experiences by Cyworld users. Semi-structured in-depth interviews are being conducted with typical Cyworld users who spend an average of 4 hours per week updating their own "minihompies" (personal spaces) or visiting their friends' (NIDA, 2006). Theoretical sampling is used to locate candidate interviewees. The total number of interview participants is expected to be around fifty, ensuring that a mix of participants varies on key demographics such as gender, age, Cyworld membership tenure, and usage. Chat interviews are being administered via instant messaging by trained interviewers. Interim findings have discovered some of the processes through which users develop their own uses of "cying" as an intrapersonal and interpersonal channel, and ways that cultural nuances are embedded in usage patterns and the service. The SNS enables users to appreciate "privateness" by providing minihompies. Cyworld users utilize the space as a way of communicating with self as well as with others. Such self-reflected appraisal is one of major merits for "cying." Another intriguing point is that relationship development in Cyworld focuses on converting online relationships into pseudo-kinship. The kinship metaphor in Cyworld successfully dissolves relational tensions between two conflicting basic human needs: namely, being connected and being alone. Detailed analyses will illuminate how the exclusiveness of kinship in the Korean culture is re-constructed when individual

users define their social boundaries while at the same time bridging their online and off-line worlds.

### **Critique of Digital Activeness**

Kim, Yeran, Hallym University, Korea

Digital culture seems to have become ubiquitous in our living environment. The routinization of digital culture however has misled our understanding of digital ‘culture’ into a view of generalization, if not of uniformity. My research aims to uncover and interpret specific ways of young people’s everyday practice of the digital, as this seems to be articulated within one’s repertoire of cultural practice. Plural modes of multi-sense stylization are examined, in the act of expression, memorization, and communication across writing, image, and sound from the internet to mobile technologies. Then the question is raised concerning this individual production of cultural materials come into the market, as so-called in commercial terms, ‘user-created-content’. The Korea’s development of creative industries is then an articulation of neo-liberal approach to culture at a global level and citizens’ desire for cultural democratization in locality. The field of creative culture, which is actually the political and industrial invention, has turned out to open up unexpectedly a new cultural ecology to the young people in both terms of work and consumption. While Henri Jenkins suggests that industrial marketing power and grassroots’ voluntary practice of DIY culture are ‘converged’ in the emerging, multi-platform participatory culture, does the cultural studies’ canon of activeness with the potential of symbolic resistance still hold good? I will try to answer this question through the critical examination of the complexity and contradiction between the political and industrial appropriation [deterritorialization] of ‘creativity’ and, perhaps, and sub-cultural reappropriation [reterritorialization] of it in the emergent fields of culture.

### **Fandom for Fame?: Talent shows and their young audiences**

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O’Connor, Barbara, City University, Dublin, Ireland

Our paper addresses the issue of celebrity and identity construction in relation to reality television and focuses specifically on audiences for talent shows in Austria and Ireland. The discussion is based on an analysis of qualitative interviews with samples of young viewers in each country. Some scholars have suggested that the advent of reality TV has led to the emergence of a culture of celebrity, in which ordinary people are temporarily transformed into celebrities. Given the speed of production, reality TV formats require an increasing pool of ordinary people who can be transformed in this way. Turner (2006), for instance, suggests that audiences are encouraged to become DIY celebrities and that becoming a star is now an integral part of young people’s life plans. Since media are now the symbolic centre, identities are increasingly manufactured by television. Does this mean that the media in general and Reality TV in particular is presenting a blueprint for contemporary identities for young people that have as their main characteristic individualism and competitiveness? Textual analyses of the talent shows tend to support the view that the neoliberal discourses which are generated within the shows function to reproduce this ideology among young audiences. We feel that this question is open to empirical investigation. Do they function to reinforcing a radical individualistic stance and supporting the idea of the self-made individual? Do they promise that everyone can make it, as long as they work hard, or as long as they look good? Do they engender a kind of competitiveness in which the idea of winning is all important? Do they promote an illusion of democratic choice and fairness because of the fact that the audience is involved in the adjudication process and can determine who wins and loses? These are

questions which have so far not been addressed in an empirical study, which would be necessary in order to support or refute the underlying critical evaluation of Reality TV. Our paper will address these issues. We have been talking to young people about their involvement in these programmes to see what role they play within the overall context of their daily lives. Starmania in Austria and You're A Star in Ireland will be our central focus, but we will also compare them with other talent shows aired in both countries. We are interested in the attitudes and aspirations towards celebrity culture and how the values of individualism, success, and competitiveness which are generated within the shows are accepted, refuted or negotiated by young viewers. By examining the meanings and pleasures of these shows for young viewers we try to evaluate whether celebrity is an important concept of audiencehood.

### **Creating Audiences: a case study of women's film and video distribution**

Knight, Julia, University of Sunderland, UK

Film Studies has critically neglected the area of moving image distribution. Yet a consideration of distribution practices and how they interconnect with promotion and exhibition is crucial since they play an important role in shaping our moving image culture. Only with a consideration of this area can we fully understand why we have the film culture we do. This paper will use the history of women's film and video distribution in the UK as a case study to look at how distribution practices impact on what films get seen by whom and where. To do this, it will draw primarily on information taken from audience feedback forms, royalty statements, distributor correspondence and research interviews. The paper will demonstrate that the role of moving image distribution is not simply one of passive delivery of work to audiences, but is integrally related to the creation of audiences for particular works.

### **Les audiences féminines de la télévision transnationale arabe en Algérie**

Labandji, Sabrina Linda, Université Paris 8-Vincennes à Saint-Denis, France

Face à la multiplication des chaînes de télévision transnationales dans le monde arabe, l'étude des audiences au Maghreb est un enjeu de taille, a fortiori pour l'Algérie, pays carrefour de convergences culturelles diverses. Il est d'autant plus urgent d'investir ce champ que le paysage audiovisuel maghrébin fait l'objet de sollicitations multiples (Eljazzera, journal consacré au Maghreb, lancement récent de Medi sat 1, Nessma TV projet du groupe Karoui and Karoui, groupe ART, France 24 en arabe, etc.). Nos travaux sur les audiences féminines de la télévision algérienne (questionnement de 851 jeunes femmes des Écoles Normales d'Oran, de Constantine et d'Alger) nous font entrevoir de nouvelles perspectives de recherche. En étudiant en particulier les femmes dans leurs rapports avec l'apport culturel islamique et à proprement parler arabe d'une part, leurs cultures nationales autochtones d'autre part, nous articulons les échelles nationale, régionale et globale. Nous avons dégagé deux orientations majeures : d'une part, la télévision régionale arabe participe des rapports de force endogène, notamment du clivage entre arabophone/ francophone et contribue à la relégation du dialecte algérien. La télévision transnationale rehausse, dans l'échelle du prestige, le système de valeur d'un groupe particulier formé dans le cadre de la politique d'éducation nationale instituée par le gouvernement algérien dans les années soixante-dix. D'autre part, en touchant les femmes dans la sphère privée comme « autorité légitime » (Weber), les programmes du Golfe, par le truchement du religieux, contribuent à l'accès des femmes à l'espace public (masculin). La télévision régionale du golfe modifierait les rapports de genre et pourrait constituer pour les femmes algériennes une alternative au patriarcat. Ce constat nous renvoie à la théorie d'Olivier Roy d'une conversion à « l'islam universelle ». Une recomposition idéologique de l'espace régional arabe, alliant les valeurs de la

« modernité occidentale » avec les composantes arabe et islamique. En somme un double processus de conversion vers : une forme « d'éthique économique » combinée à l'islam issu de la pensée d'Ibn Taimiya (théologien du 14e siècle). Nous proposons, donc, de concevoir la télévision du Golfe comme « technique de conversion » à une variante arabo-musulmane du système global. La notion de conversion évoquée en amont peut être intéressante dans le cadre des études d'audiences dans le monde arabe. Dans son étymologie latine (epistrophê - retour à l'origine - et metanoia – changement, renaissance), il y a une polarité, fidélité-rupture, qui souligne l'ambiguïté de la réalité humaine et renvoie à la dialectique changement/continuité qui caractérise le rapport des audiences aux contenus de la télévision. Ce faisant, elle maintient présente l'idée « d'audiences actives » et de renégociation culturelle entre les composantes sociales locale et régionale/globale. Par ailleurs, elle permet de réhabiliter deux champs qui bien souvent font défaut à la recherche sur les audiences: la dimension historique ainsi que la dimension géopolitique (Mattelart).

### **Television and representation : French black viewers facing the small screen**

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In France, the representation of ethnic minorities on television is very limited. The small screen tends to reflect the image of a society which seems to be only white. And when minorities appear on the air their image is often caricatured and stereotyped. Although France declares itself as a country based on an universalist and republican ideology, considering its citizens without any distinction of origin, religion or race, problems of exclusion and racial discrimination experienced by people of extra european origin lead to think that the country of the Human rights excludes a part of its population; a situation which television echoes. Indeed, the small screen seems to find difficult to reflect a French society which is unquestionably multicultural, having experienced important intermingling of populations because of a history marked by slavery, colonisation and immigration. In this context, one can wonder how black minorities cope with the symbolic exclusion they undergo through a media which take an important place in the cultural environment and the life of people. If we consider that television is a place of recognition, according to the analysis of Philippe Marion and Anabelle Klein, and that recognition is a fundamental component of identity, one can say that television play a role in the construction of individual identity. Television might reinforce the exclusion feeling of black minorities who experience generally racism in their everyday life and affect their self-image and self-esteem. We have carried out a reception study among 43 French people of African and West Indian origin to know their perception concerning the representation of ethnic minorities on the small screen. In this research we also use the concept of identity strategy forged by some social psychologists as Carmel Camilleri who has studied migrant populations. According to this researcher, migrant and ethnic minorities don't recognize themselves in the image that society reflect to them. So, there is a gap between their social identity (the way society define them) and their personal identity (the way they define themselves), to take up Erving Goffman's concepts. To manage this dissonance they adopt some identity strategies or defensive reactions whose main purpose is to restore their personal worth. Our reception study wants to understand which strategies do black viewers adopt for managing their caricatured and debasing image assigned to them by television, supposing that media could serve them as tools in the setting up of these strategies.

### **Internet And The Construction Of Online Fan Communities. The Case Of 'Star Wars'**

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Grandio, Maria mar del, Universidad Católica San Antonio de Murcia, Spain

Exploring newer forms of audience research emerging, this paper will try to explore the uses of Internet for the creation of online fan communities regarding Star Wars movies. We will use mixed methods based on 2.080 online surveys set gathered in the course of this research. Generally speaking, fandom was considered a social and psychological pathology for the first academic literature (JENSON, 1992) (EHRENREICH, B; HESS, E.; JACOBS, G., 2003). However, researchers have now become more interested in fans, a group of audience who shows an intense consume of popular film and television programs and incorporates these receptions into real cultural activities (JENKINS, 1992; HILL, 2004). Along with this latter approach of fandom, Internet has a key role to create audience communities. In fact, virtual communities as specific “interpretative communities” (JENKINS, 1995) and “communities of practice” (BAYM, 2000) have been taken into account by academics. In our case study, Star Wars online fandom is probably one of the most distinctive ones. Episode III - Revenge of the Sith completes the six-film series director George Lucas began in 1977. We seized the opportunity of this final film in May 2005 to send a questionnaire to some Star Wars fans sites. 686 surveys in English and 1401 surveys in Spanish were collected coming from the United States, United Kingdom, Belgium, Spain, Mexico, Chile, Colombia, Argentina and Peru, which can give us a wide open view of this international phenomenon.

### **Mobile Privatization**

McGuigan, Jim, Loughborough University, UK

In *Television, Technology and Cultural Form* (1974), Raymond Williams launched an influential attack on technological determinism as an unsatisfactory account of media innovation. He argued for a more sociological approach that accounted for a complex set of determinations, including intention. This perspective, which challenges prevailing assumptions concerning the development of communications technology and its relation to social change, has been up-dated and refined most notably by Brian Winston in recent years. Less well known is that Williams also coined a somewhat neglected concept of ‘mobile privatisation’ to describe the sociality of television-viewing in particular and modern everyday life in general. Williams had already commented on the simultaneity of mobility and social separation in his novel, *Second Generation* (1964), with regard specifically to motorcar travel; and, he was later to return to the theme of mobile privatisation as a pervasive feature of late-modernity across a range of different activities in *Towards 2000* (1983). This paper aims to explicate Williams’s formulation of mobile privatisation and to explore its analytical utility for making sense of recently emergent and widespread kinds of media use. The concept is clearly relevant to understanding the sociality of latter-day developments in digital communications that facilitate personal mobility and are connected to processes of individualisation. ‘Cool’ gadgets - mobile phones, mp3 players, wireless laptops and the hybrid, multi-purpose communications device, such as Apple’s iphone - accentuate the mobile privatisation of everyday life that was anticipated so presciently by Williams several years ago and which characterises the consumer-producer fusion promoted in much media use today.

### **The DVD and Audiences – Theoretical and Methodological Challenges**

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Since the DVD was introduced in 1997 it became very quickly an economical and cultural success. Production companies get nearly 75 % of the revenue of film sales from the home entertainment market—thanks to the DVD. About 50,000 titles (films and TV series) are

available on DVD (plus a 30,000 adult titles). More than the VCR the DVD has changed the use of film and TV. The digitalization extended the offer of a DVD. There's not only a film but also a lot of so called bonus material like a making of, audio commentaries, interviews with actors and directors, trailers etc. This leads to a new way audiences deal with films and TV series. There is a diversification of the market into different target groups using DVDs in different ways, by different reasons and for different purposes. Based on two empirical studies –a qualitative analysis of the modes of address and the aesthetic staging of the DVDs in different genres and a representative survey (1002 people) on the use of DVDs in Germany– the paper will deal with the theoretical challenge regarding the notion of the text in general (can the whole DVD be seen as an “extended narration” of the original film or TV series?) and on the other hand the theoretical and methodological challenges of audience research regarding the question of interpretive frames through the bonus material of the DVDs and the different acts of consumption (film, TV, DVD, Internet etc.) concerning a specific narration like Lord of the Rings, 24, and others. On the one hand the paper will discuss the concept of textuality (Fiske) and the concept of textual environment (Couldry) for the analysis of DVD. On the other hand the paper will discuss the different modes of access and use of DVDs and the methodological questions of audience research raised by the DVD.

### **Pseudo-hybridity in the 'Korean Wave' in Japan: Focusing on the consumption of Korean pop culture by Japanese young people**

Na, Misu, Chonbuk National University, Korea

This article investigates Japanese university students' reception of the so-called 'Korean Wave'. In particular, it explores how young Japanese consume Korean popular cultural commodities such as TV drama, movies and Korean pop songs, in order to understand the role which Korean culture plays in the re-articulation of Japanese cultural identity. The research reveals that the consumption of Korean pop cultural commodities is not yet a 'mainstream' cultural activity in Japanese youth culture. However, this does not necessarily imply that consumption of Korean popular culture is considered to be a negative activity. Indeed, young Japanese audiences of Korean pop culture tend not to have any clear feature of marginalized subcultural groups, but rather enjoy Korean pop cultural products as a new resource, not being deeply aware of its origin. By consuming Korean pop cultural commodities, Japanese young people discover characteristics which Japan has assumingly lost in the process of rapid modernization. However, in so doing, young Japanese perceive Korea as 'other' without appropriating Korean pop culture within their own popular cultural scenes and producing the possibility of hybridity.

### **Imagining Audiences: Poverty and Immigration in the Montreal and New York Press**

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This paper presents a variation on this session's theme. It uses Western theories about framing and audiences to examine the exclusion of two types of Others who live in Western cities and at the same time are almost never directly addressed as the audience of the mainstream press, even though they are often the subjects of their numerous reports. I propose a dialogic frame analysis designed to demonstrate the relation between journalists and their imaginary audiences as found in 2005-06 daily newspaper reportage on poverty in Montreal (*Le Devoir*, *La Presse*, *The Gazette*) and on immigration in New York City (*The New York Times*). The research approach combines elements from political framing analysis and cultural theories of audiences based on implied civic dialogues in order to generate a new critique of the processes of exclusion enacted by the mainstream press in urban contexts of diversity.

Applying a dialogic approach and frame analysis together leads to an examination of the 'cascade' of information from external sources (descent from policy, legislation, public officials, community organizations, street informants) toward journalists and then back to what I am calling an anticipated or imaginary audience, that is, the civic audience most directly addressed by the journalist within the text. Dialogic frame analysis focuses on the key references of authority and emotional-volitional tones that are employed to legitimate stories and the contrast or complicity with the implied audience as its object of study rather than an ethnographic or quantitative measure of effects on the empirical readership.

### **Emergence, Search and Social Networking**

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“The brain of a bee looks puny, but it may hold the secrets that will change the world” (Macey, 2006). The theory of evolution has provided metaphors that inform theories of artificial emergence, or self-organising systems design. The resulting emergent systems are deployed in many of today’s most popular web services—like YouTube and MySpace. Most importantly emergent systems inform new approaches to search, designed to harness the power of collective intelligence. But the use of evolutionary motifs cannot disguise the fact that the internet is not a natural phenomenon but a complex, chaotic, human artifact. Using it changes the way people relate to each other and to the world around them. This paper examines the shift to the social networking and networked individualism of web-interactivity, and considers the social implications of the shift away from the social formations they are replacing.

### **Enhanced Cultural Probes: How to Support Active User Participation in Audience Research**

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Regina Bernhaupt

Marianna Obrist

Astrid Weiss

Manfred Tscheligi

The primary concern of the traditional cultural probes approach was to find new ways on how technology can enter and affect everyday culture (Gaver et al. 1999). Recently, cultural probes have been applied to bring information technology to the elderly (Nilsson et al. 2003) or advising the design of children’s technology (Iversen & Nielsen 2003). The method is also used for studying concept design (Jääskö & Mattelmäki 2003) as well as studying mobile contexts (Hulkko et al. 2004). Furthermore, cultural probes were adopted for the care sector in order to better inform the design of applications in this sensitive environment (Crabtree et al. 2002). Another variation of the method is technology probes (Hutchinson et al. 2003), which involves the installation of a new technology into a real use context. In order to support a higher user involvement in new media audience research, we developed two methodological variations: the “Creative Cultural Probes (CCP)” and the “Playful Cultural Probes (PCP)” method. Both methodological variations are discussed within this paper describing the major methodological advancements, the lessons learned from field studies and the main contribution for better understanding the requirements and needs of the target audience. The reported studies are focusing on interactive television in the context home, but the methods are not limited to this context. Participants in different setting and cultures could be encouraged to think about new product ideas themselves by providing them probe packages with creative and playful material. Such material—e.g. creative cards, games, tangible

components—stimulate user creativity and support active user participation in audience research. The initial findings presented within this paper show that the playful probes material is very useful to actively involve children. Therefore, we are interested in improving the playful materials for future empirical studies for this special user group in different settings.

### **Audience and users: Conceptual shift, points of convergence and mutual enrichments**

Patriarche, Geoffroy, Free University of Belgium (ULB), Belgium

Several studies have already focused on the concepts of audience (e.g. Carpentier, 2004) and public (e.g. Dayan, 2001), and the relation between them (e.g. Livingstone, 2005). The present study extends these investigations to the concept of user and examines how it is or can be theoretically positioned towards the ‘audience’. The first part of this paper asks why ‘users’ tend to substitute for ‘audience’. It is argued that the conceptual shift is driven by theoretical positions as well as technological innovations. The concept of use is indeed widely constructed in diverse research traditions raising the issue of what people do with or through media objects. Some of these traditions belong to mass communication research (e.g. uses and gratifications approach, ethnographic studies of domestic audiences) while others have but a loose connection with the field (e.g. French sociology of uses). In any case, the concept of user brings into focus issues which are not directly addressed by the concept of audience. Technological innovations are also responsible for the redefinition of the audience as users. In fact several dimensions of new media objects put into question the fundamental presumptions of what is an audience. This paper focuses on computerisation (i.e. one have to deal with the considerable technological part of new media), selection (i.e. selective access to information), interaction (i.e. computer-mediated communication between individuals) and co-production (i.e. participation of ordinary individuals in content production and description), and examines for each of these four dimensions the arguments which may speak in favour of ‘users’ and against ‘audience’. The second part of this study demonstrates that despite their specificities, the two concepts are being crossed by similar epistemological, theoretical and ideological debates, especially on the active vs. passive nature of audiences or users, and the micro vs. macro level of analysis. Moreover, it is argued that these points of convergence constitute a fertile ground for mutual enrichments rather than simple substitution. This assertion is elaborated through three issues. Firstly, the concept of audience invites to consider the ‘user’ as a discursive construct which is decoded by socially and culturally situated individuals. Secondly, audience studies challenge the widely spread conception of information search as an individual activity. Instead it is suggested that access to information is a social process occurring in groups and ‘imagined audiences’ (Dayan, 1998). Finally, audience studies have to deal with computer-mediated reception of media texts which are henceforth widely discussed, interpreted, appropriated and redistributed online.



## **Media brands for boys and girls in their everyday life: Perspectives on the product and reception side**

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Bichler, Mag. Michelle University of Salzburg, Austria

The every day life of children is infused with cross-medially marketed media products. These products' development into a successful media brand is not only dependent on the respective advertising strategies but also on the specific characteristics of the products themselves. By far not all products tap the pulse of what children want and thus obtain the status of an important brand. When it comes to the question which functions media products offer to children, it is necessary to distinguish between boys and girls. While boys usually prefer male characters from strange worlds especially for competition, girls more often have a preference for realistic, female characters, often using them for self-entertainment. As research has shown boys have a far broader range of media offers with a higher number of merchandising products they can chose from. Due to the lack of attractive media characters, girls often favour other products from non-media sources, which are marketed in the same way though (e.g. Diddl-Maus, Barbie). The aim of this paper is twofold: On the one hand characteristics of products targeted at boys (Dragonball Z) or girls (Sailor Moon) are examined. On the other hand we present results of a reception analysis which shows how boys and girls make their choices among the available media products and how they deal with them in their every day life. Results are based on a multi-disciplinary study on media brands in Germany which examined a) the producers' perspective and their cross-media strategies, b) the actual media content, and c) on the reception side, the children's and their parents' perspectives on media brands.

## **Young Audiences Through the Eyes of Television Professionals**

Pereira, Sara, University of Minho, Braga, Portugal

This paper aims to discuss the viewpoints of a range of television professionals regarding young audiences—how they define children, how they understand this special audience, including its needs and interests and how they view television in children's lives. Focusing on these ideas, the objective is to understand how they are translated into decisions about the form and the content of the schedule, programming, production, marketing campaigns, regulation measures and also research. The material that will be analysed was gathered from interviews—about thirty—with professionals working in this specific field—programmers, producers, directors, script-writers, marketing directors, regulators and researchers. Additional research objectives include discovering the guiding criteria and the options of the people in charge of programming for children for Portuguese terrestrial channels and understanding how they programme in a multi-channel environment for a fragmented and demanding audience. The paper will also trace the shifting balance between paternalistic, protective and child-centred approaches and the view of the child as a consumer and a social actor. The audiovisual changes that began in the 1990s in Portugal have led to a new conceptualisation of the child audience. Children have become a powerful audience but this power is viewed by TV programmers primarily in terms of consumption. Children are seen as sovereign consumers in their own right and through the buying power of their parents. In this sense, children are being seen more as consumers rather than as viewers. In this current climate, it is important to discuss the notion of public service and its responsibility towards young people.

## **Age and newspaper reading: combining a social semiotic framework with verbal protocols**

Pinto-Coehlo, Zara University of Minho, Portugal

The layout of contemporary newspaper front pages is a perfect illustration of the dominance of the image in the western societies modes of public communication. How do newspaper readers react to this change? Does the traditional reader sticks to the old logic of reading when she or he deals with a layout organized according to the logic of image, for example, the tabloid ones? And what happens when a reader from a younger generation, socialised into the logic of the screen, deals with a layout of a more traditionally oriented newspaper front page? In this study we test general assumptions about the way people read a newspaper layout from the social semiotic framework of Gunther Kress and Theo van Leeuwen (1998) against data from readers' actual interaction with newspaper front pages (3 from "quality press" and 2 tabloid, from portuguese press). In particular, we want to empirically test hypotheses about relations between age (and its associated reading habits) and forms of reading (Kress, 2003). First, we analyse the newspaper layout, using the social semiotic framework, in order to detect "encoded ideal reading paths", without previous knowledge of actual reading behaviour. Second, we use verbal protocols (Pressley & Afflerbach, 1995) to register page descriptions of 32 subjects, 16 aged between 15 and 18, and 16 aged between 40 and 55. Verbal data is analysed in two different but complementary ways: the spatial order in which different areas attract attention in order to determine reading priorities and order of reading; connections established between the different areas in order to determine their relative "weight" and their "information values". Our aim is to trace patterns and to make comparisons between the reading behavior of younger and older newspaper readers. The results show that age does influence the way newspaper front pages are read, and that both kind of readers are actively crossing the textual space.

## **Death of the Audience**

Pohjonen, Matti, SOAS, London University, UK

Blogs are often quoted as examples of a more participatory mode of media production made possible by new digital technologies. One key argument has been that blogs allow for a more decentralized form of production where the hierarchical division between the writer and audience becomes less clearcut as it is with older media forms such as print newspapers and TV. Yet despite the abundance of commentary new media forms such as blogs have received in the recent years, many of the claims, however, have not been backed up by detailed empirical research. This paper, drawing on extensive ethnographic research into one such celebrated case of "citizen journalism", will look at one particular aspect of blogging that has perhaps received less attention: the complex construction of audiences in blogs. More specifically, it focuses on desimedibitch, an Indian group-blog that gained global prominence during the Asian Tsunami when it published SMS messages and eyewitness accounts from crisis-struck areas in Sri Lanka and South India. These messages were then picked up by major global newsmedia such as *the Guardian*, *New York Times* and the BBC and widely-quoted as examples of the possibilities provided by new kind of emerging "citizen journalism." It will specifically focus on the complex ways the audience was imagined and constructed during this time when the blog received hundreds of thousands of visitors because of its sudden global popularity. Following Katherine Hayles, the paper will specifically argue that the categories of "audience" and "text" inherited from older media need to be critically examined when we look at blogs. The challenge of understanding audiences in blogs is linked to how we understand online digital textuality where texts often dynamically quote, comment

on, amplify and otherwise intermediate each other. The audience is therefore often imagined in blogs as a part of the text rather than as a separate entity. This, however, should not be confused with being an inherently democratising force as some have argued. The issues that get raised when we look at audiences and blogs have interesting similarities to post-structuralist critiques of textuality and authorship. The paper therefore concludes by asking for a careful examination of the new forms of power that are emerging with new online forms of communication.

### **Blogs and podcasts as digital micromedia: conditions of interaction of digital audiences**

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The popularization of the Internet challenged the concepts of broadcasting and narrowcasting. Now, with the emergence of Web 2.0 systems—which are focused on participation instead of mere publication—, those concepts become even more limited. In this context, Thornton's (1996) media typology (mass media, niche media, and micromedia) may inspire new findings in digital audience research. Even though mass media and niche media (e.g. segmented magazines, cable channels) differ in size and focus of their audiences, they are both characterized by the division of labor, pressure from internal marketing strategies and advertisers, and by their content mainly based on hard news, stereotypes, hits and celebrities. But, while Thornton defines micromedia as low circulating media with highly targeted small audiences (e.g. fanzines, pirate radio), this paper proposes that “digital micromedia” (e.g. blogs and podcasts) present characteristics that overcome her original proposition: such as individual production, global reach, online conversations, networked communities. In contrast to mass and niche media, based on a transmission model that reaches large audiences with little interaction among its members, digital micromedia is headed toward small groups. However, due to the interaction between these digital communities, significant social activities may emerge as a network effect. In order to conduct this discussion, the analysis of conditions of production and reception (traditional discourse analysis concepts) is not sufficient. As the separation between media production and consumption becomes problematic, this paper proposes that the “conditions of interaction” need to be taken into account. Further, the inter-relation of those three types of media is argued, as they are interdependent systems. These theoretical arguments are also based on the results of two focus groups conducted with Brazilian podcasters and bloggers.

### **Are Reception Studies Still Relevant in the Context of Massive Changes in Media Uses?**

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The 1980s were a boom period for reception studies, centering on mass-audience television. Since then researchers have progressively introduced a methodological split between: a) “reception studies”, which analyze media content decoding and interpretation, and ethnographies of media uses in everyday life; and b) “ICT uses studies”, centered on user adoption and the social integration of these technologies in specific spatiotemporal environments (family, work, leisure). With the development of the Internet and network technologies—especially since 1995, from which time Internet diffusion increased rapidly— ICT uses and media reception practices have undergone significant changes. In the context of convergence between media, computing and telecommunications, the epistemological and methodological differences between reception studies and ICT use studies are blurring. Symbolic interpretation of media content by the receiving subjects and the social and cognitive appropriation of technologies by users in their material forms are two theoretical

movements which have become entangled. To maintain an epistemological split between these two types of communication studies does not appear useful. To move beyond these differences we must concentrate on how approaches elaborated in reception studies can renew theoretical frameworks for analyzing the individual and collective practices generated with and through the Internet, particularly the second generation of Internet tools known collectively as Web 2.0. The increase in communication devices favoring p2p and many-to-many interaction as well as user-generated content, rather than traditional forms of mass media diffusion, have helped accelerate a process of hybridization blurring the diffusion, distribution and consumption of cultural products. The notions of “audiences”, “publics”, “interpretative communities”, “virtual communities”, “collective of on-line users”, “computer-mediated group communication”, and “on-line self-publication practices” require revisiting in the context of emerging forms of personal media for mass diffusion and mass communication. Indeed, these transformations in communication practices call for new theoretical and methodological frameworks in communication and media research.

### **L'événement et son public dans le scénario de la crise politique au Brésil**

#### **The Event and the Public in the context of the Brazil political crisis**

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Franca, Vera, UFMG, Brazil

Within the field of Communication Theory we don't speak of passive audience neither of a sort of mechanical process of de codification or of simplistic relationship of causality between message and effect. The information paradigm has been largely overtaken (exceeded) by the new studies about reception. Recently, these studies have been criticised and have accused of promoting the inversion of the model E → R while undervaluing the autonomy and the capacity of resistance by the audience. Such critiques aim to reposition the axis of the analysis within the communication process itself, and in the emphasis on the reflexivity that occurs between media production and reception (this was already mentioned in the pioneering work of Umberto Eco and Stuart Hall in the 70s and 80s). The work we are presenting is located in this trend (two-way flow) of thinking globalisation and the inter-dependency between the different phases of the communication process. In our analysis it is the concept of the “event” and the idea of the hermeneutic power of the event that allow us to define this junction; the public is not a prerequisite in any given production; however the public is constructed in and by the experience caused (provoke) by an event (in the same way the public participate in the construction of this event). This paper relies on a specific political event and in the context of a scandal of corruption that took place in the National Congress of Brazil in 2005; we will focus in the case of “Fernanda Karina” a secretary who accused her boss of being involved in cases of corruption. Firstly this paper will look at what constitute an event—what are the elements/things, the camp of possibilities, increase the available understandings and carries the power of “effect.” It is necessary to identify the scope of meanings that intervene in the construction of this event: inserted in the context of the political crisis; the “affairs” went beyond the original meaning and pose new questions. The secretary became herself an event and she earned a large media exposure (visibility). The second point of this paper is concerned with the power of affect—this means the formation and the position of the public. An event that conjures up new meanings as the product of the experience and orientation of the participants; the public is formed by those who are affected and who react reflexively to an event. In our study, we seek to identify the affairs of the secretary. This will be done by analysing entertainment television programs and by focus groups with ordinary people. Our results point to different readings of the event and the critical re-inscription [?] of this event in the context of the largest case of political degeneration in Brazil.

## **A method for studying mobile and ubiquitous media in their context of use**

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Due to some distinct properties of mobile and ubiquitous digital media audience research in response to such media constitutes a methodological challenge. Mobile media can be found in different contexts of use and can affect individuals as well as larger audiences. The context of use potentially influences the effect of the mobile media on the audience. To meet this methodological challenge we extended the paratype method (Iachello et al., 2006), which combines cultural probing (Gaver et al., 1999), experience sampling (Larson & Csikszentmihalyi, 1983) and experience prototyping (Buchenau & Suri, 2000). Cultural probing and experience sampling are situated evaluation methods. They can be used to evaluate digital media in its actual context of use. Experience Prototyping is a method that is used during the design of interactive digital media content aims to simulate the experience of different situations. To avoid bias and to reach a larger and more diverse audience a paratype study is conducted by a group of individuals, which are called “proxies”. They act on behalf of the researchers and have no immediate interest in the outcome of the study. We extended the paratype method with an ex ante questionnaire to evaluate the baseline attitudes of the target audience at the beginning of the study. This is necessary to compare this baseline with the attitude measured in response to a mobile media application. The resulting method consists of the following steps: It starts with an ex ante questionnaire evaluating the participant’s attitude. At the same time the proxy fills in a questionnaire to describe the context of the sampling. Next the proxy presents the mobile media application to the participant. Finally the participant rates the acceptance and effect of the application in a questionnaire. We applied our method to research a prototypical mobile media application. The application aims to promote public mass transportation in order to reduce emissions and to achieve positive persuasive effects. We evaluated the application in two successive studies regarding acceptance, opportune contexts of use and effects on the audience. The findings of our study indicate that the context of use has a significant impact on the acceptance and the effect of this application. The outcome of the studies confirms the utility of our method for the evaluation of mobile and ubiquitous digital media.

## **The Death of the Reader: Reception Aesthetics, Fans the Study of Media Texts**

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Concerns over meaning and aesthetic value have continuously haunted Media and Cultural Studies. Nowhere is the dilemma of aesthetic judgment, however, more apparent than in the field of fan studies, where paradoxically fan audiences have resorted to aesthetic judgment as principle behind their highly discriminatory tastes and selection of fan texts, while many scholars, following the unmasking of the social and cultural hierarchies reflected and constituted through taste in the work of Pierre Bourdieu, have celebrated the disregard of aesthetics in Media and Cultural Studies as inherent aspect of its progressive cause (see for example Toby Miller, 2003). However, in its dismissal of aesthetic judgment fan studies have overlooked noteworthy parallels in the development of fan studies and literary theory which has sought to locate aesthetics initially in texts in and for themselves and subsequently in their transcendental qualities and their function. In light of Terry Eagleton’s (1992) critique of both Cultural Studies and post-structuralism which has underscored the conceptualization of textuality in fan studies, this paper assess the lessons that audience studies – and fan studies in particular – can draw from literary theory. Eagleton’s critique raises a number of important questions: Have sociological studies of fan audiences in their emphasis of the micro over the

macro, of fans in their subcultural context over wider social relations undermined the progressive traditions and forms of radical enquiry as Bryan Turner has recently suggested? Are fan studies unwittingly part of a revisionist wave which has suffocated the final sparks of radicalism of the 1960s? Or is Eagleton's critique merely a bitter reprieve of a scholar who in the shifting sand of history sees the scholarly foundations of his discipline running through his hands, witnessing the dunes of social, cultural, economic and technological relations upon which all intellectual projects are built shifting from his field of enquiry to another? In order to answer these questions this paper compares the traditions and aims of literary theory on the one hand and fan studies on the other through the common concept of 'reading' as point of, if not compatibility, but convertibility between these two fields. Vis-à-vis Eagleton's critique the paper proposes a model of (fan-)reading grounded in the functionalist formulation of aesthetics in the work of the Constance School, and the work of Wolfgang Iser and Hans-Robert Jauss in particular. Juxtaposing notions of audience activity and negotiation, which signal a break in the communicative chain between text and reader, with the concept of 'textual blanks' and recent empirical work on fan audiences, the paper suggests that from the post-structuralists rejection of the concept of the author epitomized in Barthes's pronouncement of the 'death of the author' follows a process of reading that assumes only a performative but no longer a communicative element. The paper thus concludes that the death of the author has inevitably triggered the death of the reader as audiences appropriate mediated and fragmented texts and reconstitute textual boundaries in an intertextual field and thus gain far reaching semiotic autonomy. The paper hence suggest a need to formulate aesthetic categories that avoid the absolutism of traditional textual interpretation as well as the relativism of post-structuralism and deconstructionism.

### **The transformation of audience: mass-media's interactions in modern Russia**

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Exploring transformation of communicative needs and ways of interaction with mass-media of an audience in modern Russia, we distinguish between the emotional, behavioral and dynamic components of this. We investigate photos and texts in printed and Internet media since 2004. Our form of audience's research represents the interdisciplinary – discursive and socio-psychological approaches. We consider that it is possible to contact with the text, making non-realized desires active and alive and to receive symbolical satisfaction fulfilling this process. (Gestalt approach). In the analysis we use M.Bakhtin's dialogical model, his opposition of Spectacle and Carnival which means intersubjectivity of interactions and an opportunity of Carnivalist freedom at spontaneous perception of texts. We are keen of virtual communications, as possibility of long continuation of dialogue (construction of collages of photos, discussion in forums etc). We examine dynamic function of interaction of the author and the reader when self-expression of the author is the need of the reader. We have revealed features of the Russian mentality and have explained its cultural genesis, have found traditional forms of social - psychological protections; have assumed why "networked individualism" is possible and impossible nowadays in Russia. Inspired by book "Transformation of intimacy" (1992, 2004) by A.Giddens, we began to collect histories and phenomenas of mass-media testifying both new forms of gender interactions and reproduction (re-construction) of the dominating discourse, traditional patriarchal models of division of social gender roles.

## **Japanese Young People and the concept of Audience Activity: Ethnography on Japanese Engagement with Media and ICT in Everyday Life**

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The paper considers how Japanese youths engage with media and ICT amidst the current social and cultural changes in Japanese society in the face of globalization. The primary aim of this paper is to analyze the complex and diverse ways in which Japanese youths engage with media and ICT, understanding and bringing together audience activities under the concept of 'audience engagement', as this term a) encompasses the multiple dimensions of audience activities and thereby b) moves beyond simplified or dichotomized visions of audiences. The concept of audience engagement encompasses some of the ideas developed within active audience theories in both Western and Japanese media audience studies. I have borrowed the following types of audience engagement from uses and gratifications studies within American communication studies, audience reception studies of British cultural studies and European reception theory and Joho Kodo (information behavior) studies of Japanese audience studies: information and communication activity, selectivity, involvement, utility and interpretation. I also borrow the following varieties of engagement from alternative traditions: diffusion and participation. Methodologically, the qualitative approach adopted is intended to complement the quantitative emphasis to audience research within Japanese academia. Specifically, the present study is conducted as an ethnography of audiences, among the so-called 'modern' Japanese families living in the media-rich Tokyo Metropolitan Area. It makes use of previously identified dimensions of audience activities from several traditions of audience research and adds to these new dimensions revealed from my fieldwork via which Japanese young people engage with not only television but other media such as mobile phones and the internet. Some of these may be universal categories, while others are more specific to the Japanese audience. The seven modes of engagement I will consider in this paper are: information-seeking activity, connectivity, 'world-creation', parasocial interaction, utility, interpretation and, finally, participation.

## **Reality TV and Everyday Life: Correspondences and intersections**

Thomas, Tanya

On the assumption that, concerning societal integration in post-modern societies mediated experiences are said to take the place of personal experiences, some researchers have interpreted Container-shows like "Big Brother", the Austrian "Taxi Orange" or Casting-Shows like "Pop Idol", "Star Search" or "Fame Academy" as laboratories for the neo-liberal character and have connected the analysis of Reality-TV and their audiences with radical changes in society. Some argue that at the work place as well as in everyone's life course »self responsibility«, "self management" and "self-organisation" are increasingly expected under the conditions of short term employment, decreasing wages, reduced social insurances and protection (see Sauer 2001; Bernhold 2002; Klaus 2006). Concerning my own research on Casting-shows (Thomas 2004; 2005, 2007) I suggested borrowing impetus from Governmentality Studies that combine the analysis of power technologies, forms of knowledge and procedures of subjectivation. From this perspective we look at the subject not longer as a solely repressed one but as an active subject that is related to power and whose different strategies of self-confession, self exploration and self-modelling have to be studied in detail. At the same time we should avoid to focus on the reproduction of neo-liberal paradigms on a discursive level only: First, we have to recognize contradictions and inconsistencies presented in Casting-shows which do not only offer recipes for success. The attention of the audience is also with the less successful candidates; the majority always fails,

and therefore these shows also demonstrate that success is arbitrarily. Second, if we accept in general that there may be a connection between narratives offered by the media and everyday-life experiences of the viewers we have to recognize that these narratives meet a wide range of different situations of living which means that the messages sent out by the programmes do not necessarily find an open-minded audience. The chances to work on the own employability may be experienced in different ways; every kind of work – as well as working on the self – is based on different criteria, on abilities and resources. Not all the people are willing or able to manage themselves and to take over self responsibility. Finally, I would like to mention Cultural Studies which pays attention to the “policies of pleasure” and show people’s readings of the media. This is the theoretical background of my audience research I will start in February 2007. It is based on some research done in 2003 when I already did some interviews with students (at the age of 10-17) concerning their interpretations of “Deutschland sucht den Superstar”.

### **Audiences of the Street**

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"The audiences of the street" include to the television and radio audience that have emigrated (from the field to the city) and to the new citizens that use everyday streets and popular markets of Lima city (Peru) to carry out socioeconomic activities of subsistence. It is an audience composed by former peasants, children of the street, itinerants sellers and unemployed. What we look for here is not to defend the street but to understand it and to explain to it starting from the relation between mass media and audience. We are seeing that the street in Latin America is a context culturally different to the context of the house, it means that the use of mass media in the street changes regarding the context of the house. Silverstone has talked about this in his book “Television and daily life” (1996) where he noticed the importance of the house in the television culture and in their audiences. The studies of audiences and their undeniable contributions of Lull, Morley, Silverstone and Tufte, talk about of the private context of the house, but in their analyses and ethnographic works they do not talk a lot about public contexts as the street, the neighbourhood and the market. Contexts that are places and spaces, where they take place and they are given (as Martin-Barbero and Canclini say) intense social relationships in the world popular of Latin American. This way, we are seeing that the street in Latin America and especially in the urban-marginal Peru has socio cultural stimuli. In the street and the markets, the oral communication prevails in collective spaces. To listen popular music, to see video and to speak in the public space outside of the house is what is passing in the streets and the popular markets of Lima. Here the migrants and new citizens are using the music and the popular song transmitted by musical videos (that themselves produce and sell), radios and the television to organize their enunciation spaces, of conversation, and to express to alive voice migrant subjectivities and civic thoughts in contexts of social exclusion and poverty. When we speak from the studies of audiences we can not talk just about television audiences in the popular communication of Peru and Latin America, but also of “spoken audiences” and “sung audiences” (where the public oralities, not private necessarily, they are important to communicate) and audiences of the street in public contexts in contact with the urban world of the house. There is a collective orality little studied in Latin America that gives that participative characteristic to their communication and that today it is listened and it is spoken – between migrations, the use of the mass media and the new cities–in the house and also in the streets and markets. The question is if the audiences of the street, with the oral and the public, maintain the endogenous identity of the Latin Americans?



## **Re-interpretation of online communities by children. The case of Ketnet Kick**

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We are living in a network society (Castells, 2004). Digitalisation and online networks cause profound changes in mediated communication and media experience. Internet reconfigures social networks and vice versa. Especially the Web 2.0 initiatives and online communities are becoming very popular among young people: they grow up using and domesticating these new media (Livingstone, 2002). In particular online communities could play a significant role in the (future) lives of children. In this regard applications designed for pre-adolescents – i.e. children between the ages of eight and ten – that aim at creating a sense of community. However the question is: How do pre-adolescents experience these kind of online communities and what do they consider important? In the paper we combine theories on the evolution of media with insights on child development. An essential part of the theoretical framework consists of visions of online communities linked to interactivity. Here we mainly integrate visions from Rheingold, KJ Ward, Manovich and McMillan, while focussing on the rise of web 2.0 notion and the concept of ‘prosumer’ (Manovich, 2001; McMillan, 2002; Rheingold, 1993; Ward, 1999). Concerning child development, basic insights were taken from Piaget and FP Hughes (1999). Holloway and Valentine (2002) and S. Livingstone (2002) are some of the few researchers who are active in the domain of new media and children, and serve as an important inspiration for our analysis. These insights, like play, multitasking and media generation were applied to pre-adolescents. The research takes a mutual shaping perspective. The research is based on the case study ‘Ketnet Kick’, a successful game developed by the Flemish public broadcasting company VRT (Belgium). The game facilitates an online community for children, stressing the role of interactivity, collaboration and co-creation. The goal is to ‘transform’ the Ketnet Kick audience into ‘real users’. First, diaries and questionnaires were used to determine children’s user profiles. A distinction was made between ‘traditional media users’, ‘screen entertainment fans’ and ‘game/MSN fans’ or ‘specialists’, based on a typology introduced by Sonia Livingstone (Livingstone, 2002). Next four focus group interviews were used to match these profiles with the experiences of children on the Internet and in an online community. Additional ten in-depth interviews were done regarding Ketnet Kick. The objective was to determine to what extent oral communication is an essential factor in the experience of online communities by children. We found that pre-adolescents envisage a different kind of online community than is generally assumed. The act of communicating online is not the ultimate goal of these children. Rather, they strive for common experiences and cooperating for common purposes. This form of online communities was coined as ‘imagination’. The term online community, then, may not be fully applicable here, as it incorporates different connotations. Central in this research is the combination of two disciplines to generate an interdisciplinary insight: the evolution of media and media audiences on the one hand and theories on child development on the other hand. The findings acknowledge the current changes regarding child sociology and media use and provide insights on children’s online experiences as a reference for media producers and parents.

## **Keeping in front of the public: Elinor Glyn and the adaptation of Three Weeks**

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This paper looks at emerging practices in cross-media co-operation in the early years of film and radio. The paper is a case study the British author, director and celebrity Elinor Glyn, famous as the Hollywood celebrity author of ‘It’ starring Clara Bow (1927). Early in her career

Glyn courted controversy with her story *Three Weeks* (1908). Immensely popular as a novel in Britain and America, Glyn adapted it for the stage and screen. Through an analysis of the correspondence, agreements, royalties, sales, scripts and scenarios, I will explore the business of adaptation in the publishing, theatrical and film industries at this time. Focusing on *Three Weeks*, but making references to her later films and novels, I argue that Glyn used her unique position as an author-celebrity to promote her own beliefs about love and sexuality across a wider range of media than British authors had been able to do before.

### **Watching and Shopping: Television Audiences' Experiences with Home-shopping Channels in Everyday Lives**

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Despite a short history of cable TV in Korea, 'home-shopping' channels made massive impact on commodity markets. Various items of more than six billion US dollar are now sold a year through these channels. But economic impact is only a part. Those television channels have changed people's everyday lives: the way people buy things, the way they watch TV, the way they communicate with others at home, to name a few. Television audiences do not have to get out of their private space, or to meet salesclerks in person, in order to buy something. Purchase is not a public activity any more. Also, They do not have to decide 'what to buy' when they watch home-shopping channels. Instead, they have to decide 'buy or buy not.' There is no 'flaneur' in home-shopping. Television audiences are now willing to watch those long commercials, with even more attention than when watching soap operas. They recognize that they are watching commercials, but they do not avoid them. If Sut Jhally's theory of advertising is correct, they keep working, without getting paid. Why? People are hailed as potential consumers, instead of audiences, in home-shopping channels. However, that does not mean audiences consider themselves as consumers and nothing else. They enjoy those commercials, just like when watching soap operas. Many of them say that home-shopping channels are fun to watch, no matter what is being advertised, and whether or not they give a thought of buying them. Are they watching a television show, or a commercial? Do they distinguish them? Our study pays attention to the audiences of home-shopping channels. We will scrutinize the meaning of their watching (and buying) experiences. Based on participant observation and in-depth interviews, we expect to find out how the introduction of home-shopping channels changed their understanding of 'watching TV' on one hand, and their everyday lives on the other hand.

### **Connecting TV comedy shows with everyday lives**

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Laughter texts, especially TV comedy shows have been poorly considered as a feasible subject of such study so far. However it should be understood that TV comedy shows are not only the symbolic text of pop culture but also a very influential factor of our life due to their linkage with various media. The goal of this study is to investigate actual meanings of cultural practice related to TV comedy shows, the typical text of laughter. For the study, two Korean popular comedy shows, "Oot-Chaat-Saa (people who are looking for laughter)" and "Gag Concert" and fad words used in each corner of two comedy shows were focused on. The main question of this study is to interpret practical meanings of resistance, where fad words and real-life parody of the TV comedy that has in practical respect. This research concentrated on the practice of audiences in their life rather than decoding process which has been a popular subject in the cultural studies. As subjects, audiences of pop culture who favor "Oot-Chaat-

Saa" and "Gag Concert" were focus-interviewed by groups. From the interviews, it was found that cultural practice of the text of laughter in real life has been processed such as appropriation and re-appropriation, distortion, and transformation, and audience expressed its resistance actually. Interviewees answered that they express themselves, confirms or shows off intimacy, or forms their own unique play culture through fad words or parodies of TV comedy which seemingly appears without particular meanings. In addition, it was revealed that such behaviors distort existing systems, become effective resisting tools against existing values, and even stretches out to establish their own new systems. However if the laughter gets associated with power and dominant ideology, real-life practice related to such laughter becomes a mere receptive action of agreeing existing systems and values, which might make the resistance that should be inherent in such cultural practice weakened and eventually captured by the dominant social systems. In the process, battles for hegemony can emerge and also certain ritual features of rite of passage, to draw in or remove members from a group, can arise. In that this state represents duplication of existing systems and their meaning, it would be close to reestablishment of institutionalized practice, rather than cultural practice. Nevertheless it should be noted that petty practice of comedy audiences' using fad words or parodies sometimes distort or destroy various power relationships existing in fixed institutions and systems, and gradually establish substantiality of its resistance through new unique play cultures.

### **Arab Public Opinion, the Public Sphere and Satellite Television**

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Increasingly, Arab public opinion has become more prominent and more relevant. While for some political scientists Arab public opinion is a myth, for others it is a variable that is hard to ignore. A number of factors have contributed to the consolidation of the role public opinion plays in Arab societies and Arab politics, chief among these is media. With the influx of satellite TV, it has become increasingly hard to keep Arab public opinion under control or limit its effects. Taking issue with the contention that Arab satellite television channels, in general, and Arab new(s) media, in particular, are shaping what the public thinks, this paper suggests a more complex understanding of the intricate relationship between Arab news media and public opinion formation. It proves to move away from a cause effect model which often characterizes discussions about "public opinion"—and which presumes that media in the Arab world has a tremendous and decisive effect on opinion formation and that, in fact, opinion formation in the Arab world is far from being a media effect pure and simple—toward a more theoretically viable concept. More than anytime before, new(s) Arab media are increasingly constructing dominant narrative frames through which people understand the world around them which comes close to what Habermas calls "the public sphere." What is new and revolutionary about new(s) Arab media is arguably not the discourse it promulgates as much as it is the 'publicness' of such a discourse in a culture that is marked by political restraint to say the least. To what extent this "media-mediated Arab public sphere" is fundamentally different—conceptually, theoretically and methodologically—from the more current term "public opinion" (which has a history of its own as epitomized by the transmutation of the terminology from "Arab masses" to "Arab street" to "Arab public opinion") remains an insistent question which cannot go unanswered.

### **La radio digital en Mexico : avances tecnológicos contra intereses económico-políticos**

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En la actualidad las tecnologías digitales han ingresado en los distintos ámbitos de la sociedad, cambiando las prácticas sociales de los usuarios, revolucionando el concepto de tiempo y espacio, impactando los conceptos de productividad y competitividad. Llama la atención que en pleno siglo XXI, la industria radiofónica no entra de lleno a la etapa digital, ni en países considerados como de alta tecnología y mucho menos en los países mal denominados “en vías de desarrollo”.

Lo anterior, trae como consecuencia un marco de discusión sobre la importancia y necesidad de la incorporación de las tecnologías de comunicación e información, pues bajo las tendencias de la llamada Sociedad de la Información y el Conocimiento o era Digital, pareciera que de no aceptar o alentar su uso, sobrevendría el retraso social y económico de un país. Así pues, aparece la encrucijada sobre la radiodifusión digital con muchas preguntas al respecto ¿qué es? ¿en qué consiste?, ¿cuáles son sus ventajas y desventajas? ¿cuál es el nivel de desarrollo y/o implantación en México,? ¿a nivel comparativo como se encuentra México con respecto al desarrollo e incorporación de la Radio Digital comparándolas con países Europeos, Americanos y Latinoamericanos? Para responder estos y otros cuestionamientos, la presente ponencia que surge de una investigación más amplia que realiza la autora, expone algunos de los principales resultados que buscan evidenciar, que la tendencias de la Sociedad de la Información y el Conocimiento que proponen la incorporación de las tecnologías digitales en todos los ámbitos, prometiendo que ello traerá a la sociedad que los integre, democratización, desarrollo y crecimiento, son argumentos sostenidos bajo los supuestos teóricos del determinismo tecnológico, pues la innovación y el desarrollo tecnológico pasan a segundo término y no es la tecnología como tal la que va haciendo los grandes cambios sociales, son las tendencias de las grandes industrias y los grupos de poder que en el contexto neoliberal, buscan enmascarar sus verdaderos intereses económico-políticos, bajo el escenario de la sociedad digitalizada. La presente investigación, analiza el ámbito de las nuevas tecnologías digitales en la radiodifusión: (la transmisión radiofónica digital), comparando la teoría con la práctica mediante un análisis de caso, la Radiodifusión Digital en México, con el fin de aportar una visión crítica a las mismas. Palabras clave: Radio digital, determinismo tecnológico, neoliberalismo.

### **Intertechnological appropriation of ICTs by Quebec teenagers: challenging perceptions to better define trends**

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As part of a research initiative undertaken in January 2004, we analyzed the behaviours of 13-17-year-old Quebecers who use information and communication technologies (ICTs). This project was carried out in two phases. The first, i.e., the quantitative phase, made it possible to draw a picture of the range of practices through the administration of a questionnaire to a representative sample of 1,167 respondents. The second phase produced a qualitative analysis of interviews of young people and their families, which were designed to understand how the social uses of ICTs come into being. This methodological orientation made it possible to

study the methods of use, appropriation and reappropriation of the Internet, the cell phone, the landline, video games, the computer and television, not in a unitechnological silo perspective, but rather via an intertechnological approach. This transversal point of view made it possible to observe a real propensity toward the hybridization of uses of ICTs among adolescents – for example, the joint development of technology-specific uses that transpose themselves into various other technologies, as is the case with computer chatting and cell phone text messaging. In the article, we will present the results obtained and the trends that emerge from them. A keen analysis of the context in which the uses of ICTs by adolescents take shape, within and outside the family unit, reveals new avenues that make it possible to better steer government interventions, notably in terms of the education of parents and their children with respect to ITCs. While the presence of computers in schools is an undeniable fact, the uses favoured by adolescents do not occur within the framework of schools. In this sense, the integration of ITCs into educational programs must take into account the new delocalized geographic reality of adolescent practices. We will also see how parental control is exercised through an examination of family rules, the monitoring of movements of adolescents who can now be reached on their cell phones at any time, and attitudes about encounters with strangers on the Internet. In a context where parents have more and more means to exercise control over the activities of their children, we see new problems emerging with respect to adolescents' right to privacy. Finally, this research initiative aims to better identify perceptions regarding young people and technologies. Even as media discourse argues that adolescents play an innovative role, we will see that their uses of ICTs are in fact rather conventional and hardly original. Thus, we will challenge perceptions that tend to overestimate the technical skills of young people to the detriment of those of adults. This reframing will enable suppliers of value-added services and content, as well as government decision-makers, to better define institutional policies in the area of technological research and innovation.

### **Regionalizing the Digitalized Animation Industry: Focusing on the Supporting Policy Chuncheon, Korea**

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The 20<sup>th</sup> century, having started with the development of modern industries, particularly manufacturing, witnessed the advent of information and communication technologies by the mid-century. With these new technological industries becoming the leading force displacing their predecessors, the 21<sup>st</sup> century began. Next, the broad distribution of personal computers along with the rapid development of information technology in the 1990s turned the term “digital” into a household word. In addition, the connection between this new prime mover and culture created a new concept “digital cultural products,” now recognized in the 21<sup>st</sup> century as having potential. Based on this environmental change, this research targets Korean digitalized animation because animation has worked as the leading area in Korean cultural industries for years and is currently showing a radical change. Particularly, this research focuses on examining supporting programs managed by Chuncheon, the local city that is taking advantage of animation as the prime mover encouraging and globalizing its local economy. In order to demonstrate that Chuncheon is developing digitalized animation, this study analyzes the role and the policy of GIMC (Gangwon Information and Multimedia Corporation), which is the policy practitioner for developing digitalized animation industry. This study is conducted using qualitative methods. The first is the document data analysis and the second is comprised of in-depth interviews. Several documents such as newspaper articles and articles of academic journals are reviewed. For the interview phase, four people are interviewed. One is an ex-member of GIMC and rest three people are currently taking charge of animation development at GIMC. Each person is interviewed twice. The result is that

supporting programs for digital animation are offered by the local government regardless of the policy managed by the national government. GIMC plays an important role in developing Chuncheon's animation industry. It works not only as the policy practitioner but also as the producer/financial investor and system organizer. Its changed role has resulted in Chuncheon's establishment of its global network as the local cluster and shows that the Korean digitalized animation industry is being globalized. This research consequently works as the basis from which to look at the Korean animation industry in new ways that contradict the existing thought that Korea is one of the main subcontract-based production countries. These findings thus provide strong evidence for further study of the Korean digitalized animation industry in terms of international communication.

### **Theorizing Alternative and Activist New Media: Reconsidering New Social Movements and the Sociology of Alain Touraine**

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One of the most compelling aspects of contemporary media and information technologies is how adaptable they are for advancing an almost endless variety of social, cultural and political viewpoints and movements, especially in comparison to the relatively centralized, hierarchical mass media systems that proliferated throughout most of the 20<sup>th</sup> century. New media technologies today, with their more decentralized, distributed, point-to-point architectures, have become an indispensable platform for artists, activists, communities and citizens to challenge and critique mainstream culture, politics, and society, and to gain visibility and voice for their interests. New media are playing an increasingly focal role in today's alternative and oppositional social projects and movements, where they help shape participation, and are in turn shaped by it. In previous work I have described several main genres of oppositional, alternative, and activist new media projects, and the characteristics that distinguish these sites and uses (Lievrouw, 2003; 2006; in press). I have suggested that through the *reconfiguration* of media technologies and infrastructure, and the *remediation* of media content and interaction, new media technologies are both the means of expression, creativity, and resistance in contemporary society, and expressions of creativity and resistance in themselves. In the present paper I present a preliminary analysis that theorizes alternative and activist new media projects in the context of new social movement theory, particularly the early work of French sociologist Alain Touraine. In *The Post-Industrial Society* (1971 [1969]; see also Maheu, 1996), Touraine contends that the fundamental conflicts and dynamics of what he called post-industrial or "programmed" society are knowledge-based and cultural. Actors resist domination and mobilize their interests through personal expressions of autonomy, identity and creativity and interpersonal interaction. I argue that Touraine's actor-centered sociology, which predates Daniel Bell's classic and more economically- and occupationally-driven account of post-industrial society, offers a useful framework for thinking about the ways that people reconfigure and remediate new media as resources and structures for social and political participation and resistance.

### **Towards democratic regulation of European media and communication**

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Two different logics can be discerned that guide EU's media and communication policies. One follows market logic and seems to guide especially EU's information society and media policies. The other is advised more by democratic and cultural aims and it influences EU's policies in education and culture. After summer 2005 these two logics, although originally conflicting, seem to have come closer to each other, a recent example of which is the EU

document on Media Pluralism (January 2007). This development, albeit influenced probably by the panic that followed the summer 2005 referenda, may give room to more profound discussion about the aims and principles of EU's media and communication policies. Some indications of this can be found e.g. in many recent speeches by Margot Wallström, EU Vice President for Institutional Relations and Communications Strategy. Basing on the recent developments in EU's policies in the areas described above, I will ask if there are elements in the recent discussion which would support the creation of a wider European framework of democratic regulation of media and communication. To this aim I will first elaborate the ideal conditions for democratic regulation of media and communication in European scale. Basing freely on a Habermasian concept of the public sphere, I will discuss if the concepts accessibility, availability and dialogicality can suffice for operational dimensions in modelling the ideal of regulatory framework. Secondly, I will assess the EU's recent media and communication policies against the ideal model. As a result, two proposals will be developed: first, the analytical concept of democratic regulation of media and communication, and secondly, an operational model to assess the existing regulatory systems from a democratic-normative standpoint.

### **Digital distribution of media products in some technologically advanced nations**

Navendu Tripathi

As technology gets more advanced, 'digital' distribution of media products is becoming the norm across most technologically advanced nations across the globe. Some of these advanced nations have also come up with rigid deadlines for the 'digital switchover' (US, all EU nations, Japan, Korea and some others plan a switch-off of the analog spectrum by 2012 or earlier). Various technologies and distribution models are being used to ensure the digital transition. While most nations are drawing up DTV (digital television) standards along with HDTV (high definition television) standards to ensure terrestrial digital television broadcasts, others which have well established and technologically sound cable and satellite networks in place are depending on them for the digital switch overs. Still others are experimenting with the new IPTV (Internet protocol television) technology of the telecommunications companies. And all this plays out within the regulatory framework of these nations and lobbying efforts by incumbents to increase barriers to entry. Each country has its own dynamic and it's difficult to predict clearly who the winners would be given the changing regulatory scenarios, strategic strengths of various players and rapidly evolving and converging media technologies, but a few global trends are highlighted through this study. In each century political/economic power flows from the transportation/ communication channels of that era. From railroads to broadcast spectrum and cable channels, the control of these 'supply' routes ensures the domination in economics and politics of respective nations. This is a crucial phase in history as the 'digital switch overs' are redefining and redrawing these 'supply' routes/ channels/ pipelines. The race to ensure supremacy over these is not quite unlike those for the railroads/ broadband spectrums and cable networks in the 18<sup>th</sup> -20<sup>th</sup> centuries. And the battles are just as fierce. Networks for media distribution are being redefined, production and distribution conventions are being challenged, regulations are being rethought and at large it's a chaotic symphony with varied notes dominating in various nations and at various times. However, what is not to be missed in this struggle is the creativity involved, which is an inherent byproduct of all struggles. From 'interactive' features, peer-to-peer 'user' generated and distributed content, convergence of voice, video and data on a single platform/ devices, mobile and wireless devices to increasing importance of 'social networking' and sharing, almost anything and everything seems possible in the 'digital' world. Hence an important dynamic not to be missed is how technological innovations might become the determining

factor for choosing distribution models and vice-versa. The study is primarily aimed at analyzing successful 'digital switch overs' using different technologies under varying regulatory structures across the globe. Hence it takes a look at some of the most 'digitally advanced' nations. The choice of nations is determined by their 'digital penetration' and 'structural dissimilarity' to each other. Research Question: What are the emerging global trends in the switchover from 'analogous broadcast technologies' to 'digital distribution technologies' in the 'digitally developed' nations?

### **A comparative analysis of motivations, goals, services and their relation to network structure**

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Wireless City Networks are a recent, but growing phenomenon. In the United States hundreds of cities are looking into the possibility of rolling out Wifi or WiMax based networks over substantial parts of their territory. Worldwide it is estimated that more than 1.000 cities have plans to deploy such networks (CDG, 2005). The underlying rationale is that wireless city networks are cheap and flexible alternatives for fixed broadband networks. Cities more and more see broadband Internet access as a necessary and therefore public utility to be provided to their communities at affordable prices or even free of charge. As current market forces often fail to provide cheap services, cities argue it is their obligation to fill the void. The deployment of wireless city networks is however more than just infrastructure provision. Initiatives are linked to broader city policies related to digital divide, city renewal, stimulation of innovation, stimulation of tourism, strengthening the economic fabric of the city, etc. In this article we will argue that explicit and implicit goals are directly linked to the coverage and topology of networks, the technology used, the price structure, etc. Furthermore we will argue that the differences in context between the US and Europe explain the different infrastructural trajectories taken. Overall and on the basis of empirical findings we caution for the over optimistic view that wifi based wireless city networks are an equal alternative for providing broadband access. There are both financial and technological uncertainties which might have a serious impact on the performance of these initiatives. The paper is based on a comparative analysis of 17 wireless city network initiatives in 15 cities, 9 European and 6 American. On the basis of a literature study an analytical framework was developed, which was subsequently used to analyse and describe the cases. In this paper we will subsequently discuss 1) the networks their characteristics, 2) the goals and target groups envisioned, 3) the services and prices offered, 4) the investments needed and financial arrangements taken, 5) the problems and results encountered. The paper ends with 6) overall conclusions and recommendations for policy and future research. The paper does not describe the individual initiatives as such. However, the arguments made will be substantiated with information from the original case studies.

### **Blog Marketing as Storytelling: A Narrative Study of Levi's "Stay True"**

Wei-Jung Chang

With the emergence of Web 2.0, blogging is suddenly at the eye of the media storm. Mainstream sources such as *Business Week* and *The New York Times* are covering blogging as if it were brand new. *Time* magazine's 2006 Person of the Year is "You", which indicates user-generated content as the spirit of Web 2.0. Hence blog marketing is becoming commonplace as brands start to use the Internet for publicity. Brands convey their values



through blogging, and blogs create more opportunities, and more challenges. Each brand has its own story, and stories have been around for millennia, probably as long as humans have existed on earth. With the help of new technologies, today stories are hitting the world of brand building in a new way. Brands are now taking a page from the storytelling tradition. Taking Levi's campaign of "Stay True" in [www.wretch.cc](http://www.wretch.cc), a famous Taiwan website second only to Yahoo!, as an example, this study shows how user-generated content can be used in a planned and integrated campaign. By interviewing with many celebrities, the bloggers represent the spirit of Levi's without talking about Levi's in the articles and make the campaign a hit with over 200,000 unique visitors. Based on Carolyn Miller's concept of genre as "social action", the author considers how blog marketing has evolved as a narrative genre in the trajectory of campaigns vis-à-vis the development of Web 2.0 that has brought more and more user-generated possibilities. Following a discussion of the characteristics of blogging, the study then focuses on the holistic selling proposition (HSP) of Martin Lindstrom, a technique that conveys information within a whole context, a technique that enables the world of religion to captivate audience. Furthermore, user-generated content is gaining as a marketing channel and as a consumer medium because it transforms an interruptive ad embedded in mass-produced content into an integrated experience created by consumers, reflective of their life. This kind of participative marketing often reaches beyond the originating campaign. Herein lies the value of user-generated content: a completely blurred line between marketing and social experience. Blog marketing, combining brand identity with social experience via storytelling, is thus not only a "massive social experiment", but also a new genre for the narrative of marketing.

### **Gateway-ing the nation state: ICTs in the service of national goals**

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Governments in most developing countries are keen to appropriate the tools of ICT for global networking despite the danger that "the more states emphasize communalism, the less effective they become as so-agents of a global system of shared power. The more they triumph in the planetary scene... the less they represent their national constituents" (Castells, 1997, p.307). Through an analysis of Ghana's ICT policy framework and ongoing developments in wireless telephony, this paper discusses the government's efforts to make Ghana the "gateway to Africa," and the expectation that this will translate into socioeconomic development for the nation. It argues that while ICTs represent a challenge to the authority and realm of influence of governments in developing countries, they also constitute compelling material for political rhetoric on development at the local level, and a perceived means of increasing the nation's significance at the global level.

### **Domesticating the Wireless Beast: Wi-Fi Access – Cafe Policies and Cultures**

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It is no longer surprising to state that Wi-Fi access is gaining prominence, especially in larger cities. What we do not properly know yet, however, is who is behind the spread of Wi-Fi in what places (and why) and who uses it, for what purposes (and when and how). What kind of appropriation processes, what kind of small policies are being implemented around the use of Wi-Fi in public spaces in cities? What does the everyday life use of Wi-Fi look like? What are the interests behind Wi-Fi implementation? These and other questions are central to the here proposed paper. The specific city focused upon is Berlin. City politics and policies often lag behind the needs and desires – and actions – of their citizens. At least within the German

context, municipal governments have not been too forthcoming in thinking about the provision of free Wi-Fi services. But this is not to say that Berlin is without Wi-Fi access. Instead, there are at least two other 'movements' that support the implementation of Wi-Fi in an increasing number of locations: on the one hand, there are attempts to provide free access to everyone by wireless enthusiasts (maybe similar to, but less well organized than, *NYC Wireless*), while, on the other hand, more commercially oriented endeavors take the chance to increase their attractiveness through the implementation of Wi-Fi technologies. The latter has not reached the extend of chains such as *Starbucks* in the USA and elsewhere, but has rather been based on individual implementations (or commercial meta-networks that support individual implementations). This has led to Wi-Fi access now being offered in several locations, primarily cafes in the city center(s), hotels, but also airports, train stations, hospitals and some state buildings. The alternative schemes – two of which (Qype and Freifunk) will be presented in the paper – are currently asking their users to share their resources. Through open source software and basic sharing of existing access lines, meshed networks are being developed and users participate in a city-wide Wi-Fi network. The proclaimed aim is a democratization of communication media and better local social networks. A closer look at both these development directions (commercial and enthusiast) will provide the first part of the paper. Not only the 'ideological' background of the above-mentioned schemes differs widely, but also the uptake and appropriation of these services. The alternative schemes are – at least for the time being – less visible in public city-spaces. The commercially oriented schemes, however, are already changing the way people engage with each other in public spaces – and also influence the way these users engage with their networked laptops. In the second half of the paper I will thus concentrate on the way Wi-Fi has visibly entered Berlin city space. Two case-studies will be presented in brief: both of them are Wi-Fi cafes, albeit in rather different locations and with rather different people using them. This part of the paper is meant to offer a nitty-gritty view, a thick description on the entry of Wi-Fi into public places. It helps to open up the question of the relationship between the above introduced development directions and more general questions of the relationship between city spaces, Wi-Fi information access and social change overall. These will be the focus of the third, the final and most speculative part of the paper. This shall serve as the outline of a longer-term research project on the subject which is currently run in Berlin.

### **Press and profitable news. A new business model for online papers**

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This work is a study on the Portuguese newspapers that, in the last few years, have started to offer on-line editions cumulatively with those ink-stained. It focuses, among that group, on the two paid digital papers that exist in the country: “Expresso” and “Público” online. The aim is to esteem the economical impact, or its lack, these digital versions have in the whole of the activities of the newspaper. As it is, economical losses are the rule, and online newspapers are still to find out a business model that can bring profits instead of losses. To investigate the nature and possibilities of such business model – which should be a combination of pay-per-click and click-per-view, or allow a true syndication of contents generating revenue by means of micro-payment – as well as to present the state of the art of the main Portuguese online newspapers it's the aim of this article. Online newspapers are engaged in a paradox with no way out at sight: in its great majority, they offer for free what they also sell – their news. It's a real catch-22: newspapers know they cannot afford not having a strong presence in the Internet, but in the new medium users seem quite reluctant to pay for content. The result, in the case of the Portuguese digital newspapers, is that 80% are offering for free, on the web, the same product they also sell, and the remaining 20% that don't, continue to accumulate

losses. Hence, when we try to think of new policies and a business model for online newspapers, we're reflecting on something the industry, for years, has been hunting without success. We're talking about something that doesn't exist yet, but is feasible and should exist. One thing's for sure, newspapers are not mistaken when they decide to make a presence on the internet, even without getting any revenue from it: the web represents a huge market to explore, one which simply can't be ignored. In the Portuguese context, in most cases, the number of accesses to digital editions is higher than the ink-stained circulation of the same product. So the big question is: how to profit from it? How to make an income from those millions of clicks, that represent a share of attention advertisers should cherish? Nowadays papers compete not only with themselves, offering on the web what they try to sell, but also with a growing menace: free papers, such as 'Metro' and 'Destak', which have seen their circulation rise impressively, while the paid papers circulation decays. These two combined threats urge newspapers to rethink their cost policies and their economical activities on the web. The traditional model of business, in classic newspapers, is well known: news are paid by advertisers, or by their readers, or, in most cases, by both. An application of this model to the on-line version of the traditional newspapers is what has been tried so far without great success, either because advertisers show reluctance in paying for pixels, or because it is not possible to convince reader's to pay for a product it used to be offered for free, and still is in countless sites. In this paper we shall explore how some changes – both in technological interfaces and web policies - in these two ways of doing the news pay for themselves could contribute to optimize the resources of digital newsrooms, and if that increase of resources was reinvested on the sites, to constitute a decisive step for the entrance of the Portuguese digital newspapers in the third phase of online journalism as Pavlick conceives it.

### **News in the connected world. News users and news experiences**

Ike Picone, Vrije Universiteit Brussel, Belgium

Our daily newsgathering has severely changed over the past decades with the advent of radio and television giving the public an almost constant flow of information nowadays. The last medium to have enhanced the way we deal with news is without a doubt the internet and the way it enables many new forms of news “experiencing”. Blogging, tagging, rating, commenting, sharing and even producing the news are facilitated by internet's features and the technological convergence, while the information overload has led to news often experienced as a free commodity. Internet makes it possible to interact, but does this also lead to more participation? Are people waiting for the possibility to easily find peer-rated information? Are the persons leaving a comment on a news site the same people who write letters to papers? Generally speaking, is the news user willing to use and participate in these new information possibilities and on what conditions? In order to answer these questions the existing conceptual framework needs to be redefined and refined. The classic concepts of the news reader/consumer/citizen must be complemented with concepts like the news enjoyer, the plug-in reader, the blogger or the citizen journalist. While news consuming becomes a more lean-forward activity for the blogger, the enjoyer will strive for a one-way entertaining information stream. Therefore, we must not only look at how news is consumed but how it is retrieved, handled, shared with others and finally even produced by the news users. Expert interviews showed that two aspects seem to be of particular importance when analysing these practices. Firstly, the degree of trust news users put in online news sources. Not only various news sites must be taken into account, but also the virtual social networks (the blogosphere, instant messaging or online game worlds) through which especially youngsters seem to increasingly get their news. Secondly, the degree of participation different users expect from these sites will play an important role in the appropriation of these application in their

everyday life. The scope of this paper is to take the first steps towards such a framework, which is needed to analyse these evolutions. In order to do this, an in-depth study of the literature on e-publishing, newspaper readership and online use of news has been undertaken, supplemented with relevant marketing studies on consumers and specialized blogs. Striving to stay in touch with the evolutions that are now taking place in the media world, experts in the field of newspapers, new media and journalism were interviewed on how they perceive the role of this new user. A first test of these concepts will be held through in-depth interviews with lead-users based on purposeful sampling. The paper presents the first results of a four-year research on the attitudes of users towards new ways of news consultation and participation in the framework of the interdisciplinary FLEET (Flemish E-publishing Trends) research project (Belgium).

### **Risques et responsabilités dans la production des services: quelle implication du consommateur ?**

Defuans Christine, Ledun Marin, France

A partir du début des années quatre-vingt dix, on observe une mise en avant croissante, dans l'entreprise, de certaines caractéristiques attribuées au consommateur (ses aptitudes réflexives, son potentiel créatif ou encore sa capacité d'expertise). Cette tendance accompagne une association toujours plus formelle et méthodique du consommateur aux processus de production. L'entreprise cherche ainsi à limiter certains risques commerciaux ou stratégiques, voire, de plus en plus, à partager ces risques avec le consommateur. Dans cette logique, le client/consommateur est alors qualifié par exemple de « co-concepteur » (i.e., fortement impliqué dans la chaîne de production, des phases amont de conception jusqu'à la distribution). « L'orientation client » des entreprises témoigne de l'accent mis par celles-ci sur la dimension d'interdépendance entre l'entreprise et le consommateur, et d'une volonté de maîtrise sur cette interdépendance. Le même processus s'observe d'ailleurs à l'intérieur de l'entreprise, dans les nouveaux modes managériaux où la notion de client-employé (ou *cliemployé*) par exemple, désigne un modèle d'engagement réciproque entre l'institution et les salariés, considérés à la fois comme ressources et sources de revendications. Dans le cas des consommateurs, la reconnaissance de l'expertise de l'individu, au cœur des démarches participatives, concerne tant sa capacité à produire de l'information pertinente et utile à l'entreprise, qu'une posture stratégique pour susciter son engagement dans la production (voire de partager une part de responsabilités dans la production et l'usage des services). Mais bien que diversement associé aux différentes phases de production, tout particulièrement dans les grandes entreprises, le consommateur demeure faiblement impliqué dans l'ensemble du processus, car son pouvoir de décision ou son influence « politique » sur les choix de l'entreprise restent limités. Par ailleurs, nous notons que les revendications sociales, portant sur une plus grande implication du consommateur, tendent à s'intensifier (association de consommateurs et lobbying, recours juridiques, regroupements conjoncturels ou ponctuels de consommateurs, etc.). Consommateurs et entreprises se mobilisent également et de façons diverses vis-à-vis de tendances sociales fortes (Développement Durable par exemple). Or, la demande d'implication formulée par le consommateur/client ne signifie pas nécessairement l'engagement de sa responsabilité au côté de l'entreprise. Sa contribution et son degré d'implication, voire l'expérience qu'il peut vivre au travers d'une pratique de coopération, semblent surtout relatifs à un objectif de « valorisation de sa contribution » pour lui-même (ou pour ses sphères d'appartenance sociale). Les notions de participation ou d'implication du point de vue du consommateur/client, relèvent donc de représentations et d'une définition sensiblement différentes de celles que véhicule l'entreprise. Nous proposons de mettre en parallèle et de confronter ces deux points de vue (consommateur/entreprise), dans le but de

cerner plus finement ces modes de représentations et d'identifier leurs impacts sur le lien social, résultant de ces formes évolutives d'interactions entre les acteurs, dans la production des services. Cette analyse se nourrit de travaux de recherches diversifiés (thèses de doctorat, travaux universitaires, projets de France Télécom Recherche et Développement).

### **Wi-Fi and the Right to Communicate**

Hamelink, Cees J., University of Amsterdam, The Netherlands

This paper will address the state of affairs regarding the recognition of a human right to communicate, discuss the legal obligations this right implies for public policies, explore the availability, accessibility and affordability of broadband for the realisation of these obligations, and raise the usual warning flags about deterministic thinking. The proposal for a "communicative city" award will be presented for discussion.

### **Telecom growth in poor regulatory environments: A comparative analysis of Indonesia and India**

Payal Malik

Divakar Goswami

The conventional wisdom is that good policy and effective regulatory structure result in better telecom sector performance. This paper explores this *a priori* belief about the correlation between regulatory effectiveness and sector performance through a comparative analysis of Indonesia and India. Both countries undertook significant reforms of their telecom sector in 1999 but ended up with counterintuitive results. Despite having a more favourable institutional and regulatory climate, India's telecom sector performance scores lower than Indonesia's. A number of propositions are explored to explain the seemingly paradoxical outcome. Conventional wisdom: Regulatory reforms of the telecom sector, that include privatization, competition and regulation, are perceived to lead to improved sector performance. Empirical evidence also supports this hypothesis. Wherever comprehensive reforms of the telecom sector have been carried out in Asia, there are significantly higher number of lines and better service quality (Fink et al. 2001). Along similar lines, it has been proposed that effective regulation is correlated with better sector performance. Poor regulatory performance is seen to limit the benefits of telecom reform, especially in countries with a tradition of weak governance (Smith and Wellenius 1999). Investment climate and investment opportunities in the telecom sector are shaped by policy and regulatory decisions (Melody 2005). Since telecom infrastructure deployment and services are dependent on the level of investment being made in the sector, regulatory effectiveness plays a key role in sector performance. This is also supported by empirical studies that, for example, have found regulatory effectiveness among EU countries to be strongly and positively correlated with investment in the telecom sector (Cadman and Dineen 2006). Similarly, a study of 19 Latin American countries found that institutional factors are a significant determinant of telecom investment (Gutierrez and Berg 2000). Over the last decade, a large number of Asian countries have initiated reforms of their telecommunication sectors and have witnessed significant expansion of their telecommunication networks and striking improvements in productivity (Fink et al. 2002). For example, Asia's share of the global mobile telephone users has leapt from 13% to 35% during the last 15 years and is expected to reach 50% by 2010 (Fink et al. 2001). However, neither telecom sector performance nor the trajectory of reform process has been uniform within or across regions. While there may be growing consensus that privatization of state-owned operators, the introduction of competition, the opening up of markets to private investments and the establishment of an effective regulator are desirable,

rarely have countries adopted these steps in a comprehensive manner (Fink et al. 2002). In countries where these reform steps have been followed, the sequencing of reforms has varied from country to country, depending upon the political economy of reform. Comparative analysis of the reform process: Although Indonesia and India embarked on significant reforms of their telecom sector in 1999, each followed a different trajectory. Neither country wholeheartedly embraced the three mantras (privatization, regulation, competition) of the liberalization process nor did they follow them in the recommended sequence. However, as can be seen on Figure 1, India has moved rapidly towards an open competitive model, made clear separations between the policy and regulatory functions, privatized one of the historical incumbents and has adopted a Unified Access Regime hailed the world over as a forward-looking, technology neutral solution to convergence. On the other hand, Indonesia has created a regulatory body but still embedded within the ministry, partially privatized both historical incumbents though the government has controlling shares in both, adopted a messy licensing framework that constraints infrastructure rollout and requires individual licenses for different services, introduced limited competition in the mobile market though the historical incumbents are dominant in the mobile and every other market in the telecom sector. Prima facie, India seems to be ahead of Indonesia in the reform process. Privatization: Neither country has fully privatized the state-owned incumbents. Indonesia partially privatized the fixed international incumbent PT Indosat in 1994 and the Government currently retains 14 percent of the shares and the “golden” controlling share in that company. PT Telkom, the fixed domestic incumbent, was partially privatized in 1995 and the Government retains 51.2 percent of the shares and control over the company. PT Telkom and PT Indosat also control the dominant GSM operators. India privatized the international incumbent, VSNL in 2002, nearly 12 years after Indonesia. VSNL is currently run by a private company, Tata Indicom. The domestic fixed incumbent, BSNL, continues to be fully government owned. Regulation Unlike European countries, where the setting up of a National Regulatory Authority (NRA) preceded the opening up of the market, in Indonesia and India, there was a reversal of sequence and the NRA came into being after GSM licenses were issued. In Indonesia, GSM licenses were issued nearly 10 years before the NRA was established; whereas in India the intervening time was only two years. Unlike most countries in the world, Indonesia is endowed with two regulatory bodies but this hasn’t translated into an effective regulatory environment. Although the Telecommunication Law of 1999 provided the government the option to create an independent regulatory agency, that option was not exercised until 2003. A ministerial decree in 2003 established the Indonesian Telecommunications Regulatory Body (BRTI) to be effective starting January 2004. However, since its inception, BRTI was seen as a “transitional” body that would become fully independent only at some undetermined time (Koesmarihati 2005).

### **Scenario Planning: Reflections on the value of this research method for a more inclusive information and technology policymaking practice**

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This paper addresses one of the primary methods that can, and should be, of use to researchers interested in promoting a more inclusive citizen focused policymaking process in their future research endeavours: scenario planning. It begins with a brief review of the scenario planning process. In this section we answer questions such as: what is the scenario; why has this approach often been ignored by social scientists (including communication scholars); and, what sort of knowledge might be gleaned from a practice that explores not “what is” but

rather what is “probable”, “imaginable”, or “possible”? Next, an empirical bridge for this methodological discussion is provided, as we highlight how scenario planning can be applied in practice. In this instance, we focus on a research project in Alberta, Canada, which aimed to explore the challenges and opportunities that a government funded broadband infrastructure initiative (“the SuperNet”) offered to rural business users. More specifically, we review the steps that were followed for building scenarios, present our research results (including the specific policy recommendations that emerged when thinking about the role of government in funding broadband infrastructure projects), and consider some of the general strengths and weaknesses that we discovered in relation to our overall research design. Overall, in our hands scenarios are used to explore a variety of quite different imaginable worlds when the context is the research subject’s evaluation of situations completely unfamiliar to them (our problem was identifying uses of a broadband network when subjects had no experience of broadband). Our goal is to add concreteness to discussions of policy options in unfamiliar territory. In this we deviate from the most common use of scenarios where a trajectory is proposed and scenarios explore lower limit, middle, and high limit alternative scenarios. Lastly, we propose some general directives for those hoping to use this method. This includes suggestions regarding the recruitment of research subjects, how best to present the scenarios within the communities, and ideas regarding the dissemination of research results to both government officials and participant communities.

### **The interconnection between the form and the content of video game: A medium perspective**

Meily Cheung Mei Fung

Video gaming is one of the most popular forms of entertainment nowadays. Teenagers and children are fond of playing video games. The National Institute on Media and the Family (2005) conducted a survey among school children in the U.S.A and found that 87% of 8- to 17-year old children play video games at home. The vast majority of the studies on video games have focused on examining the content and the social impact. Many scholars are interested in investigating the negative effects of video games on their players. Most of them attempt to link violent video gaming with aggression thoughts and behaviors of players. Although the content of video game is one of the research focuses, little attention has been given to the relationship between the form and the content of the medium. In fact, some scholars note that the content of a medium is strongly related to its form. Some ideas and content may be suitable to be accommodated by one medium but not the other. This study explores the interconnection between the form and the content of video game. The approach of medium theory is adopted in this study. The key thinkers of medium theories share the assumption that the forms of media are worth studying. Whatever the content is, the medium itself brings impact to human experience and interaction. The forms of the medium create, select, modify the content which the medium carries and transmits. Such a medium perspective helps us understand the effect of media on a higher level. The form of a medium makes the content available in many ways. First, the form excludes the content. Some content will not be considered for a particular medium just because the medium cannot accommodate it. Second, the form works against the content. Not all the content is suitable to be presented through a particular medium. Third, the medium create the received form thus its content. Some received forms are made available by the medium. Forth, the form chooses its content. The form of the medium suppresses the choice of some content and favors the choice of the selection of others. Fifth, the medium modifies the received form thus its content. Through in-depth interviews with video game producers, designers and experts, the study reveals how the form of video game shapes the content. The content of difference topics is changed and

modified in order to fix the requirements of video game. Some “commandments” that guide the content appeared on the medium are identified. The study also acknowledges the role of human actors in the selection and modification of content.

### **Developments in Cyberculture Studies in Brazil: Epistemological clusters**

Correa Araujo, Denize

This research aims to identify and classify new developments in cyberculture studies in Brazil, attempting to design a cybermap indicating the status of the studies geographically, thematically and conceptually. Emphasis will be upon the epistemological clusters in content. It uses regional and thematic clusters explored in the initial part of the research as a background frame to contextualize the themes examined. This analysis aims to identify the origins of theoretical concepts and foundations adopted in Brazil in order to find out how they were reconfigured within the Brazilian scenario-their convergences working as intersection points. The results of the two first studies show that there are already more than eighty scholars conducting research in cyberculture, in eleven research groups about the topic and ten programs that offer studies in cyberculture and communication. There are three regions in which studies have been conducted: the northeastern area, more specifically at UFBA and UFPE; the southeastern area, in Rio and São Paulo; and the southern area, at PUC-RS, UFRGS and UTP. The approaches chosen by each scholar were classified in five clusters: cybercities and mobilities; cyberculture imaginaries; websociabilities and subjectivities; immersion and interfaces; digital journalism. From these classifications, it was possible to confirm one of the hypothesis: that concepts and theories were reconfigured to fit Brazilian culture, and some researchers, from different institutions, work as a network, publishing together or forming societies and research groups. This preliminary study, already published, displays the convergences among researchers and their theoretical references, contributing for a general view of the studies and the development of the theme. In addition, this work points out their divergences, implying that ideas and concepts can be taken in more than what they explicitly convey. While the first part of the research, “geographical clusters”, is more informative, the second, “thematic clusters” is gradually contributing to the third section, which is in development. This section deals with the epistemological background, and tries to detect in depth the origins and departure points of the studies about cyberculture in Brazil. The methodology applied is dialectical in order to develop a dialogue among the concepts, from ideas to practical performances. Although approaches can vary in many instances, certain theoreticians have been convergently adopted. Among the many examples, the names of Baudrillard, Castells, Couchot, Deleuze, Gibson, Kerckhove, Maffesoli, Manovich, Quéau, Rheingold, and Wiener seem to be recurrent. This research, including the classification in three divisions, is an attempt to identify trends after the first decade of studies in the area of communication and cyberculture. It also aims to draw a cybermap, suggesting areas not yet explored and possible paths to lead to other directions.

### **Zoning Mobility**

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The combination of the physical and virtual technologies of transportation and communication define cities, suburbs, and rural areas, and the relationship between them. Cell phones towers, broadband and Wi-Fi rollout challenge public and private policy makers who seek to find ways of maintaining, updating and improving cities by integrating the latest technologies. Today the citizen is measured by his/her connection or affiliation with multiple



communities. Psychological presence in physical space is altered through ubiquitous, flexible, and mobile media connection. Yet in “updating” the city, fundamental concepts of planning and governance are challenged. There was a time when regulation of both spaces and media were based solely on geography. The traditional concept of zoning has been reevaluated has been the subject of several interesting new perspectives, most notably the New Urbanists. A call for mixed use zoning takes on new meaning when one cannot anticipate the uses of spaces and when psychological presence in physical space can be so easily altered through ubiquitous media connection. Connectivity and interactivity on demand seamlessly accessed regardless of location creates a mixed use zone of an unprecedented scale and nature. Is the implementation of wi-fi a new form of zoning? Zoning mobility has become a new goal. There is a renewed need to examine how zoning and technologies shape social interaction in cities. This paper will examine the connection between mobility, place, and community and discuss how policies and practices in zoning might best address the changing nature and experience of urban space.

**Cooperation and empowerment:**

**An exploratory investigation of bringing ICTs to aboriginal communities in Taiwan**

Chen-Ling Hung, National Taiwan University, Taiwan

Aboriginal people in Taiwan have been within disadvantaged groups in terms of their ethnic position and socioeconomic resources. Their situation becomes worse due to the lack of access to ICTs in the information society. To bridging the digital divide between the aboriginal people and other ethnic groups, Taiwan’s government has initiated a project to build technology centers in remote aboriginal communities. The digital opportunity center, as is called in Taiwan, was a similar institution to the community technology center in many countries, which provides a space with ICT equipment for community residents to access. In the context abovementioned, this paper examines the process of establishing the digital opportunity centers (DOCs) in Taiwan to see how this project was taken into practice and what factors caused its success. Based on the theoretical thesis of social construction of technology (SCOT), this paper looks into institutional factors and social processes of human agency. Since this DOC project involved different actors such as the government, non-government organizations and grassroots groups, this research highlights two concepts, cooperation and empowerment, to examine the interaction among key actors in the process of establishing DOCs in aboriginal communities and potential benefits being brought by this cooperation. To reach above research goal, the researcher conducted field work in five aboriginal communities of southern Taiwan between 2006 and 2007. This research finds that many factors influence the cooperation between the public and private sectors, including mutual trust and understanding, clear rules about the project, efficient communication and negotiation, and stable budget and resources to carry out the project. Close cooperation will positively affect the operation of DOCs and the empowerment of aboriginal people. For those aboriginal people and grassroots groups, participating in the process would help to cultivate and accumulate the autonomy of their own, the capability touse ICTs and capitals in many forms (such as cultural, economic and social). Therefore, this paper contributes to technology and policy research by proposing a critical review of policy practice of bridging the digital divide in a developing country as well as demonstrating the dialogue between theory and the empirical study. This paper also fits the theme of the conference in general and the CP&T section specifically. By addressing the policy of bridging the digital divide, this research bears a deep concern of social inclusion in the global information society and identifies innovative ICT strategies that offer the prospect of benefiting and transforming people and their communities.

## **The Expansion of Surveillance: The Commercial Use of the Korean Resident Registration Number**

Jong In Chang

To every Korean citizen, a thirteen-digit number is provided by the Korean government, namely the Resident Registration Number (RRN, ‘Jumin Deungrok Beonho’ in Korean). This Number is unique, unchangeable, and permanent so that it distinguishes a person from another. The RRN has played a significant role as means of social control since it is used in private sectors as well as in public sectors. Furthermore, originally utilized in 1968, this thirteen-digit Number is used as one of the surveillance technologies in information society. This paper attempts to analyze how the RRN is exploited in commercial sectors and how privacy and surveillance issues are brought about by the use of the RRN. One of the important sociological questions about technology and society is how, and to what extent technology affects our society. This may be a critical issue since every technology gains its value from how much it affects other parts of social system. Hence, the problem of privacy being impinged by various surveillance technologies is one of the important concerns in IT-driven social transformations. The spectrum of surveillance has been expanded in contemporary society: from the public sector to the private sector. Also, the nature of surveillance technologies has been transformed. In ‘Consumer Capitalism’ society, we cannot ignore the positive aspects of cost reduction, administrative efficiency and better social service by using personal information. On the other hand, critics tried to highlight the issues of privacy invasion, abuse of personal data and degrading informational human rights. The commercial use of personal information can be a double-edged knife. However, data surveillance (often abbreviated to ‘dataveillance’) seemed to have serious problems. Moreover, in Korea, since the RRN was designed to be mandatory and thereby facilitate dataveillance, the possible risk of an infringement of privacy can be higher than in any other societies. Given the expansion of online networks, and the incorporation of digital technologies and information into many phases of contemporary activities, dataveillance is gaining much significance. Compared to conventional physical or electronic surveillance, dataveillance is inexpensive and is getting cheaper, thanks to IT. Furthermore, it is now favored due to its limitless application once the relevant raw data are available. The reason that dataveillance or hyper-surveillance is considered much more dangerous than the other surveillances in the previous era is “digitalization.” Digitalized data can be integrated, shared, and copied more efficiently. The RRN can be a tool of data surveillance and hyper-surveillance. Therefore, it is necessary to investigate what the social signification of the RRN is in Korea, how it is used in commercial sectors, and what effects of the RRN can result in. Based on these considerations, I will investigate the changing concepts of surveillance and the patterns of social control, which reflect the authority and presence of ever-increasing surveillance power. I also will examine the Korean Resident Registration Number closely as a case study.

## **Communication and Media Policy in a Postmodern State: Bangladesh and its accommodation of the new technologies**

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Shameem Mahmud, University of Dhaka, Bangladesh

Both China and South Asia have witnessed dramatic and radical transformations of their respective mediascapes. Of the two regions China is best documented. In fact we would go so far as to say no other national mediascape has been as intensely scrutinised as that of China, largely for geo-political and human rights reasons. South Asia, by contrast, has attracted less

attention, with the exception of the Bangalore computer hub. In this paper we seek to redress this imbalance by looking at the various communication policy issues currently confronting the region. South Asia comprises India, Pakistan, Bangladesh, Sri Lanka, Maldives, Nepal and Bhutan. It is impossible to adequately cover communication policy initiatives in all of these countries. Consequently, after identifying some general trends in the area we will focus specifically on Bangladesh as a case study because of its particularity. Bangladesh has a set of political and economic characteristics that set it apart from other member states of the region, which in turn have a distinct bearing on its communication policy formation, or rather, lack thereof. The general trends identified include the rush to create communication hubs that mirror the Bangalore experience in a variety of locations throughout South Asia, active government intervention in this process, the formation of communication policy that encourages global investment, the creation of new markets for advanced technologies, the rapid uptake of these technologies by populations hitherto starved of access to basic communication means and the social changes associated with these trends e.g. the impact of mobile phones and computers on gender relations in traditional cultures. In addition the pre-eminence of India as the regional power has to be acknowledged. The current communication environment in Bangladesh will be analysed by applying this matrix and comparing it to a set of conditions that we will argue contribute to the particularity of the country. These are economic (Bangladesh's reliance on garment manufacture, its status as an aid recipient country, foreign remittances), political (its political instability; the absence of a comprehensive communication and media policy; the presence of a strong civil society [there are over 2000 NGOs currently operating in Bangladesh]) and the socio-cultural (the tensions inherent between secularism and fundamentalism in the world's third most populous Muslim nation, the significance of the mobile phone in communicating between rural Bangladesh and the diaspora). In this paper we will argue that Bangladesh may be a harbinger of the future where politics and culture are decoupled thereby throwing into doubt the need for a national media policy in an increasingly globalised, or in this case, regionalised world.

### **Quality of (user) experience**

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Conceptualisation and measurement of rising concept. Today's ICT and multimedia environment is an environment in which technology provides content creators and consumers with a myriad of coding, security, access and distribution possibilities, and in which broadband and wireless communication infrastructures enable access to information and multimedia services from almost anywhere at anytime. Over the last decade, a number of important trends have been manifesting themselves within this environment: a growing convergence, an overload of 'multi-featured' innovations, shortening product life cycles and an increased competition. As a result, the current ICT market became a fast changing market, in which important steps of the development process are being skipped. Moreover, it is also characterized by a growing number of failing innovations. 'A lack of user insight' is often taking the blame for this, resulting in an increased importance of the user, user-centric innovation development and the quality of experience of that user. The role and place of the consumer has radically changed in today's ICT environment. Consumers have not only become much more demanding; they also start to acquire a central place in the development process. The shift from push to pull, or from technology-centric towards more user-centric product development can be framed within the theoretical context of 'diffusionism' versus the more user-centered 'social shaping' and 'interactionistic' paradigms. In this globally altered environment, 'Quality of Experience' clearly became a 'buzzword', 'the only metric that

matters, ‘the ultimate baseline or the crucial element to distinguish oneself from the many competitors. Obviously, ‘user experience gained momentum’ over the past years. At the same time however, this ‘quality of user experience’ concept is also confronting us with a number of difficulties and challenges. Despite the growing importance of QoE as a concept; designing for an optimal QoE and implementing QoE in a more user-centric development process, remains very difficult. Two main reasons for this gap between theory and practice are (1) the lack of a concrete definition and comprehensive conceptualization of the QoE-concept and (2) the lack of a good QoE-measurement flow. For both aspects, a fundamental review of the current approach is required.

### **Digital Radio Policy in Canada: fragmentation or evolution of the medium**

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In December 2006, the Canadian Radio-Television and Telecommunications Commission (CRTC) issued its review of Digital Radio Policy. This replaced the transitional digital radio policy of 1995, and sought to implement a framework designed to support multi-platform digital radio broadcasting in an increasingly complex technological environment for the medium. Drawing on policy analysis, interviews and expert group perspectives, this paper traces the background to the legislative provision for digital radio development in Canada. While Canada was an early adopter of the Eureka-147 or Digital Audio Broadcasting (DAB), the policy of DAB as a replacement technology approach proved to be mistaken. Subsequent extensive regulatory intervention to protect Canadian interests similarly proved ineffective against the dominant influence of US interests on Canadian broadcasting, evidenced most recently by the entry of satellite-delivered subscription radio services of XM Radio and Sirius. It is argued that the approach adopted in Canada’s new digital radio policy needs to be set against the background in which the future of radio is now much less obvious and clear than it was ten years ago. Instead of a relatively straightforward transition from analog to digital audio broadcasting (DAB), there is now a wide selection of both competing alternative and complementary technological options for digital audio delivery. As such, radio can be seen to be either facing the danger of fragmentation or in fact surviving by infiltrating into new platforms and becoming more polymorphic. The paper offers a critical appraisal of whether, given previous experience and lessons learned, Canada’s regulatory approach is the appropriate one and potentially a model for other sectors and other markets.

### **Post-Normal Science and Communication Technology Policy**

Sandra Braman

The surprisingly large descriptive literature about relationships between communication research and policymaking published since the 1880s speaks to the conditions of the modern nation-state as it developed in conjunction with a particular stance towards the value of evidence-based decision-making and the concomitant development of research methods. The state, knowledge production, and the subject of communication policy have all continued to evolve, however. Thus the relationship between communication research and policy in the 21st century must take into account three transformations: from the bureaucratic welfare state to the informational state, from “normal” science to “post-normal” science, and from traditional forms of media to the digital environment. This paper will begin by introducing the four forms of post-normal science as they affect the use of knowledge by policy-makers, and examine in detail four examples of the consequences of this shift in the nature of knowledge production for the ways in which we make law and policy for digital technologies. These examples range across stages of policy-making processes, including attention to the nature of

the data used by policy-makers, opportunities the informational state offers for administrative interventions into how policymakers use the results of research, epistemological developments that shape how research results are framed, and identification of research subjects as so exceptional that research need not apply. Analysis of legal developments and policy-making processes provides the empirical evidence discussed. While U.S. law is used as the exemplar case, the paper will include a discussion of the relationships between U.S. law and the laws of other states, regions, and international groups that make clear the extent to which the case is generalizable as well as the limits of the case. The paper will conclude with a look at the implications of these developments for communications technology policy analysis and policy-making going forward.

### **Approaching Working-Class ICTs in China: Practices, Issues, and New Ways of Thinking**

Jack Linchuan Qiu, School of Journalism & Communication, Chinese University of Hong Kong, Hong Kong

Do information and communication technologies (ICTs) help the poor or do they further promote the interests of the rich? Do they reduce inequality or make it more acute? While thinking about the uneven development of ICTs and its social consequences, we often immediately think about the “digital divide” between the information haves and have-nots, a binary mode of thinking that simplifies things into two categories. We either have or do not have the gadget, skill, or access. There is either upward social mobility, or, people would “fall through the Net”. But is this all that is going on? Using China as the context, which stands emblematic of similar growth in much of the developing world, this paper highlights the pivotal techno-social emergence of working-class ICTs such as cybercafé, prepaid mobile service, SMS and Little Smart (a low-end wireless phone). After a few years of phenomenal increase since the turn of the century, these inexpensive ICTs have constituted the bulk of China’s telecom market, creating a new social group of the “information have-less” that populates the vast gray zone between the haves and have-nots.

The growth of working-class ICTs in China, 1999-2006

	Cybercafé user population (million)	Prepaid mobile phone subscription (million)	SMS traffic volume (billion messages)	Little Smart user population (million)
1999	0.98	--*	--*	0.6
2000	4.64	14.9	1.4	1.3
2001	5.19	46.2	18.9	6.0
2002	11.47	88.6	90.0	13.0
2003	16.14	124.4	137.1	37.3
2004	23.03	187.8	217.8	65.2
2005	29.97	235.0	304.7	85.3
2006	44.25	--*	429.7	91.1

\* Data unavailable

Sources: Year-end data compiled on the basis of *CNNIC Semi-Annual Survey Report of Internet Development in China (1999-2007)*, *MII Annual Statistical Reports on the Telecommunications Industry (1999-2007)*, *China Mobile Annual Reports (2000-2006)* and *China Unicom Annual Reports (2000-2006)*.

Accompanying the rise of working-class ICTs is the materialization of new ICT practices: many members of the information have-less spend more than 10 hours a week online, yet they do not possess personal email accounts; they have mobile phones, yet they seldom make a

phone call (because they text). These practices give rise to a broad range of theoretical and policy issues that will be outlined in this paper. To do so, I shall synthesize recent studies on China's underclass and information technologies as well as my own fieldwork since 2002. I shall also discuss broader implications beyond China and propose a new research agenda for a long-term empirical project that reflects the reality of the ongoing techno-social emergence of working-class ICTs. After all, Internet and mobile phone are no longer exclusive privilege for the elite. There is, indeed, a genuine possibility for the information society to be re-imagined as something more inclusive and more democratic, from the new perspectives that this article will focus on.

### **Bringing Politics Back In: Comparing Info-Societies in Brazil and India**

Chakravartty, Paula, U. Mass, Amherst, USA

As two of the most important “emerging” economies that are also democracies, the Brazilian and Indian states as well as their civil society counterparts, play a pivotal role in global debates about the terms of the information society. Although we may be tempted to draw from historical precedents to the earlier non-aligned era, global integration and institutional shifts make for a vastly different context in which North-South differences are represented. Given the trend towards global convergence in regulatory policies, this paper consider how politics—broadly defined—shapes the vision of access to information in practice both nationally and through transnational alliances. Specifically, this paper considers how the problems of access are formulated in two nations where redistributive questions articulated around class, but also caste, race, gender and region, have fuelled public opposition to the norms of the neoliberal info-development vision.

### **Surveillance at the Edge of Chaos: reconceptualizing intensity in terms of discursive structure**

Kenneth Farrall, Annenberg School for Communication, U Penn., USA

As the world wobbles into the 21st century, debate has erupted as to the proper role of surveillance in ensuring the security and viability of global civilization. Surveillance, from a policy perspective, is best conceived as operating on the "edge of chaos," the phrase made popular by complexity theorist Stuart Kauffman. Living systems tend to evolve to a state delicately balanced between order and chaos, where there is a large degree of novelty and innovation but not so much variance that the system collapses into total disorder. Anthony Giddens and Michel Foucault have helped us to understand that surveillance plays a critical regulatory role in any complex social system. On the other hand, the sub-discipline “surveillance studies” has called our attention to an intensification of surveillance worldwide and its negative impact on the human right to privacy and self-determination. Echoing this concern, NGO Privacy International recently released a global index of nation states ranked by the intensity of surveillance, based on thirteen specific criteria, including data retention practices and privacy enforcement. The report serves as a useful tool for global human rights and privacy activists. This paper aims to contribute to this privacy discourse in two ways: first, it demonstrates the social toxicity of extreme surveillance in terms of cybernetics – specifically, Ross Ashby's Law of Requisite Variety. The paper then develops a model for measuring changes in the intensity of surveillance, not by some indexical, scalar value (as is the case with the Privacy International report), but in terms of certain global structural parameters in the way surveillance is socially constituted. The goal of this approach is to facilitate policy by more clearly identifying targets for policy action. To describe these structural parameters, this paper adopts both the language of network theory and vocabulary

common to discourse analysis, paying particular attention to the notions of “discursive formation” and “discourse object.” Global surveillance can be modeled as a meta-discourse, an ecology of surveillance discursive formations – market surveillance, crime surveillance, terror surveillance, and health surveillance further clustered within global, national, state, and community-bounded discourses – in the process of constant interaction. Distinct formations constitute and circulate objects in distinct patterns, but the borders are porous, and certain objects (credit reports, for example) circulate well beyond their initial locations. From this perspective, the intensification of surveillance may be understood in terms of the merging of discursive formations rather than some scalar increase in a surveillance intensity index. The loss of discursive boundaries in surveillance eliminates what Maria Los has called “potential lines of resistance, refuge and difference that may save us from the totalitarian abyss.” Of particular interest to the paper will be the disappearing boundaries between national/global security state and global capitalist surveillance discourses and the negotiation of tensions between global and national boundaries. Case studies will include the legal battles between Google and the US DOJ, recent revelations about the relationship between AT&T and the NSA, and continuing resistance of the Peoples’ Republic of China to the international wireless encryption standard.

### **Trends in e-govrnment research: the paradigm shift towards user-centred and multichannel e-gouvernement**

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Following the ICT boom, policy makers initiated different e-government strategies. These strategies were supposed to be a perfect answer to a new developing ICT environment and to create new channels in which government and citizens could interact and communicate (Prins, 2001). *Theoretical approach*: user-centered and multichannel e-government. During the last years however, the e-government strategies have been fairly criticized due to two shortcomings: 1) E-government services have until now been primarily guided by supply-side factors (starting from the existing government services), which is a too stringent way of working and thinking, and asks for reconsideration; 2) There is often a strong technology-driven approach. This contrasts sharply with the European Commission’s request that – in the light of its vision of ‘ambient intelligence’ – the user, the individual has to be placed at the centre of future developments for an inclusive knowledge-based society for all (Gareis, 2004). Recently and partly as a reaction to these two shortcomings, there has been a paradigm shift towards new concepts such as ‘user-centered government’ and ‘multichannel e-government’. E-government is based on the principle of enabling users to access public services through new delivery channels such as the internet. However, one has to bear in mind that the benefits of online services depend not only on the availability of those services, but also on how they are organised and provided to the users (Millard, 2003). User-centered e-government requires both an understanding of user needs and the ability to deliver services according to those needs. This approach is expected not only to increase customer satisfaction, but also to provide additional gains in terms of improving the efficiency of government and the increased use of electronic government services. An emerging approach to meet the objectives of better quality and improved efficiency is through multichannel service delivery (OECD, 2005). The focus of this method is on the use of a mix of delivery channels (not only internet, but also digital television or mobile applications) in order to improve and facilitate user’s overall experience in accessing public services (EC, 2006). *Empirical research and results*: The empirical part of this research consists of two studies: 1) A qualitative research by means of focus group interviews, in which we tried to assess people’s attitude towards (e-)government.

2) A large-scale quantitative survey investigating the needs and expectations towards (multichannel) e-government services. The qualitative design proved that people are already familiar with the concept of ‘egovernment’, but that there is still a long way to go. People are often not aware of the availability of different electronic government services and still have a rather conservative attitude towards these new services. The quantitative research design is complementary to the qualitative study. 1651 respondents—collected by means of an online and offline survey—were questioned about their needs and expectations towards egovernment, their consumption behaviour (use and attitude) concerning internet, iDTV and mobile applications, their current usage and satisfaction of the (e-)government services, and the potential of multichannel delivery.

### **Digital revolution in an ageing society? A multi-method study on media inventories and media use in the households of older adults**

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When analyzing the evolution of media and communication in our everyday life, predictions from technological and social perspectives largely agree: There are dramatic changes on the way. However, the predicted nature of these changes varies according to the viewpoint. While the providers of new communication technologies envision a “digital revolution” driven by a rapid diffusion of smart, ubiquitous and connected technologies, social scientists expect the most dramatic changes to be of a demographic nature. So on the one hand, a faster diffusion of innovations is expected, and on the other hand, society witnesses a growing proportion of older adults and seniors, who are traditionally considered as being rather reluctant to innovations. This discrepancy is a central concern to ICT policies today: If the ageing population manages to use new technologies, these innovative tools can help to overcome the handicaps connected with age, thus enhance the quality of life – and solve some of the demographic problems. At the same time, there is the risk of a constantly growing digital divide between the younger, dynamic population and the elderly, who might be completely left behind. With these two contradicting prognoses, the future media development and societal future remains unclear. In order to overcome this uncertainty, we realized a study of household media inventories and media use, combining both qualitative and quantitative methods. The basic idea behind this: If we know how the people integrate new media with the already existing ones in their everyday life now, we can come up with better informed theories on how the inclusion of innovations into the households might develop in the future. Therefore, we described the whole domestic mediascapes of 100 German households, using interviews and structured observations, supported by photographs of the main media rooms. Of the 192 people living in these households, 85 persons were over 50 years old (up to 93 years old!) – and from all the inhabitants, we acquired the whole use profile of all the media in the household during partially structured, modular interviews. Based on these data, we identified typical patterns of how older users appropriate new media and integrate them into their traditional living world. The media’s functionality has to fit their personal use contexts, and the media are (re)interpreted according to the existing domestic environment, which seems to remain rather stable over time. Thus, we found that media become less social in use when the people are growing older—since they are often living as singles again—, yet the media environments in form of, for example, traditional ‘TV shrines’, still seem to be ‘ready’ for social/family use. In our presentation, we will sketch these domestic media environments in more detail. Both quantitative data and in-depth analyses of single cases from this study will



shed a light on the questions how new media have been integrated into seniors' households so far, how this differs from the younger generation, and how it might develop in the future.

**Putting down stakes: The role of metaphor in the regulatory construction of cyberspace**

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Understanding the development the internet requires a comprehensive assessment of the strategic resources that interested actors bring to bear on critical points of engagement with those institutions that identify, assign, and enforce the rights and responsibilities that define it. This paper is focused on the role of courts in the United States that help to set boundaries and shape behavior in cyberspace. An analysis of the strategic use of metaphor by justices, judges, plaintiffs, defendants, and a rapidly growing pool of "friends of the court," reveals the ways in which boundaries are drawn, and rules are set into place, only to be stretched and distorted in order to justify an outcome apparently chosen in advance. Cases at the heart of our analysis include those in which competing interests attempt to protect children from pornographers and sexual predators, by establishing "adults only zones" and requiring the identification of those who would "visit" those establishments, while others seek to protect the most important "technology of freedom" since the printing press. More technical, but no less critical cases involve attempts to define the meaning of trespass and harm as they apply to information, and the precise nature of the services and responsibilities shared by ISPs and peer-to-peer networks. The actors and interests involved in these cases range from investors, artists and engineers to librarians, civil libertarians, and advocates for the visually impaired. The metaphors they use as strategic resources in the production of influence within the courts reflect the common goals they seem to share.

**Communication Technology and Public Safety: An Emerging Policy Research Agenda**

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Public safety communications is emerging as a field of growing interest for policy makers around the world. Recent events such as the Indian Ocean tsunami and the London bombings have made it clear that although we are surrounded by communication technology, it often fails us when it is needed most. Consider for example mobile and nomadic (VoIP) phones, which are now receiving considerable media coverage related to public safety. On the one hand, this technology is marketed as a major breakthrough for personal safety by enabling anytime, anywhere access to assistance. On the other hand, the sheer volume of these phones in service today has in some cases led to the degradation in the quality of emergency services, due in part to network congestion during critical incidents as well as to problems with identifying and locating distressed callers. Mobile phones have also gained a nasty reputation for their use in criminal activities and terrorist plots, such as the 2004 Madrid train bombings. This of course is in addition to ongoing fears over the health effects of radiofrequency emissions and traffic safety concerns related to the use of this technology while driving. These developments help to illustrate why there is a need "to identify and discuss new agendas, new approaches and present innovative methods in future and emerging communication research" related to public safety services. A sustained program of multidisciplinary research can contribute to this process by developing a big picture understanding of the issues and by working to identify appropriate forms of regulatory oversight in vital areas of network development and in the so-called "social regulation" of established communication services. Responding to this perceived need, this presentation identifies and describes emerging technology policy issues in the field of public safety communications. Data has been gathered

through a review of recent government reports and academic literature, as well as the author's involvement in several key initiatives now underway in this area. These include the CANALERT public warning project in Canada, the EU's Public Safety Communications Forum, as well as the ITU's standardization work in telecommunications for early warning and disaster relief. The primary aim of the presentation is to provide a high level overview of emerging developments in this field and to suggest how these relate to a number of crosscutting issues and concerns within communications policy research. The presentation will be organized according to four themes, each touching upon wider policy topics:

(1)Public alerting and emergency broadcasting;

- Political economy of communication

(2)Personal safety and social surveillance;

- Information privacy rights

(3)Emergency services and Next Generation Networks;

- Technology assessment, foresight planning

(4)Interoperability challenges for public safety communications;

- Spectrum management, open source standards

The presentation will conclude with brief comments on the planned activities of a strategic research network being organized in the area of Communication Technology and Public Safety.

### **Policies for ICT Diffusion in Turkey**

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In order to analyze the diffusion of information and communication technologies and services, the model of diffusion of innovations that was formulated by Rogers is generally accepted as a starting point. According to Rogers (1995), diffusion of innovation can be defined as the process "by which an innovation is communicated through certain channels over time among the members of the social systems." Typically, a sequential stage model consisting of awareness, interest, evaluation, trial, and adoption phases is assumed. The past research has sought to explain the diffusion of an innovation based on the adopter characteristics, the social network in which the adopters belong to, the communication process, and the characteristics of the innovators. Although the traditional diffusion of innovations theory has provided many useful insights into understanding the adoption and diffusion of technologies in the past, recent works in diffusion of interactive technologies point out some limitations of the model. In particular, the innovations are often characterized as complete objects that need to be "diffused" in a linear sequence within a context marked by individual decisions in free markets. On the other hand, the political economy approach takes the diffusion process not only as an economic problem but also as a social equality and justice issue. From this point of view, it suggests these policies to be structured for the public interest. Additionally, historical analysis does not take the diffusion without a subject as a base, but rather the diffusion where some actors that can direct the process are defined and some certain conditions of realizing the diffusion process are determined is taken as a base also. Diffusion of technological innovations and turning these innovations into an advantage not only for economic development but also for social and cultural development requires a series of public deployment policies that are determined by taking historical, social and cultural situations of each country into consideration. When the telecommunication policies are reviewed historically it can be observed that some special policies with the purpose of increasing diffusion of network and services have been implemented in different periods. In this study, the diffusion of information and communication technologies and services in Turkey is analyzed historically in the framework of actors, policies and the outcome of these policies.

These policies are classified in terms of the processes and their consequences as “public service”, “strategic deployment”, “social-Darwinist”, “protecting disadvantaged”, “diffusion of techno-economic paradigm” and “focused scattering”. Historical analysis of the diffusion of information and communication technologies and services and a classification of related policies can be used to shape a future for new technological systems which will make them advantageous not only for economic development but also for social and cultural development. At the same time, this will show the reasons behind the international differences emerging during diffusion of these technologies.

### **The values of the civil society: the example of the WSIS**

Riondet, Odile, Université d'Alsace, France

Most international meetings bear witness to the emergence of so-called *civil society*. The term *civil society* refers to actors other than big business and the State, and comes close to the ideal of representing a wide variety of participants, including the disempowered groups. In fact, and as Meryem Merzouki highlighted in September 2003, the associations represented at the World Summit on the Information Society were very diverse. Lobbyists were as much on display as those representing simple citizens. *Civil society* is not a homogenous organisation but a conglomerate of more or less organised bodies. However, this does not hinder the different elements which constitute the *civil society* from issuing texts and proposals. Despite this, can one use the texts produced by the *civil society* to construct proposals which would lead to an agreement as to objectives? In what way are these suggestions the vectors of implicit and explicit values which can be discussed within a framework of “communicational action”? How do they differ from the principles proclaimed by the States? How can proposed means and actions be differentiated? The most striking feature is some similarity between the principles instigated by the States and the *civil society*: it is necessary to build an information society which is *humane and inclusive*, cares for minorities, fosters the expression of different viewpoints... The texts point out the same populations at risk of being marginalized by the information society: the disabled, children, women... Other similarities can be detected for the services mentioned above (health, education) or anticipated risks (security, cultural impoverishment...). Does this mean then that there is no real difference between the values themselves but simply a confrontation between influential groups? It is therefore necessary to examine the various dimensions and forms which constitute a code of ethics: which are favourable to the *civil society*? Some of the numerous authors working on ethics are close to our concerns since they are interested in ethics as well as technology. One of them is, of course, Jacques Ellul who, by suggesting a “moral mapping of technology” underscores the way in which ethical realities partly form individual behaviour. Habermas follows in showing how science and technology turn into ideology of replacement, but especially when describing situations of asymmetrical communication and the role of discussion in these situations. But ethical considerations emanating from different sciences and technologies are also of some interest even if they do not deal with the information society. Jean-Pierre Changeux comes especially to mind as having stimulated thought on the relationship between the scientific and the political world. Whereas Henri Atlan defined the nature of liberty as one of deficit, when confronted with the systematic search for well-being. The texts produced during the WSIS in Geneva will be analysed with regard to their ethical dimension and their tendency towards action: how can an informal agreement on the wording in an instant be transformed into a pattern of action and into an element of group structuring?

## **Citizen journalism or new tools for old media?: The Case of Turkey**

Aydogan, Aylin, Faculty of Communication, Ankara University, Turkey

Internet has created many myths since it was made available to the public. One of the recent popular topics in this fashion is citizen blogs and similar innovations, which were based on the interactive character of the Internet. It has been claimed that a new kind of journalism named as online journalism, multimedia journalism, citizen journalism is emerging. Popular literature and optimistic mainstream researchers argue that new style web journalism empowers users/citizens and have the potential to reverse shortcomings of traditional media which has been characterized as “top-down or one-way.” A more democratic and participatory democracy is this expected by the popular press. However, like in many technological artifacts in the history, once again emancipatory character of new technologies have been based on technological merits of applications. Few have questioned broader social and economic motives under which new innovations were introduced or if current technologies have been used to strengthen commercial and homogenizing practices of established media monopolies. In this paper optimistic expectations will be questioned using empirical data on the case of Turkey. In Turkey, some of the web journalism sites sponsored by the mainstream media have been applying various methods to improve interactive character of the Internet in order to create more “reader friendly” websites which can also be defined as an effort to make use of “information sensitive to the market.” One of those tools is implementing new applications to measure popularity of certain topics. Not only clicks are counted by expert software but readers are called to vote for different news stories. This way more attractive stories of headlines are being created on the web which is later used by the traditional paper-based versions. Writing comments to news, forwarding “popular” stories to friends by e-mails are among other tools to create a consumer base. For example knowledge gained from popularity index of news on the websites were being used by managerial elites of traditional media in order to consolidate their market base. Our research shows that although those tools were presented as being more democratic and participative, it is difficult to argue that this is enough to overcome bias and homogeneity of existing media structures.

## **Community Radio's in the West: a legacy of struggle for survival in a capitalist consumer-oriented media-world**

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This paper will return to a technology that is much older than the field of media and communication itself, namely radio. It will more precisely review the literature on community radio and examine the difficulties community radio's in the West encountered in getting recognised as a third voice, next to commercial and public broadcasters. The focus is specifically on the West as many community media discourses, theories and policies are often oriented towards developing countries and emerging democracies, while community radio's in the West are often forced to operate in the margins. A comparative analysis of the regulatory history relating to community radio will be presented with case studies on the US, the UK and Belgium. This will indicate the different trajectories community radio initiatives in these countries have followed. Some influence of distinct regulatory paradigms (Van Cuilenburg & McQuail, 2003; Hallin & Mancini, 2004) can be observed, but overall in every country community radio has a legacy of struggle for existence. A common thread in the cases studied is the difficulty involved in (local) community radio legitimating its existence on the FM-band alongside commercial and public broadcasters. Unlike these latter, community radio movements have little lobbying power and are usually positioned as rogue and unprofessional actors within the broadcasting community. The outcome of these struggles

is again very different from one country to another. Overall, and especially in countries with a strong public service tradition, community radio has only fairly recently been recognized as a distinct media sphere, complementary to public and commercial broadcasters. This is the case in Belgium and in the UK. Belgium is a specific case as it has two different regulatory regimes for community radio's, one for the South (and Brussels), which is influenced by the French-system of intra-sectorial subsidiarity and one for the North of Belgium, which is liberal and conflates community radio with commercial non-public radio, treating all non-public radio's in the same manner. In countries with a liberal tradition, such as the US, community radio has a longer history, but this does not mean that there was/is no struggle or conflict regarding the right to communicate and the regulatory instruments to guarantee that right. As such, the present situation in these countries will be assessed as well. To end, prospects for the future of community radio in the West will be presented. With regard to the latter, it is inevitable to turn to the possibilities and potentials ICTs offer to community radio in terms of for example streaming and pod casting. However, also on this level regulatory and copyright issues emerge.

### **Driving Under the Influence: The Role of Policy in Media Convergence**

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There is little doubt today that media are converging, and will continue to do so. While media convergence is arguably driven primarily by technological change and resulting economic forces, policy has often been influential in the process over time. There have been policies directly addressing convergence, both negatively (bans on cross-ownership or market entry), and positively (opening markets, setting cross-market standards, mandating access). At times, old media have sought to use policy to protect markets and their monopoly power, just as new players have sought to have policy open markets for competition. In addition, a range of media, technological, economic, and information policy has had indirect impacts. Industrial and technological research policies can result in the development of new media and can shift costs and impact on barriers to entry. Social policy can encourage access and openness. Intellectual property policy can open or seek to limit new uses of information and media. In addition, policies can often conflict in purpose and impact, or may result in unintended consequences. This is particularly evident in media and information policies attempting to deal with complex and evolving media and information markets. Social and economic policy generally works by seeking to encourage or discourage certain behaviors. However, policymakers may base their policy on inaccurate or incomplete understanding of the real world and its interactions. In such cases, policy may have unintended, even perverse, impacts. This paper will review the role of policy in the drive to media convergence in the United States in the last half-century, and how policy has interacted with technological, economic, and market forces in the drive to convergence. We will examine the direct and indirect role played by various policies in influencing convergence, and discuss their relative effectiveness, and what implications can be learned to help develop more effective policies in the future.

## **Expanding the net: policy principles for sustainable diversities and IP-based media technologies.**

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For the past 50 years there has been substantial international support for the proposition that plurality in ownership was the best way to promote diversity of opinions. Structural limits on the number of media outlets owned by one proprietor have been regarded as a precondition for achieving a diverse range of viewpoints in democratic nations (Hoffmann-Reim, 1996; Doyle, 2002; Dwyer et al, 2006; Hitchens, 2006). The assumption by legislators and policy makers was that concentrated ownership confers undemocratic power on owners to sway governments, and advance their own private interests. In addition, the terms plurality and diversity have been used in the policy discourses of liberal democratic nation-states to describe the architecture of service provision and the range of available formats and content genres. In these discourses, cultural diversity can tend to be seen as a matter of ethnicity, religion and (limited) cosmopolitanism, insulated from questions of (structural) media diversity more generally. At the same time, conventional wisdom has it that the Internet, with limitless spatialisation and transcendence of place is endlessly diverse in terms of news, opinions and cultural representations. In some ways, in terms of specific search possibilities, this is the case. However when we consider usage patterns in practice, and the way traffic actually flows around the net, we get a different story. Much of our time on the Internet is channelled through search engine websites, and other major branded portals and websites, or websites linked with larger traditional media, all often located in the developed North (ClickzStats, 2007; Hitwise, 2007; Nielsen//Netratings, 2007; Technorati, 2007). Clearly media concentration is an ongoing trend that follows the predominant tendency within capitalism toward centralization of economic power in the hands of oligopolies. Yet in terms of diverse sources of content there are two opposing impulses behind media convergence as a process. Firstly, there is an economic logic to leverage branded content across several media platforms. Secondly, cultural logics to consume media in more engaging and collective ways, for example, in so-called 'social networking' and 'user-generated' content activities, drive how consumers (but less so citizens) actually use content and participate in convergent new media contexts (Levy, 1997; Jenkins, 2006). In my view these usage patterns and industry developments suggest a need for the wider application of policy frameworks for notions of diversity than is currently envisaged under, for example, proposed changes to the TVWF Directive. In light of these trends the paper asks how might we begin to construct a set of normative policy principles to promote diversities of viewpoints and cultures more broadly in IP media contexts? The starting point is to consider the work of a number of commentators who argue that digital media policies need to be reframed in terms of a 'democratic politics of difference' (Beck, 2006; Born, 2006). We can then look to a range of major international policy instruments which already signpost mechanisms and action plans to guide policy development (UNESCO's instruments for cultural diversity; EU media policy instruments).

## **Re-inventing ICT and re-classifying existing tools for Strategic Regional Integration and Development Practices in Africa**

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As foreign companies continue to flow into chartered and uncharted African territory, vying for global markets, and space and redefining the local consumer appetite, a myriad of problems arise—re-casting existing technologies in support of support Millennium Development Goals (MDGs) in each country and developing local ICT initiatives in order to tackle the MDGs and pursue sustainable development. For finance facilitation and development-gearred institutions like the

African Development Bank, the United Nations Development Programme (UNDP) agencies and Union Economique et Monetaire Ouest Africaine (UEMOA), Islamic Development Bank (IsDB), and the Economic and Monetary Community of Central Africa (CEMAC), intergovernmental organizations like the Intergovernmental Authority on Development (IGAD), the New Partnership for Africa's Development (NEPAD) and South African Transport and Communications Commission (SATCC), political institutions involved with setting the development agenda in African countries (the African Union), and regional economic communities like the Common Market for East and Southern Africa (COMESA), South African Development Corporation (SADC), Economic Community of Central African States (ECCAS) and the Economic Community for West Africa (ECOWAS), the struggle between identifying ICTs that can promote the invention of home-grown information and communication technology and implementing them for strategic development of the regions remains a major challenge for African governments, one of whose major MDGs is to reduce poverty in African countries by 50% before the year 2015. For the local population, ICT is chiefly a tool for social mediation, rather than a channel for economic self-empowerment. Ultimately, it becomes more difficult for each country to inculcate regional development initiatives let alone expedite implementation of regional integration projects. While some progress has been made in terms of studies conducted on the erection of power pools across national borders as well as in the implementation of malleable interregional trade policies, many countries have not upgraded the importance of ICT in strategic regional integration and development and up-scaled investment in ICT, as their budgetary allocations for the latter is still at the minimum. This paper argues that infrastructure is the catalyst for regional development in Africa and governmental as well as international organizations within Africa should invest financial and technical resources in the re-invention and reclassification of ICT to expedite development activities and programs. In a chronological format, the paper will (1) address generally types ICTs in Africa at the dawn of the 21<sup>st</sup> century, (2) the size and accessibility of cell phones and internet and their uses, (3) explain ways by which such existing technology can be redirected toward development initiatives and (4) identify new initiatives and inventions in ICT that can be targeted to support local efforts that seek to enhance the economy economic like the low cost laptop designed by Nigeria. Further, it will (4) describe the information, communication, political and technology (ICPT) challenges being faced by countries in promoting regional integration and trade. The following economic sectors on regional integration and trade will be discussed—transport, water, energy and ICT.

### **State Telecom Surveillance and Technology-Neutral Policy in the USA: Policy and Theory Issues**

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The mode of regulating state telecom surveillance is transforming in many countries. The proliferation of “technology-neutral” initiatives is at the heart of this sea change. The initiatives are concerned with extending law enforcement’s traditional monitoring and interception capabilities, developed in the era of the plain-old-telephone system, to more recent and emerging network infrastructures. In so doing, the initiatives treat network technologies in a non-discriminatory fashion regardless of the significant technical differences that may exist between them; technology-specific regulations are eschewed. In the US context, the focus of this study, three interrelated claims justify the initiatives. First, network surveillance is one of the most effective tools government has to deter terrorism and organized crime. Second, the initiatives will ensure law enforcement’s network surveillance powers are smoothly extended to new network technologies, avoiding the need to re-imagine surveillance regulations each time a new technology is deployed. Third, while the initiatives promise very substantial public safety and national security benefits, their costs are negligible:

state surveillance power will be maintained, not increased; civil liberties will continue to be protected adequately; economic costs, when incurred, will be modest and fairly distributed. Oppositional discourse focuses on this third claim. Civil liberty groups and some academics persuasively argue that the initiatives actually augment state power without increasing law enforcement's accountability as well as undermine citizens' rights. Industry actors opine the prohibitive expense of some initiatives and their damaging effect on the innovation process. This paper contributes to the oppositional discourse by addressing its most serious limitation, namely its failure to critically assess the claim that network surveillance is an effective means of deterring terrorism and organized crime. This failure confines critics to the limited terrain of arguing about whether the initiatives' costs outweigh their benefits. But before engaging in debates over trade-offs and how best to strike a balance between costs and benefits, it is crucial to examine whether state network surveillance does in fact come with a significant public safety/national security dividend. This paper argues that network surveillance is not an appropriate deterrent. Moreover, enhancing the state's surveillance power by way of technology-neutral initiatives may well contribute to the escalation of terrorism and organized crime. The policy implications of these conclusions are discussed. The paper also seeks to make modest connections between this analysis and ongoing discussions concerning the "risk society" thesis associated with social theorists, Beck and Giddens. For these scholars, contemporary society is exposed to particular types of "manufactured" risks resulting from the modernization process itself (e.g., scientific innovation and technology development). They claim that extant risk-management techniques not only fail to mitigate these risks, they generate new risks and uncertainties of their own. Drawing on this perspective, the paper makes two arguments. First, while the US State's technology-neutral initiatives are advertised as low-cost, effective strategies for reducing risks associated with technology-enabled terrorism and crime, they are in fact ineffective deterrents that simply generate new control problems. Paraphrasing Beck, these initiatives "feign control of the uncontrollable." Second, the risk-society thesis provides a framework that can accommodate both the critics' concerns about the costs and risks associated with the surveillance initiatives, and the argument that the initiatives are likely to be ineffective and may even escalate the problems of terrorism and organized crime.

**The postmodern analyses of the internet: an examination of their ideological new clothes**  
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In many public discourses, the internet is frequently considered as a revolutionary technology, able to radically transform everyday life in western societies. Following this idea, the entrepreneurial adoption of the internet can be seen as a means to break down the pyramidal structure of firms, and to allow less hierarchical work relationships. The weblogs are shown as an opportunity for citizens to express themselves in political debates. The internet ordinary users would also be required to become anonymous reporters and to threaten the established journalistic system.

In this optimistic way of thinking, the internet appears as the main and decisive tool to bring western societies in a postmodern era, which would overcome the Fordist model of industrialized production, the delegation's procedures of representative democracy, and the mass media's usual gate-keeping. Such analyses found a new source of strength during these two last years, according to the idea that the "web 2.0" would precisely constitute the transition to a new society. The empirical study of press articles, essays, and academic works, all centred on the mutations of information with the internet, published in France and in the US during this period, shows three recurrent items in these post-modern analyses : egalitarian horizontality ; active participation ; autonomous creativity.



These items can be understood from the scholar field of social history of ideas, and more particularly from what is generally described as the “utopia of communication”. Some of these postmodern analyses’ items own very well known ideological origins : certain items are very similar to the organicist theory of cybernetics (Wiener), and other ones draw to the older “religion of networks” (Saint-Simon). However, they also present a more global and original aspect. These recurrent items of the postmodern analyses of the internet seem to – consciously or not – rely on a recuperation of some arguments of the anticapitalist critique, such as developed by the counter-culture on the Californian campus in the 1960’s and 1970’s, or even within the social movement of May 1968 in Paris.

The postmodern analyses of the internet can be sociologically interpreted as a manifestation of the “New spirit of capitalism” as defined by Boltanski and Chiapello (2007) when these authors attempt to renew Max Weber’s founding work in “The Protestant Ethic and the Spirit of Capitalism”. Network-based organization and individual autonomy, as ancient claims of the “artistic critique” of capitalism, are now taken to be reached, thanks to the internet, and are thus positively appreciated by many commentators. These ones simultaneously forget the more negative counterpart of the new forms of capitalism : maximal exploitation of people’s spare time, psychological insecurity,... It is a paradox that the postmodern analyses insistence on the ability of the internet to solve the former problems caused by capitalism tends to hide – or, at least, to minimize - the bad consequences of neocapitalism. Because of this ideological veil, postmodern analyses of the internet generally fail to identify the whole aspects of the social insertion of the internet.

### **Mass Education, New Technology, and Policy Visions: Offline Determinants & Online Realities of E-Learning Policy**

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In theory, new technology brings unprecedented democratic potentials (Castells, 1998, Pool, 1983). In practice, however, the actualization of democratic potentials is contingent upon a social environment where institutional, cultural, and economic factors are intertwined (Barber, 2001; Mansell, 2004). The aim of this study is to critically examine the moderating role of government policy in the posited relationship between the Internet and democracy in the context of e-learning. This study compares the policies of the US, the EU, and S. Korea to identify scopes, causes, and impacts of different e-learning policy formulations. The main thesis is that regulatory legacies embedded in each nation reconcile the development of effective domestic policies, curtailing democratic potentials of digital transformation in mass education. Policy lessons will be drawn for active governmental roles in designing educational environments that help shape informed citizenry.

Rationale: According to Dewy (1916), the function of education on informed citizenry resides at the core of democracy. Note the Internet creates decentralized networks where access to information widens with low transaction cost (Kahin, 2003). In short, digital landscapes open up the possibility of the dissemination of knowledge in a massive global scale (Dutton, et al, 2004). That is, the government has its autonomous role to play in ensuring the potentials of the Internet in disseminating for citizenry (Galperin, 2004). The task is then to identify institutional, cultural, and economic determinants that constrain the government’s capability to actualize the potentials of new communication technology (Horwitz, 1993; Neuman, et al, 1996). Note, however, the limits of most studies on e-learning policy. First, most analyses are confined in national contexts. Second, studies remain descriptive with textual analyses of policy outcomes. To our knowledge, there exist only a few attempts to examine policy impacts and genesis in comparative contexts (e.g., Dumort, 2002). The proposed study aims

to fill this gap by expanding the discussion into comparative contexts and to construct a bridge between the theory and the practice of techno-policy.

Research Questions: RQ1: What is the impact of governmental policy in the digital transformation of mass education? RQ2: How do distinctive regulatory legacies, unique to national entities, shape policy visions in promoting the potentials of news forms of educational delivery?

Methodology: The results of this study will be two fold. First, quantitatively, the comparison of 55 countries will be made to assess the impacts of different governmental policies in global contexts. Second, qualitatively, the case studies provide the typology of e-learning policies in three nation-states: (1) the US, (2) the EU, and (3) S. Korea. From UNESCO data sources, e.g., EFA Global Monitoring Report & WHED, the hierarchical linear regression model will include indicators of socio-economic statuses, broadband penetration, and qualities of education of each country. The critical analysis will further focus on policy visions and determinants in threenation states, i.e., how and why a particular policy regime is adopted. In integration, the study aims to answer RQ 1 (policy impacts) and RQ 2 (policy scopes & genesis) respectively and to triangulate findings for overall arguments.

### **The New Agenda Setting Paradigm in the Web: Cibermedia Towards News Social Filters**

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As everybody knows, sharing is the most important element in the so called Web 2.0. Tools like *Flickr*, *Blogger*, *MySpace* or any kind of wikis (for example, *Wikipedia*) are specially designed- both technically and ideologically- for user to share their contents. And for that reason, it could be said that the Web is more social than ever. Regarding this up-and-coming process, cibermedia do not want to be put aside and they are increasing their use with their news and with links to social media and other websites where the “user generated content” (UGC) is the most important information. Since *The Washington Post* signed an agreement with David Sifry to use *Technorati* on August 2005, many cibermedia have followed this practice: placing buttons which say “blog this” (like *ZdNet* and *Hindustan Times* in 2004) and publishing links to the “most blogged articles” (usually with *Technorati*) or to other social filters like *Digg*, *Facebook*, *Newsvine*, *Reddit* or *MyYahoo*. The importance of this “social selection of news” on the Web must be underlined. In fact, this process implies a very important strategy. Media are trying to “move” their contents to “places” on the Web where people are talking: the social media. At the same time, this fact is creating a shared agenda of news, a really new (and maybe alternative) Agenda Setting paradigm. Now, journalists can not ignore that the most important news on the Web is the one that people are searching for. Cibermedia and the social media are sharing a news agenda for the first time in History. Because of that, both need to know what are publishing on “the other side” constantly. This paper tries to show what kind of social filters are the most popular among the cibermedia. We will go deeper to know how they are used (knowing *who* is blogging about news, sharing the content, tagging news...) and what all these movements around the cibermedia and the Web 2.0 mean. The key question would be: do the media really want to be more social or is just a “tag”? The second part of this question might come out with our case study. To aim the objectives mentioned above, we will analyze fifty news which belong to several international media (*The Washington Post*, *The New York Times*, *Le Monde*, *Clarín*, *El País*, *El Mundo*...). This sample was collected from January to February 2007. This research will shed light on the most important reactions of cibermedia in the last years, a step to recognize the relevance of social media and, maybe, the beginning of the end of Agenda Setting as we know it.

## **The evolving relation to information, knowledge and learning**

Claire Bélisle

Eliana Rosado

For centuries, knowledge has been associated primarily with academic institutions. Schools were recognized as the obligatory and unique access to organised knowledge. Universities with their research units were the main producers and distributors of knowledge. With the universal access to online cultural heritage and convivial editing and publishing tools, the Internet is becoming a real challenge to academic strongholds. The mastery of these new digital tools is taking place more and more outside schools and universities. Young people seem to be born with a cell phone in one hand and a mouse in the other. Although training can greatly expand one's use of the computer, most people start using one with only a minimum of help. Another important evolution is the fact that information and knowledge are becoming more and more sought for their efficiency and economic value than for their justified truth value. As the French philosopher Lyotard wrote as early as 1979 in his seminal work on the postmodern condition and the fate of knowledge, are teachers being asked today to "Be operational, that is measurable, or disappear"? As efficiency and practicality become dominant values, the criteria for appreciating knowledge are changing as well as expectations concerning the role of schools and universities in transmitting this knowledge and developing 'knowers'. Within academic circles, knowledge is seen as the result, in a human mind, of understanding information and integrating it meaningfully with pre-existent knowledge. However this educational conception of knowledge, as an individual psychological act, does not account for a widening notion of knowledge used to designate strategic information selected and processed within specific contexts, such as professional practices, industrial operations or global marketplace behaviours. Critical changes characteristic of the knowledge society are being identified more and more, and a different relation to knowledge is emerging from "changes in 'the world (objects, phenomena) to be known' and changes in conceptions of knowledge and processes of 'coming to know'. Have educationalists and teachers lost ground in setting the standards for learning and knowledge validation? These issues will be developed in reference to the analysis, done within a European research project, of ten national Frameworks for integration of ICT in education, and to the results of a survey done with nearly 600 university students, in the first months of 2006, about their use of digital tools in their university work. Results show that their relationship to information and knowledge is changing and it is this evolving relationship that needs to be revisited by reflexive critical thinking. Media and communication research needs to focus more on exploring and understanding how schools and universities can develop in learners not only cognitive and critical thinking skills, but also a discerning capacity to interact with different types of knowledge, humanist knowledge and scientific knowledge, descriptive knowledge (facts and figures) and explanatory knowledge (the why? questions), within a lifelong learning endeavour encompassing personal and cultural development, political awareness raising and professional maturing.

## **Building Arab Information States: A Critique of the World Economic Forum's Education Initiatives in Jordan, Egypt and the Palestinian Territories**

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As management enthusiasm for corporate social responsibility programs was growing, it coincided with a United Nations focus on "knowledge building" in the developing world. This combination of "doing good," working in line with UN ambitions, and tangible business benefits, has seen multi-national high-tech companies investing heavily in creating

“knowledge transfer initiatives” across Middle Eastern nations. The Education Initiatives launched by the UN and the World Economic Forum in Jordan in 2003, and in Egypt and the Palestinian Territories in 2005 were born from this trend. This paper will examine the historical context of these initiatives in order to locate how they are connected to the expansion of global capitalism and the high-tech industrialization in the Arab world. The paper will offer an analysis of the problems faced in each national context, questioning whether these three Arab states are poised to leapfrog onto the world stage as information societies and at what cost.

### **Open Source Software Policy and the MNC: The case of Brazil**

Jae Eun Chung, Annenberg School for Communication, USA

Miller, Jade, University of Southern California, USA

Brazil has captured headlines around the world as a safe haven for free/open source software (F/OSS), leading the way in what some have termed an “open source revolution,” led by highly publicized F/OSS policy initiatives. Indeed, Brazil has led the way in governmental promotion of F/OSS, and is currently the largest public sector user of F/OSS in South America. In this paper, we examine the scene on the ground in the wake of the implementation of F/OSS policy. This paper sets out to discuss how Brazil’s widely publicized F/OSS policy functions, focusing on how a switch to F/OSS policy changes and restructures the business landscape for global IT companies operating in Brazil. Using a political economic perspective, we investigate the Brazilian policyscape by conducting interviews with executives at IBM Brazil and Sun Brazil, as well as the former head of Brazil’s National Information Technology Institute. Through a series of email-based interviews, as well as public statements, filings and other corporate information, this paper concludes that, in Brazil, MNCs experienced both specific obstacles and specific opportunities that were direct results of F/OSS policy. In addition to the increased use of F/OSS as a direct result of policy in Brazil, governmental promotion of F/OSS policy in Brazil also contributed to alter the playing field at global market level and affected the strategies of IT MNCs worldwide.

### **E-Government as Image-Engineering: A Comparative Study of e-Government Portals of the United States, China, and Hong Kong**

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E-government has become a globalizing trend among nations regardless of ideologies, economic power, and technological sophistication. E-government projects have become symbols of modernization. This study compares the e-government portal of the United States, China, and Hong Kong to see how the three governments use the digital site to construct and promote their self-image. This study content-analyzes the FirstGov of the U.S., Gov.CN of China and Gov.HK of Hong Kong to see what images each of them portrays to its clientele. The study was done in September 2006. It is found that the American e-government has reached a mature stage while Hong Kong looks for support of her role as a regional financial and telecommunications hub, and China enters her second stage of e-government development, with much effort given to the deployment of a citizen-centric approach to deliver public service, support the Eleventh Five-Year Plan of social and economic development and to champion the theme of social harmony that the Party highlights. It is

noted that the images of the Statue of Liberty, the Capital Hill, and the American national flag are printed in the banner image of FirstGov while the national emblem and an image of Tiananmen appeared in the banner image of Gov.CN. It is interesting to see that the Hong Kong Special Administrative Region emblem appears at the top part of GovHK, followed by the government name in both Chinese and English in similar size. It gives one the impression that Hong Kong is both the “Chinese” and the “West”. The analysis shows that e-government efforts are not simply made for handling domestic affairs, nor do they build only a platform for government departments and citizens to interact. E-government is at the same time a project of image engineering aimed at projecting desirable images to the international community.

### **Choreographing Cyberinfrastructure: Communication, Collaboration and Development** Levinson, Nanette S., American University, Washington, USA

An emerging area currently being discussed at the national and international organization level is that of the development of ‘cyberinfrastructure’, especially to promote ‘openness’, collaboration, and innovation. A recent conference convened at the U.S. National Academy of Sciences in Washington, DC ([www.cyberinfrastructure.us](http://www.cyberinfrastructure.us)) identified a range of issues and efforts in the humanities and social sciences as well as in the natural sciences. There was international organization involvement via OECD. Yet scholars, policymakers, and practitioners from developing nations and most other countries were neither present in large numbers nor the focus of this meeting. Looking forward, this is a time of opportunity in the discussion and policy formation regarding cyberinfrastructure, especially with an international and development focus. The scientific community in the United States is now playing a major role in these early efforts to build and use ‘cyberinfrastructure’. This appears to parallel the early work on national information infrastructures in the development of policies related to the internet. Thus, this paper asks what the policy spaces of today and the future are and should be with regard to cyberinfrastructure. To what extent should advancement of policy discussions build on the models now being used in the multi-stakeholder debates on internet governance? Recognizing the social and economic dimensions of cyberinfrastructure, what are the policy implications for developing nations? This paper complements two of the author’s ongoing research projects, one examining internet governance and the other examining digital inequalities and development. It uses a quasi-ethnographic and comparative case study approach including participant observation, content analysis, and network analysis integrating three key levels: interorganizational, organizational, and individual. Particular attention is given to the role of interorganizational, organizational, and individual stakeholders including cross-national consortia, national and regional governments, developing country governments, international organizations, scientific associations, private sector, and civil society. As a foundation, it identifies the current ‘players’ as well as stakeholders present along with related communication and collaboration patterns; and it examines those absent from the new cyberstructure policy arena discussions. The analysis also includes treatment of the diffusion of the idea of ‘cyberinfrastructure’, the role of institutions, and the roles of culture. While the analysis stretches backwards with its comparative focus on the case of internet technology and internet governance, it moves forward to identify key policy elements and related stakeholders with regard to tracking and shaping or ‘choreographing’ future cyberstructure policies in global perspective. Finally, this work highlights implications for a continuing research agenda and concomitant research methods that recognize the complex interrelationships among technology, policy and culture in a post internet world of practice and planning.

## **Translocalism, Community Media and the City**

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Saskia Sassen's notion of the global city (2001) unavoidably incorporates processes of (g)localisation, as the city is one of the key sites where the global is incorporated in the locality of the city and its inhabitants. The emphasis on the global as a starting point of analysis nevertheless generates a number of problems, as it tends to downplay the social's contingency and embeddedness in everyday life. For this reason, an inversed analytical approach is used, in which the local is taken as the point of departure, and the global is added as a second component. In this way, glocalisation gains a mirror image called translocalisation (Appadurai 1995), which allows me to focus more on the dynamics of the local and the global, using the local as a starting point. In the translocal, a diverse mixture of media is used to fulfil the communicative needs of an evenly diverse group of communities (and not just individuals). Although the emphasis is often on the so-called new media, both old and new media can be (and are) combined to facilitate these urban communities to represent themselves and to participate in local and global public spaces and democracies. In order to illustrate the translocal nature of these participatory communicative events and strategies, two case studies will be analysed, one on the use of online-databases by community radio organisations, and one on community wifi.

## **Technologies and Public Spaces: The "Undersound" Project in the London Underground**

Robin Mansell, London School of Economics, USA

Wireless technologies are providing enormous opportunities for new connections between people in public places. It is often assumed that this is desirable and desired by those who frequent such places. This presentation would consider whether this assumption is well founded by discussing a somewhat peculiar urban space – the London Underground. The Underground is the site of an experimental project called 'Undersound' which is designing and piloting a system that relies on wireless short-range technologies and on the use of personal computational devices to enable people to exchange music with each other while they travel through the interconnected space of the Underground. The project is revealing interesting insights into how people may seek to limit their exposure to other or to encourage it. The presentation draws upon research conducted by Arianna Bassoli, PhD candidate, LSE.

## **Search Engine Research. Stocktaking and Systematization of an International and Interdisciplinary Area of Research**

Machill, Machill, Nanyang Technological University, Singapore

Beiler, Markus, University of Leipzig, Germany

Search engines assume a key role on the Internet. In many cases it is thanks to them and their selection and mediation function that users are at all able to gain targeted access to the net contents. They thus perform a function comparable to classical gatekeepers. It is therefore logical that, for example in the USA, 84 per cent of Internet users regularly fall back on search engines. In contrast to the considerable social importance of search engines and the power that they wield, large gaps in research are evident. These gaps must be closed. This contribution aims to elaborate the central dimensions of search engine research, gather together existing insights and make suggestions for future research. The five fields of search engine research are **1.** search engine policy and regulation, **2.** search engine economics, **3.** search engines and journalism, **4.** search engine technology and quality as well as **5.** user

behaviour and competence. The need for a media-policy debate on search engines results, on the one hand, from the high degree of concentration in the search engine market and, on the other, from content-related problems. To date, discussion has primarily focused on content-related problems, e.g. aspects relevant to the protection of minors. In some countries this has, for example, resulted in a co-regulation model for search engines. The dimension “search engine economics” presents the market activities of the search engine providers and their strategies for financing them. Problems resulting from the marketing of search terms and search engine optimization are revealed. The research field “search engines and journalism” is concerned, firstly, with the question of how journalists use search engines as a research tool and their impact on the quality of journalistic products and, secondly, with the extent to which search engines themselves assume journalistic functions. To date, only rudimentary research results exist here. Although various research approaches and results are available for the dimension “search engine technology and quality”, they are often unconnected, discrete data. Permanent efforts are also required with regard to the further development of the technology in order to improve the quality of search engines or to provide users with more relevant search results. Approaches in this regard include, for example, the semantic analysis of Internet contents. The dimension “user behaviour and competence” must not be ignored by search engine research because search engine use depends on man and machine interaction. In an increasingly networked society it appears necessary to ensure that users learn how to handle search engines correctly at an early stage, that their awareness of problems is heightened and that a critical attitude towards the handling of the various search engines is conveyed. The contribution comes to the conclusion that, in view of the enormous importance of search engines in the information age, the various scientific disciplines must be expected to devote themselves to the research area relating to search engines to a greater extent than hitherto. In consideration of the subject at issue, it appears sensible to proceed along interdisciplinary and international lines. This contribution will also make concrete suggestions in order to achieve that goal.

### **E-Government, Multiculturalism, and Diversity: Assessing Levels of Recognition at the Nation-State Level**

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Stewart, Concetta M., Temple University, Philadelphia, USA

The purpose of this paper is to explore national e-government portals and sites to determine if and how they address issues related to cultural diversity. Through a qualitative and quantitative content analysis of the main existing e-government web sites of each country in the world, we will look for evidences of multiculturalism (e.g. explicit references to more than one language, specific social groups, minorities, distinctive communities, and/or sub- or pan-national identities), in order to establish a preliminary taxonomy and account of the way in, and extent to which different nation-states reflect on their official online spaces their stances regarding cultural diversity. This, in turn, will serve as a basis for further inquiries into the complex interplay among issues of development, technology, and culture. Our interest in undertaking this inductive study is justified by two major reasons. First, while a relatively large literature has dealt with the subject of e-government’s definition, evolution, challenges, and best practices, a significant part of this production (sponsored in great part by multilateral organizations), has revolved around descriptive analyses and aggregate case studies aimed at keeping an inventory of countries’ initiatives to bring public services online and expand possibilities for communication with their citizens. Although a few studies have in recent years turned their attention to content-related elements that may promote or inhibit use of e-government sites by different segments of the population (e.g. Ciborra, 2005; Hargittai, 2003;

Heeks, 2002; Maddon, 2004), most literature on the subject is still very much focused on issues of connectivity and infrastructure, assessment of needs and results, transactional/interactive capabilities of the sites, or users' basic ability to take advantage of e-government services. There is, therefore, a dearth of research exploring cultural factors that may hinder or boost the success of e-government experiences. Second, the articulation of references to multiculturalism and/or cultural diversity through states' institutions, policies, and spaces, has important implications for nations' internal stability. As both recent ethnic confrontations around the world and a growing literature on security and development indicate, the source of much conflict and unrest nowadays is related as much, if not more, to demands for recognition, opportunities, and inclusion in essential decision-making processes, as it is to mere distribution of resources. In light, therefore, of globalization trends, current migratory waves, and cultural hybridization phenomena that question traditional assumptions of nation-states as entities with supposedly homogeneous populations, the exploration of national e-government sites as "public" online spaces where inclusion or exclusion of cultural identities can be articulated from the sites' narrative components becomes an important endeavor. The study proposed here, thus, represents a first step in a larger research project that inquires into broader relationships among technology, multiculturalism, and development. Whereas we deem the account of national e-governments' references to cultural diversity to be valuable in itself as a descriptive resource, we will seek with further research to contribute knowledge to current debates on cultural security, politics of differences, human rights, e-democracy and global governance.

### **Contenidos Digitales Estrategicos : Analisis de la television en Espana e Italia**

Roel, Marta, Universidad Católica de Murcia, Spain

En la presente comunicaci3n se pretende trazar una panoràmica sobre la actual estructura del sistema audiovisual (televisi3n) en Espagna e Italia, en un momento en el que ambos paises estàn apostando activamente por la implantaci3n de la tecnologia digital. Asimismo, pretendo estudiar las iniciativas politicas desarrolladas por los actuales gobiernos espagnol e italiano, especialmente aquellas vinculadas a la implantaci3n de la Televisi3n Digital Terrestre (TDT) y hacer una revisi3n de las politicas desarrolladas por los gobiernos precedentes de Aznar y Berlusconi respectivamente. Pero en este contexto de innovaci3n tecnol3gica y planificaci3n politica emerge un sector llamado a convertirse en estrat3gico: el sector de los contenidos. Partiendo de una aproximaci3n te3rica del concepto de contenidos digitales estrat3gicos, pretendo abordar el proceso de reconversi3n de los modelos tradicionales de gesti3n de contenidos ante el apag3n anal3gico (switch off), el desarrollo de nuevos modelos de gesti3n favorecidos por la tecnologia digital y detectar cuàles son los contenidos televisivos estrat3gicos en Espagna e Italia estableciendo posibles vectores convergentes. Pretendo, en definitiva, sistematizar en esta comunicaci3n la actividad investigadora desarrollada por mi, recientemente, en Barcelona, Roma y Padua.

### **The Emperor's New Clothes or the fashion of democracy: An Empirical Study of the blogs of Political officials in Mainland China**

Chen Yunbo, Chinese University of Hong Kong, Hong Kong

Compared with the importance of blogs in helping political officials with their elections in US and western European countries, the blogs of political officials in Mainland China is still a novelty. 2006 is the first year witnessing the burst of political officials blogs which provide a quick and vast connection between public politics and private expression. The popularity of officials' blog lies in its characteristics of freedom, equality and interactiveness. People wish



to participate in political issues using this new kind of platform which will increase the freedom of speech. There are controversies raised about this issue among the public. Some argue that it provide a new mode of information administration which contributes to collecting opinions, strengthening social supervision and online democracy. By breaking the boundary between private sphere and public sphere, officials' blogs provide a convenient channel for effective political communication and active participations in politics. However, on the other hand, there are skepticism concerning about the effectiveness and also the motivation of official's blogs. Some expressed their worry about whether this platform is merely a political show or will prove to be a decoration ultimately. Some pointed out that discussing public issues in a private sphere may lead to the ambiguity of public and private sphere making public issues more intricate. Also, public power and resources may be controlled by Netizens who visit the blogs more frequently. Based on these phenomena, this research aims to figure out whether the political officials' blogs in Mainland China play a positive role in increasing political democracy and how far it is from the expectation of the commonality by conducting an online survey among 400 people who were randomly selected and also analyzing the contents and communication mode of typical officials' blogs based on political communication theory. There are few empirical studies discussing the roles play of officials' blogs in political democracy and this research may fill the blank. The results show that the officials' blog still has a long way to go concerning the high expectation of it. Contrary to the prosperity at the inception, some blogs almost close down without updating for several months. Some switch to be a semi-administrative blog other than a private one written by the officials themselves. As to those blogs that are running smoothly, their effectiveness are overestimated due to the formalism which hamper the real communication between Netizens and officials. To sum up, officials' blog plays a role of supplement other than replacement in modern democracy. It uses the new technology to solve the old problems. What is important in democracy is not the format, but the essential nature. Due to the political systems in Mainland China, it seems that there is little improvement in democracy concerning the development of technology and the burst of officials' blogs claiming to provide with more chances of freedom of speech, which leaves with lots of questions to be further discussed in future.

### **People-centred innovation development and introduction in today's ICT-environment. A new methodological and strategical approach**

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When it comes to Information and Communication Technologies (ICT), today's ICT-environment is characterized by an exponential increase of innovations, overwhelmed audiences, hypercompetition, shortening product life cycles; and as consequence of all this by an increasing number of failing innovations. In most cases the lack of accurate prior-to-launch user insight and inefficient communication strategies are mentioned as reasons for these failures. For scholars, as well as for practitioners and policy makers in the field of ICT this results in a double challenge or need: more accurate (1) user-centric research tools and (2) introduction/communication strategies. To tackle both challenges, we crossed the borders of our communication research traditions, and strived for a 'convergence' with expertise in other domains as econometrics, marketing and social psychology. (1) In order to come to more user-centric innovation development we developed a 'methodological flow' to guide the new product development (NPD) process. To help researchers find the most suited methodology in every stage of that NPD process we also constructed a decision tree. For the most critical stage in that process – the launch stage – none of the existing methodological traditions could provide a reliable method for potential estimation and adopter segmentation forecasting. To

fill up this hiatus we developed a new method: the Product Specific Adoption Potential (PSAP)-method. During the past 5 years the reliability and validity of this methodology was tested in 9 different case studies (n: 9569). In a Flemish context the methodology can be illustrated for technologies as broadband internet, UMTS and digital television. From an international market perspective, potential and segmentation forecasts were made for flat TV and eHub technologies. (2) In the search for more efficient communication strategies for the introduction of ICT innovations we developed a strategical blueprint that follows the metaphor of Moore's Bowling Pin Model. In this blueprint, strategical pillars as a 'gradual and segmented approach', 'accounting for copy potential' and 'distinguishing between informing and convincing communications' are integrated for the first time into one comprehensive strategy. The Flemish broadbandcase or the international flatTV-case illustrate the implementation of it in practice. Currently, the methodology and strategy are also used in a study for the Flemish government as an input for the communication strategy for the 'digital switchover' in 2008. By developing a 'flow of user-centric methodologies' and a new method (PSAP) for potential forecasting we tried to contribute to the evolution to more peoplecentred design and innovation. With the BPM strategy and a '7-step analysis plan' to use PSAP research as a basis to fill in such a Bowling Pin Model, we hope to have contributed to the search for better communication policies (as well for political as industrial action). With the development of the PSAP-method and the BPM-communication strategy we tried to bridge gaps between the domains of communication, sociological, marketing and socio-psychological research. The implementation 'in practice' for technologies as digital television, broadband internet or flat TV learned that our effort is also bridging gaps between theory and the needs in practice.

### **E-Culture policy in the Low Countries**

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The networked society is changing the ways we work, relax, travel, learn, etc. It also is changing the way we create and experience culture and art. This area in which people are experiencing with new forms of cultural creation, participation, archiving, distribution and promotion, is also known as 'e-culture'. Culture and art seem to have a dual relationship with new media technology. On the one hand some well known artists have been new media pioneers (e.g. Nam June Paik, John Cage). On the other hand the cultural field seems to be no enthusiastic adopter of ICT, be it for the use of ICT for cultural management, or for the use of ICT to promote or distribute cultural content. At least this is the case in Flanders (northern part of Belgium). A survey in 2004 revealed that for cultural organisations in Flanders e-culture was no priority for the time being. Nevertheless the cultural sector in Flanders is well aware of the possibilities of the ICT (especially Internet) for attracting and involving existing and potential audiences. However for finding interesting and innovative activities in the field of e-culture, one has to go to the northern neighbours of Flanders. Indeed in the Netherlands cultural institutions seem to be much more involved in e-culture. A few examples are the very active field of digital cultural heritage (DEN), the famous Fabchannel (live concert streams from two Amsterdam music club venues), several creative broadband projects, etc. How can these differences between two neighbour countries be interpreted? Can they be explained by a different e-culture policy in Flanders and The Netherlands? Indeed in the Netherlands e-culture has been put early on the political agenda. This resulted in discussion papers about e-culture policy, public debates, room for experimenting, and technical and financial support. In Flanders this e-culture tradition in policy circles is only starting to grow. Since 2004 e-culture gets some attention in Flemish policy documents. In this paper we want to compare the differences between e-culture policy in the Netherlands and in Flanders. Which lessons can be

learned from the Dutch policy? Does the Dutch e-culture policy lead to a flourishing e-culture field? Is the policy resulting in expected outcomes? What are the conditions to have a successful e-culture policy? Are these conditions different in the two countries? e-Culture policy is a new kind of policy in which different fields come together (culture, cultural industry, innovation, telecommunication, education). So the aims of an e-culture policy can also be different: support artists, support the distribution of culture by means of networks, support cross-sectoral initiatives, support the digitisation of culture, support the creation of high speed connections for the cultural field, etc. In short this paper will analyse the instruments which have been used in the Dutch e-culture policy and assess its strengths and weaknesses for the Flemish context. To answer these questions policy documents and documents regarding e-culture initiatives will be studied. Next to this desk research some key experts in the Dutch and Flemish e-culture field will be interviewed.

### **Working Paradox in Progress: The Possibilities, Benefits and Limitations of Communication Technology Policy at the UN Internet Governance Forum (IGF)**

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The first United Nations' (UN) Internet Governance Forum (IGF) was convened in Vouliagmeni, Greece between the 30<sup>th</sup> of October and the 4<sup>th</sup> of November 2006. The first IGF represents a major step in the evolving global dialogue over governance of the Internet. It is also an experiment in global governance- a UN structure in which there is complete multi-stakeholder participation and which has no pretence to producing binding policy. As such, it could serve as a model of best or worst practice in global multi-stakeholder governance and will go a long way to shaping the practices of subsequent UN practice- the remaining four planned IGFs above all. Thus, as a novel experiment on the institutional structure of global communication governance, IGF 2006 represents a significant terrain for global media and communication governance research. At the same time it is a complex development, one whose inherent ambiguity and tendency towards self-contradiction lend themselves to misinterpretation and utopian/ dystopian oversimplifications. Drawing primarily on documentary analysis and participant observation of the World Summit on the Information Society (WSIS) process that created the IGF and of IGF 2006 itself, the first part of this article will present a detailed and nuanced account of the establishment and anatomy of IGF 2006. One of the premises of this article is that this thick description of the IGF's institutional history is, in many respects, necessary conceptual context for analyzing the impacts of IGF 2006. The second half of this article will focus on critically assessing the impacts of IGF 2006 in three respects: its successes and failures relative to its own mandate, its impact upon the global governance of the Internet and its implications for the notion of multi-stakeholder global governance. As advertised, IGF 2006 concluded with no resolutions and its only tangible outcome was a series of 'dynamic coalitions' that are expected to self-organize work on specific issue areas over the course of the year which may or may not then feed into IGF 2007. While some of the functions attributed to the WSIS IGF were in evidence at IGF 2006 and it was also clear that momentum is building to see others addressed at subsequent forums, it is also clear from the IGF 2006 experience that it may never be able to fulfill certain parts of its mandate. This synthesis will involve tying off the two compelling, even obvious threads of critical thought connecting the IGF to much of our research. It will examine the idea that IGF 2006 is both a work in progress and a governance paradox and conclude that, as strange as it may sound, the paradox itself seems largely to be working; for the time being.

## **Challenges for Media Self Regulation**

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The Audiovisual Media Services Directive is only one of a series of high level expressions of support for self-regulation in the converging media sectors, as self-regulation is seen as a flexible alternative to statutory regulation in fast-changing media sectors. This paper presents findings of an EC-funded survey of self-regulation of press, mobile telephony and internet sectors, looking at the trends towards increased cooperation between EC countries and across different sectors. The focus is on a comparison of different codes of conduct and some research on awareness of and attitudes towards self-regulatory measures. The paper outlines some of the challenges and dilemmas raised by self-regulation, including those relating to the effectiveness of codes of conduct and alternative dispute resolution, and the relationship between self-regulation and constitutional protection of free speech.

## **ICT policies in plural societies in the face of Digital Divide (A case study of Localization of ICT in India)**

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The phenomenon of digital divide is felt not only due to the disparities and inequalities, but also for the desire of the powers that be to standardize the technology and the human behavior in an absolutely deterministic manner. A great amount of digital divide is felt in the Indian subcontinent known for its pluralities as the ICT there are promoting English, while the sincere attempts of localization of technologies are not able to bring them closer to the people. A proper analysis of ICT and digital divide has become even more imperative as the Indian Government has taken e-governance and e-learning seriously and has started implementing them vigorously. The economic disparities hamper the percolation of ICT downwards. The lack of infrastructural facilities like electricity are also responsible for the delayed growth. However, the lack of people oriented ICT policies is a major hurdle. India has seen important stride of human resources in IT sector in recent years, but the exclusive technological and managerial approach has harmed the cause of localization in a big way. The major impediment seems to be the undermining the fact that ICT are principally communication tools and are not merely technological marvels and would require the involvement of people from various walks of life to use them without any fear. The paper deals with the assessment of the development and implementation of ICT in India during last ten years. It draws the empirical data from the records of government and the industry. It also projects the new initiatives of government and the industry in the field of localization of technologies. In the present paper, the author has also tried to analyze the present Indian situation of ICT development and its benefits to the people at large. The major initiatives and policies are discussed and analyzed. The author has also tried to project an alternative modal of development of ICT by integrating them with other social developments and the possible shifts in the policies that country like India necessary to make a fast and lasting impact on the society as well as the development of ICT.

## **The Politics of Telecom in Development Discourse: The experience of Ghana and Uganda**

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Ghana and Uganda have both endorsed World Bank recommendations to introduce market regulation into their telecommunication sectors. Both countries have been touted as African success stories in the implementation of neoliberal policies. But a closer look shows a mixed

bag of success and failure in their bid to democratize access to telecom services. Indeed Ghana and Uganda offer us an opportunity to undertake a comparative study of how the renewed discourse of development around ICT and digital capitalism pans out in actuality within different political contexts. Do political contexts matter in telecom policy outcomes? What is the impact of multi-party electoral democracy on telecom policy implementation? More specifically, how has the postcolonial state fared in the dicey business of telecom sector restructuring? Through this comparison, this paper shows that different political contexts have profound implications on varying outcomes despite the fact that both are apparently under the same regulatory regime. Thus it aims to open up future direction in ICT for development research within the new era of info development.

### **Los ciudadanos ante la televisión digital terrestre: estudio del conocimiento y de la percepción de la TDT en España a 3 años del apagón analógico**

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El objetivo de esta investigación es mostrar los resultados de un estudio que trata de medir las percepciones en materia de televisión digital terrestre (TDT) que tiene una población de una amplia zona del territorio español, procurando conocer, además, la predisposición hacia la nueva tecnología a partir del conocimiento que manejan sus ciudadanos. En España, los operadores de televisión local que dispongan de licencia administrativa tendrán que finalizar su emisión analógica el 1 de enero de 2008. A partir de esa fecha, la difusión de su señal será exclusivamente en sistema digital terrestre. Del mismo modo, en el año 2010, todas las cadenas nacionales de televisión deberán sumarse a este cambio tecnológico de emisión impulsado por el gobierno central. Este salto tecnológico implica sobre todo una transformación fundamental en las condiciones de recepción de la señal en cada uno de los hogares españoles, y también supone un cambio en las posibilidades de explotación comercial de la televisión desde diferentes perspectivas. Hasta el momento, los planes estratégicos de comunicación impulsados por los fabricantes de equipos, las televisiones generalistas o la Administración Central han sido insuficientes, por lo que no han logrado la implicación necesaria por parte del ciudadano. Con esta investigación se pretende paliar esta situación al estudiar el comportamiento del ciudadano ante la TDT desde una perspectiva científica. Con los datos obtenidos, las administraciones públicas estarán en disposición de trazar, con garantías, estrategias eficaces en la divulgación del valor añadido de la TDT y diseñar políticas orientadas a propiciar un clima favorable a esta nueva tecnología. Para la realización de este estudio se ha llevado a cabo un sondeo a una población de 1.300.000 habitantes a partir de una selección de una muestra conformada por criterios de sexo, edad y ubicación geográfica, teniendo en cuenta las siguientes variables objeto de estudio: 1 – Conocimiento, percepción y predisposición del ciudadano ante la TDT; 2 – Obstáculos planteados en el desarrollo de la TDT desde la perspectiva del consumidor final; 3 – Perfil tecnológico del telespectador y hábitos de consumo de televisión.

### **Movements And Media: The Urgent Need For A Dialogue About Concepts**

Downing, John, Southern Illinois University, USA

Social movements matter, the constructive ones and the dangerous ones and the confused ones. Their study has taken on considerable life over the past 20-25 years, beginning with the “resource mobilization/rational actor” and the “New Social Movements” schools, and continuing on with the current “Contentious Politics” network, along with studies of solidarity movements (Giugni & Passy 2001), social networks and movements (Diani & McAdam 2003), and transnational social movements (Keck & Sikkink 1998). The journals *Social Movement Studies* and *Mobilization* are significant though not exclusive fora for debate on these issues. The global social justice movement and religious revival movements have been two major contemporary spurs to these analyses. However, their media and Internet dimensions are referenced but rarely. Very often media are defined simply as message-channels (e.g. the notion of cell phone “swarming”), rather than as the complex socio-technical institutions they actually are. At other times, only mainstream media coverage of social movements is in focus. I shall therefore focus on a brief critical evaluation of (1) some key social movement theories developed in sociology and political science since the decline of the New Social Movements school’s apogee; and (2) certain conceptual assumptions found in current research on alternative uses of both conventional media and the Internet. The paper will offer a mutual interrogation of both bodies of work with the aim of advancing conceptual depth in both.

### **La Minga Virtual: Indigenous Radio, Popular Resistance And The Struggle For Social Justice In Colombia**

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In Colombia, as in other parts of the hemisphere, mass communication media are an important tool of the indigenous communities both for internal organizing and mobilization, as well as for alliance building with other progressive sectors and outreach to the broader Colombian public. In recent years, we have seen an acceleration of this convergence of media organizing and resistance in Colombia’s indigenous movement, with radio playing an ever more important role in these efforts. This paper explores the role of indigenous radio within the context of Colombia’s armed conflict. It examines the mass communication projects of the indigenous communities and places them alongside the much broader meaning of communication for the communities. In particular, the text focuses on the region of the country where the contemporary indigenous movement initially emerged in the early 1970s, Cauca. Radio has become a principal component of the movement’s strategy to communicate the community’s message to Nasa audiences, to other non-indigenous local communities in the northern Cauca region, and also to the broader Colombian population. Just as radio was used by governments in the past to create a sense of Colombian national culture and identity in a country traditionally divided by regions, the indigenous communities of northern Cauca are using radio as a form of resistance to that same national consciousness, which they see as being shaped by materialism, militarism, and corruption. The focus of the text is indigenous radio, and in particular, the case of *Radio Payu’mat* and its two sibling stations, *Radio Nasa* and *Voces de Nuestra Tierra*, in northern Cauca, located in the Andean region of southwestern Colombia. However, the case study will be placed against the backdrop of indigenous resistance to corporate globalization, militarization, and a racist hegemonic system

that has characterized the Colombian political system and its media industries. Through extensive interviews and personal exchanges with the primary actors in Colombia's indigenous movement and popular media sectors, the text presents the emergence of indigenous popular media as a breaking off point from a long history of undemocratic communication practices that have deliberately excluded alternative voices from the national airwaves. It will attempt to present Colombian indigenous radio along a parallel track of analysis, first examining its ability or success at serving as a public sphere for the Nasa people whereby communication over the airwaves provides a consistent forum for resolving issues in the interest of the community, a type of electronic people's assembly, or radio *minga*, to use the local term. On the other hand, the text will consider the station's role as an alternative community media outlet that although considered marginal by the dominant sphere of political, economic and social power, is also perceived to be a threat by the same dominant culture precisely because of its confrontational stance on major political and economic developments affecting the entire nation. The descriptions and analysis in the manuscript are based on years of journalistic work and human rights action research carried out alongside Colombia's indigenous movement, and in particular in Cauca. Along with an extensive review of the literature on the subject, the bulk of the text will reflect the author's numerous visits to the communities served by the stations, interviews with community leaders, radio station directors, staff and listeners, and ongoing communication with the leadership of the indigenous movement in Cauca and throughout Colombia over the past 16 years.

### **Media Restructuring, Counter Public Spheres And The San Francisco Media Ecology**

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The general threats to the public sphere and to democracy associated with increasing privatization, commercialization, and conglomeration of media systems have been clearly articulated (e.g. Bagdikian, 2002; McChesney, 1999; 2002; Underwood, 2001; Horwitz, 2001; Cooper, 2003; Kidd, 2005). Yet we know very little about how social movement groups are responding to, negotiating, or counteracting this restructuring in media systems. This research, with Dr. Bernadette Barker-Plummer, is concerned with the ramifications of dominant media restructuring for social change groups, and especially those that constitute counter public spheres. The counter public sphere, as Fraser (1992) has described them, are those spaces in society where emerging or marginalized groups coalesce and work to form new collective identities, to mobilize into constituencies, and to articulate problems for redress. John Downing has suggested that one of the core roles of radical alternative media is to support these processes (2001). Our approach was thus to examine those organizations whose publicly stated goals included public education and advocacy, including immigrants', women's, peace, ethnicity-based, poor and homeless, groups concerned with health advocacy, and prisoners rights; and local alternative media. Our study was based on a series of long form interviews with 28 groups in the San Francisco Bay area over the period, 2004-2006, plus an analysis of changes in the political economy of the commercial and public media. We found overall that social movement groups are experiencing a closure of the public sphere. They are finding it harder than ever to be heard in the dominant commercial and public media, especially if they are under-resourced or non-English speaking. We also found that those groups able to produce news access -- especially professionalized groups who are foundation funded, and who have paid research and media staffs -- have often been forced to dedicate more resources and staff to compete for shrinking space, which has sometimes taken away from other necessary tasks of membership education and mobilization. We also found that social movement groups are negotiating these closures in a number of ways. Counter-publics are creating their own communications, and sub-contracting with independent producers. Most

are using the Internet more, although, for some tech savvy groups, traditional media attention is now seen as a “driver” to their web sites. There is also a growing space for independent, autonomous and ethnic media, though social movement groups worry that these have much less impact and reach. Clearly there are many questions to ask and answer about the dynamics of the counter public sphere and its connections to the dominant spheres. However, we highlight some of our concerns. We noted the shifting of valuable resources to public relations and spin, and away from grassroots mobilization. We also found some evidence to suggest, as does Nancy Fraser (2005), that the tension between claims for redistribution and claims for recognition is problematic. For example, an increasing number of local communications projects focus on changing public opinion through the expressive activities of a particular group, for example, of youth of colour. As Fraser (1990), Rochon (1998), McLaughlin (1993) and other public sphere observers have noted, democracies need internal spaces or spheres where groups can build identity and articulate their issues and concerns, and there also need to be strong pathways and links between these spheres and the dominant public sphere where national and international policies are constructed and resources allocated. Traditionally these links have been through communications and media channels. Our study suggests that the links between these spheres may be diminishing, or at least shifting. Finally, most of the groups we talked to connected these and other problems to problems with media systems more generally. Some groups had brought these issues into the center of their work, and have become close allies with media reform groups. For under resourced grassroots groups, however, there was little time and few resources to work on these larger issues. What is the prospect for a widely based social movement focused on communications issues? This paper offers a first pass through our data. Future work will follow up on all of these areas—from mainstream media use and limits to uses of new technologies—and our long-term goals involve expanding the project to other major cities. We believe that understanding the dynamics of the counter public sphere and the underpinning communicative and resource structures of that sphere are an essential, component of understanding, and supporting, social change activities, as well as creating a better overall understanding of social change processes more generally.

### **Youth-Produced Radio And Its Impacts: From Personal Empowerment To Political Action**

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Training programs focused on youth-produced radio flourished in the United States in the mid-1990s. By 2001, the National Federation of Community Broadcasters (NFCB) had documented the emergence of more than 50 different training programs in the preceding 10 years (Graber, 2001). Based largely on self-descriptions of youth radio programs, the NFCB documented the explicit goals of the training as multi-dimensional, ranging from the cultivation of individual empowerment to increased social awareness of youth issues. Specific goals included the cultivation and development of self-esteem, youth leadership, media literacy, cultural preservation, civic engagement, youth perspectives in the information environment, and new professional producers for and audience members in the non-commercial radio spectrum. Despite more than a dozen years of youth radio training programs, no systematic research has examined the experiences and impacts of these programs on their participants or audiences. The purpose of this research is to evaluate the consequences and impacts of youth radio training programs on their participants as they relate to the specific missions and goals of the given programs. This study is based on systematic, in-depth interviews conducted in the summer of 2006 of 55 youths who participated radio training programs. The youths were drawn from four radio training programs: Radio Rookies of New York, Blunt Youth Radio of Portland, ME, Radio Arte of Chicago, and Youth Radio



of Berkeley. These four programs were selected for two reasons. First, they are the best-established and longest-running youth radio training programs in the United States. Second, they represent structural diversity in terms of their formal organization and institutional missions and goals. The objective of this research, therefore, is not only to evaluate youth radio training programs in terms of achieving their missions, but also to explore the relationship between formal program structures and their outcomes. Initial data analysis indicates that the significance of this research extends to both theoretical questions and practical applications. On the theoretical level, both the mission statements of the participating radio programs as well as the scholarly literature in community and alternative media (e.g. Atton, 2002; Couldry & Curran, 2003) make implicit and explicit, normative assertions regarding the relationship between non-corporate, democratic media practices and the emergence of individual empowerment, political action, and social movements. This study indicates that the relationships between communication practices and individual, social, and political outcomes are far messier and contradictory than current mission statements and theory development have acknowledged. On the practical level, this research identifies patterns tracing the relationship between hand-on, organizational practices and desired outcomes of personal empowerment, social awareness, and political action. These concrete patterns are of immediate utility to practitioners who work with youth, design activities, or evaluate programs.

### **Negotiating Globalisation: Media Representations And Popular Perceptions: A Case Study In Eastern Thailand**

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The paper explores the complex relationship between globalisation, and the alternative media in *Ban Noen Putsa-Pluak Ked*, a village in Eastern Thailand, which, since the construction of the country's largest petrochemical plant there in 1981, has experienced both rapid industrialisation and intensified openness to global culture, from shopping malls to transnational media. As a consequence, the villagers have suffered from pollution, health problems, conflict in the community and cultural crisis. At the same time, social movements active in the area have employed a variety of means, including alternative media, to promote localism and community culture as counters to dominant state policies and ideologies. The research reported here has three interrelated objectives: First, to map the ways globalisation is represented in the alternative media. Second, to investigate the roles played by the alternative media in the community. And third, to investigate the reception of the media among local people and their impact on the practices and ideas through which they resist or accept globalisation. Ethnographic methods are used to explore community contexts, patterns of media consumption, and attitudes towards globalisation. Content analysis and discourse analysis are deployed to establish how the media represent globalisation. Lastly, focus groups are employed to explore how the villagers see globalisation through the media and what ideas and practices underpin their acceptance or resistance to globalisation. The fieldwork findings reveal that while the concepts of localism and anti-globalisation promoted by alternative media are accepted as good principles but seen as impractical by adult villagers, the younger generation completely reject them, suggesting that the counter ideology promoted by activists and social movements fails to meet the views and needs of the villagers.

## **The Third Dimension Lending Library: Simultaneous Withdrawal And Social Advancement In An Anarchist Collective**

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This paper examines the creation of social space within an anarchist collective that was formed in the Midwest United States. Within this collective several activities are geared towards strengthen the outward appearance of the social action group, such as the creation of a community lending library, collectively gathering food and creation of protest media. Other activities are geared towards the creation of social integrity within the group. Most notable is the recurring weekly-shared food gathering where member bring dishes (usually vegan) to eat while talking about the community and life at large. The group itself is a heterogeneous body of activist, members, well-wishers and friends that come together as autonomous bodies to create social organization. This paper seeks to theorize the way that social action groups build community through communication in a dual process. A process that oscillates towards the outside world, and within the group. This process is complex considering that the aims of this anarchist social action group are structured to draw away from the world. On one hand they are seeking to create a new system within the confines of a much larger and hegemonic system. At the same time they are creating media to legitimize their new system to individual members of the outside system. Thus there is a polarity of withdraw and advertisement of that withdrawal. Internally there is a constant debate as to the nature of the communication that is sought in the display and the nature of the withdrawal enactment. This paper is preliminary as research is ongoing, however it comes out of one and a half years of fieldwork and participant observation within this group.

## **Social Software And Social Capital**

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The dotcom-crisis in 2000-2001 marked the end of the first generation of Internet services. The nature of the digital realm evolved into new and more interactive and participative models of online communication. Today, the Internet is going through a major shift in terms of content and services that it supplies a shift that is referred to by concepts like web2.0 or social software. One of the key characteristics of this new generation of Internet services is its bottom-up approach. Users of social software not only consume media-content, but also create it. Community and collaboration are no longer defined by physical proximity but by common interests. Social software has inherent qualities for expanding reach and engagement, search and online monitoring. In this paper, we first explore the conceptual differences between the terms of web2.0 and social software. We argue that in communication sciences the concept of social software is more appropriate than web2.0 to describe interactive and participative models of web services such as Flickr, Del.icio.us or YouTube. On the basis of a literature review and an online survey of 25 international experts in the field of e-learning and web2.0 services, we try to provide a definition of the concept (social software). Secondly, we look at the relationship between social software and social capital. The term social capital is used here to conceptualize the intangible resources, the shared values and the trust in a community, upon which an individual can draw in daily life. On the one hand, we notice that the new and emerging social software services appear to be evolving into a patchwork of various independent or loosely connected community-based systems, where the synergetic effects that could emanate seem to become neglected and lost. These and other arguments incite several authors to argue that the Internet and social software in particular are inimical to the creation of social capital. These views sharply contrast with more optimistic reflections about the use of social software. Literature shows, for instance, that an individuals, social

capital can be augmented by the use of social software and that Internet technologies serve both bridging and bonding functions. From a theoretical viewpoint, one could assume that social software expands these bridging and bonding effects even more. Yet it becomes more complicated to maintain the distinction between both functions, as most social software services seem to be specifically designed to both bridge and bond at the same time. Based on these theoretical considerations about social software and social capital, we conducted a qualitative study among users of four social software services. For each service, 8 to 12 people were invited to participate in focus group interviews to discuss the way they use these services, their motivations for using them and the (perceived) effects of social software usage on the individuals, social capital. Preliminary results of this empirical study will be presented in the paper.

### **Ordinary Screen Culture: The Social Use Of The Internet By Young Adults**

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La sociologie des usages des technologies de l'information et de la communication (TIC) se pose aujourd'hui, notamment en France depuis l'appropriation massive d'Internet par les acteurs sociaux, comme une discipline incontournable dans l'approche des phénomènes médiatiques et communicationnels. Elle nous permet d'éclairer et d'envisager le changement social en cours sous l'angle particulier de la *culture ordinaire de l'écran*. Notre problématique s'axe autour de l'appropriation d'Internet par la première génération qui est née et a grandi avec la multiplication des interfaces à écrans (diversification du paysage audiovisuel, apparition de l'informatique domestique grand public, développement des jeux vidéo etc.). Elle permet de renouveler les questionnements liés d'une part aux formes de la culture juvénile et d'autre part à l'appropriation sociale d'une technologie de l'information et de la communication avec les bouleversements qu'elle engendre dans la quotidienneté des pratiques (culturelles, médiatiques, communicationnelles, juvéniles etc.). L'usage social de l'écran connecté qu'en ont les jeunes adultes met à jour des tendances nouvelles, amenées à perdurer dans le temps, en termes de renouvellement des compétences relationnelles, identitaires et réflexives. C'est ce que nous montrerons en mobilisant la notion de *culture ordinaire de l'écran*, aboutissement théorique d'un travail empirique de deux années auprès de jeunes internautes avertis. Outre l'enquête par questionnaires et l'observation participante, les entretiens semi-directifs ont notamment permis de mettre l'accent sur un indicateur souvent négligé : celui de la familiarisation aux écrans dès l'enfance. Ce positionnement méthodologique contribue à la richesse des résultats par l'apport d'un corpus de données à la fois qualitatives (50 entretiens) et quantitatives (plus de 300 questionnaires). Il permet d'enrichir les hypothèses de départ et de dévoiler, au croisement de la sociologie de la jeunesse, de la sociologie des usages des TIC et de la sociologie des médias, la réalité d'un phénomène social émergent : la *culture ordinaire de l'écran* dont nous proposerons la définition. Fort de ce constat nous aborderons la question de la communication participative sur la Toile par ce public spécifique de « jeunes adultes ». Nous remettons en cause l'approche d'une communication dite *anonyme* et montrerons en quoi la communication sur Internet revêt des formes complexes chez ceux qui en maîtrisent les diverses facettes et savoir-faire. Relationnelle, collaborative, participative, la communication en ligne est également, de manière non exclusive, pragmatique et utilitaire. C'est cette complexité croissante des phénomènes communicationnels (liée à l'appropriation sociale de nouvelles TIC et à la diversification de leurs usages ordinaires), qu'il est nécessaire de prendre en compte dans les recherches. Elle se pose comme une variable explicative du changement social et générationnel à venir dans les sociétés occidentales.

The sociology of the uses of information and communication technologies (ICT) is posed today, in particular in France since the massive appropriation of Internet by the social actors, like a discipline impossible to circumvent in the approach of the media and communication phenomena. It enables to clarify and consider the social change in progress under the particular angle of the *ordinary screen culture*. Our problems are centered around the appropriation of Internet by the first generation which was born and grew up with the multiplication of the screen interfaces (diversification of the audio-visual landscape, appearance of computing general public, development of video games...). It makes it possible to renew the questionings related on the one hand to the forms of the youthful culture and on the other hand the social appropriation of an information and communication technology with the upheavals which it generates in the everyday life of the practices (cultural, media, communication, youthful...). The social use of the connected screen that the young adults have reveals some new tendencies, brought to prolong in time, in terms of renewal of relational, identity and reflexive competences. It is what we are going to show by mobilizing the concept of *ordinary screen culture*, theoretical result of two years of an empirical work with young informed Net surfers. In addition to the investigation by questionnaires and the participating observation, the semi-directing interviews in particular made it possible to stress an often neglected indicator: the familiarisation to the screens as of childhood. This methodological positioning contributes to the richness of the results by the contribution of a corpus of both qualitative and quantitative data (50 interviews and more than 300 questionnaires). It makes it possible to enrich the starting assumptions and to reveal, with the crossing of the sociology of youth, the sociology of the uses of the ICT and the sociology of the media, the reality of an emergent social phenomenon : *ordinary screen culture* whose we propose the definition. Further to assessment we tackle the question of the on line participative communication by this specific public of “young adults”. We call into question the approach of a communication known as *anonymous* and show in what the communication on Internet assumes complex forms at those which control their various facets and know-how. Relational, collaborative, participative, the communication on line is also, in a nonexclusive way, pragmatic and functional. It is this increasing complexity of the communication phenomena (related on the social appropriation of new ICT and the diversification of their ordinary uses), that it is necessary to take into account in research. It is presented like an explanatory variable of the social and generational change to come in the western societies.

### **New Frames, Old Lenses: Forward To The Past With “Web 2.0”?**

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Interactive social networking and media sharing web sites and have led to claims that these and other uses of “web 2.0” are at the vanguard of new participatory democratic practices. Similar claims have been made with previous technologies, including portable video and public access cable television. Such euphoric assertions are currently under contest within the discourse of the community-based television movement in the U.S. The rich experience of three decades of institutionalized “public access” to cable television in the U.S. has led the movement philosophically away from unproblematic interpretations of democracy and notions of “free speech,” and shaped the movement’s practices. Yet, the adoption of interactive web technologies has often been accompanied by a philosophic reversion to these simple notions, where “more speech” is valued over “quality speech” and the technology itself is cherished over all. These beliefs are at the heart of the present discourse involving “web 2.0” ranging from “YouTube.com” to “IndyMedia.org,” involving practices that include “video blogs” and “citizen journalism.” This paper explores traditional and critical interpretations of “freedom of speech” notions of the U.S. First Amendment and

contemporary journalistic standards as they intersect social networking and media sharing web sites and practices. The impact of these applications on the goals and practices of community-based media is addressed. Drawing from vibrant discussions within the Alliance for Community Media (ACM), the U.S. organization promoting the use of community-based media, the paper explores how an embrace of new technologies might be informed by praxis: a wealth of experience and theoretically informed reflection.

### **Les technologies de l'information et de la communication et la polémique sur le droit d'auteur. L'Affaire Google**

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Nous synthétiserons, dans ce travail, nos réflexions relatives aux conséquences entraînées par les Technologies de l'Information et de la Communication (TIC) sur le droit d'auteur et sur les acteurs du processus d'information. On étudiera les règles de protection des oeuvres intellectuelles au Brésil, en se demandant comment elles protègent les oeuvres diffusées sur la toile, et jusqu'à quel point ce processus est légal et légitime, lorsque ces oeuvres sont diffusées librement sur l'internet, comme l'illustre l'affaire "Google Book Search." Nous savons que la loi actuelle ne défend pas les auteurs et encore moins les lecteurs, car elle s'appuie sur des intérêts particuliers et commerciaux. Par contre, la société civile trouve des moyens d'accroître le flux de communication et les possibilités participatives en s'appropriant des outils apportés par les TIC.

We point in this work to the consequences of the Information and Communication Technologies (ICT) to copyrights and the different actors in the information process. We base on the current copyright regulations in Brazil, and question how these norms protect the intellectual production in the digital context, and up to which point there is legitimacy and legal support in making available digitalized copies of protected books, such as in the Google Book Search case. We conclude that today the law, at least in the Brazilian case, does not properly protect the rights of authors and readers, but is focused in the protection of private commercial interests. Civil society finds ways to increase the communicative flow as a result of the easy access to reproduction and distribution of copies of intellectual work enabled by the ICTs.

### **Media In The Community And Communities In The Media: A Case Study Of The Use Of The Internet And 'Traditional' Media In Odder, The Average City Of Denmark**

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This case study is a part of a large scale research project called MODINET (*Media and Democracy in the Internet Society*). The purpose of the MODINET research project is to develop an innovative interdisciplinary research agenda investigating the effects of globalization and the new media culture in politics and democracy as well as the effects on the traditional media institutions and every day life in the information and network society. Among those involved in MODINET are 41 researchers, 2 post-docs and 5 Ph.D. candidates from several public and private research institutions in Denmark and Sweden. ([www.modinet.dk](http://www.modinet.dk)). In relation to a nationwide quantitative survey in late fall 2003 about the use of the internet and other media among the citizens in Denmark, a combined quantitative and qualitative research project have been conducted in Odder, a small city of 25.000 inhabitants in Jutland, known as the statistical average city in Denmark. A selection of 10% of the population in Odder has been interviewed about access to and use of computers, internet, other media, inc. (local) newspapers, radio, television and about the involvement in community affairs, mainly politics. Furthermore group interviews (focus groups), field

observations and individual interviews have focused on relations between use of media (especially the internet), political identity and –interest, participation in community organizations, and in local, nationwide and global networks. The theoretical framing of the project is based on recent works about democracy and democratic governance (i.e.: Beck, Hoff, Wilhelm), public access and the mass media (i.e. Prehn, Jankowski, Jauert), and works about national/local identity and mass media (i.e. Anderson, Fornæs, Loefgreen). The project was also the subject of my paper for the IAMCR 2005 Conference in Taiwan, where this study as part of the MODINET project was presented, focusing on the theoretical framing and the methodological implications of the case study in Odder and briefly presenting the findings based on the qualitative empirical data being collected February-April 2004, and November 2004 – March 2005. In this paper I will focus on a more in depth presentation of the qualitative data, including those collected during 2006, i.e. especially the discourse analyses of the debates on local issues on the municipal website.

**The Strategies And Tactics Of Global Cultural Dialogue: Unesco And Indigenous Media**  
Juan Francisco Salazar, Juan Francisco, University of Western Sydney, Australia

The paper discusses Indigenous people's involvement in current debates on communication rights and the use of information and communication technologies for development and intercultural dialogue. In the context of a so-called information society the paper argues that communication rights are to be regarded as a new frontier for Indigenous people's civil rights struggle in a global knowledge society, particularly when looking at the political and cultural complexities between Indigenous and non-Indigenous ways of conceiving the protection and dissemination of tangible and intangible cultural material. The paper also argues that decolonizing media research is an imperative for media pluralism in the context of globalization. We must bear in mind that indigenous media constitute a system of social relations and networking aimed at reaffirming communal social solidarities, where local conjunctures are increasingly strengthened and linked through transnational strategies and cross-cultural collaborations across national borders. Indigenous film and video in particular whose locally-based, embedded aesthetics and concern for making political and cultural interventions may contribute to the theorization of a politically emancipatory use of citizens, media at the community level. The future of Indigenous community media production will be marked by the need to empower communities, organizations, and individual media makers to manage and determine self-consciously where the road ahead lies. There needs to be a system in place that will permit less reliance on external funding and distribution, as both put pressure on the level of autonomy and independence of Indigenous productions. In particular, the paper takes as case study the role that UNESCO has played in designing programs for the preservation of indigenous peoples, cultural resources by fostering access to ICT. In an attempt to mitigate negative impacts of a growing digital divide, UNESCO developed a project entitled "ICTs for Intercultural Dialogue: Developing communication capacities of indigenous peoples. Five pilot projects were conducted in 2004-2005 in Africa and South America to train Indigenous people in ICTs, support production of local content and assist in its distribution. Three of the projects focused on film, video and television making; one on heritage management; and one on the making of a documentary and the design of a living cultural archive. This paper represents a preliminary evaluation of the pilot projects. Results show that all the projects have been successful in producing local content and providing at least some measure of distribution. However, projects have had varying success in terms of sustainability and varying success in achieving Indigenous self-representation.

## **When The East Meets The West: Cultural Identities Of The Chinese Community In London In The Media Representation**

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As more and more Chinese people come to Britain to study, or to work, or to live, the Chinese community becomes bigger and bigger, and more important. So, between the Chinese community and the British society, there are many kinds of interaction in different fields. I want to focus on the cultural aspect and try to find out if the boundaries of Chinese community has been strengthened or weakened by cultural interaction. Throughout the process, how Chinese people identify themselves, present themselves and are presented by the mainstream society are very important issues. I chose London Chinatown as my case study because it is a window through which Chinese people present themselves and the mainstream society looks at the Chinese community from outside. My theoretical framework is in 4 parts: cultural identity, cultural diversity, race and ethnicity, and British multiculturalism. These 4 parts above are trying to provide with a base before coming up with the specific research questions which are:

-Historical development of the Chinese community. It includes when and how Chinese immigrants came to UK and settle down. They were originally centered around the dock areas-particularly Limehouse and its neighboring areas in the East End of London.

-Place of Chinatown- an urban enclave. The description of distinctive features such as buildings, events, performances, and so on is part of introduction of Chinese culture. Besides, the environment of Chinatown can be a factor that decides to what extent the British people and other tourists fancy it.

-The images and self-images of the Chinese community. It includes three parts. First, to explore its negative images of white slavery, and drugs-from novels in the 19th century; second, to find out how the Chinese community announce itself by people,s daily life, key events, social activities and its media; third, to find out how the mainstream society image this community by conducting an investigation of its media presentation.

-Transformation-from living community to tourist destination in some areas (heritage conservation, heritage presentation and promotion, reaction of community to tourism should be considered). London Chinatown is also a famous tourist area for both domestic and foreign tourists. Local Chinese people organize many activities to introduce and promote Chinese culture and costumes. At the same time, they conserve Chinese traditional culture within the Western context.

-British policies on diverse ethnic groups and immigrants.

Methods I am using in my fieldwork are:

A. Cultural and visual anthropology-observations and recordings (on video) of public events where the community confirms its own identity and announces itself in public. Chinese New Year celebrations in Chinatown are a very big event in London Chinatown.

B. Content analysis of key media coverage on cultural identities of Chinese community

a. British mainstream majority media cover (3 national dailies and The Evening Standard)

b. Chinese community newspaper

I use a general sample of the stereotypes and perceptions of the Chinese in Britain to find out how important and distinctive the London Chinatown is. I would take the last 5 years as the time period for the range of content analysis.

### **Chop Suey, Curry, Biltong - Spicy Media Smorgasbord**

Monteiro, Sylila, School of Communication Unitec, New Zealand

Cruickshank, Prue, School of Business, Unitec, New Zealand

This paper examines the effects of localism, socio-economics, language, and ethnicity on the interaction between community-based media, and mainstream media. It examines how powerful immigrant communities, while seeking to reclaim mainstream media recognition, consciously or unconsciously influence the sphere of civil society in New Zealand. Blocked access and participation in the mainstream media has resulted in a range of community media, particularly by the large Chinese and Indian communities, as well as the smaller South African community. This study will consider the reception, popularity, credibility and reach afforded by these communities and their support of community based media institutions. While accepting the Marxist viewpoint of 'class' domination of mainstream media, this study uses by a pluralistic lens, which sees society as a complex of competing groups and interests. Increased pluralism which fosters understanding and appreciation of others enriches civil society as a whole.

### **"A Westerner Is A Westerner. An Asian Is An Asian": Inherent Complexities And Problematics Of A Migrant Workers' Magazine**

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Diasporic communities have developed public sphericules and created platforms for internal communication. By and large, diasporic media are aimed at two contradictory functions. On the one hand, they serve as re-socialization agents into the host society. On the other hand, they establish symbolic bridges with the homeland. Labor migrants' media diverge from other diasporic media because overseas workers are not allowed and usually don't wish to remain in the host countries. This presentation will shed light on *Manila-Tel Aviv*, which is a hybrid diasporic magazine. While it declares itself to be "Magazines [sic] for the Foreign Worker in Israel" catering for the Filipino migrant workers in Israel; it is owned, run, and edited by native Israelis, who dominate and control it. Yet, its staff and contributors are mostly Filipinas, who work as caregivers, some of whom 'illegally'. As of the early 1990s the Israeli labour market has been inundated by overseas workers, of whom some 50,000 are Filipinos. In spite of their numbers, these non-citizens are a transparent minority framed by the media as well as society as threatening, dangerous, or unworthy human beings; consequently they are excluded from the public sphere. The present study delves into questions concerning migrant workers' motivation to take part in media production, their perceptions of their magazine, and the ways their lived experiences interrelate with these pursuits. This qualitative/interpretive study is based on participant observations, 14 in-depth, semi-structured interviews, and textual analyses of *Manila-Tel Aviv* carried out during 2005. *Manila-Tel Aviv* is a media product that helps construct an imagined community within a hostile environment, which refuses to acknowledge its existence. The magazine is both a haven framed against the perils of daily survival efforts and a metaphorical umbilical cord that unites Filipinas with one another and their homeland. Nevertheless, even within this context there is an unremitting struggle between two sectors, each of which represents an incompatible set of norms, values, and epistemologies. The Filipinas and the Israelis within the newsroom reflect their statuses in the 'real' world of subordinated caregivers versus domineering bosses. The magazine thus constitutes an arena where intercultural conflicts materialize on both the interpersonal and the textual levels. The Filipinas' involvement in the production of the paper vis-à-vis the Israelis' control of the organizational and financial infrastructure and their ultimate textual authority will be discussed. In other words, I will portray the ongoing negotiations over agency that



echo colonization practices and the overall lack of resistance by the Filipinas, who, in spite of their trials and tribulations, are happy and gratified to work for the magazine.

### **Broadcasting Media And Identity Of Roma Population In Serbia**

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According to census 2002 there are 7.498,000 inhabitants in Serbia. Officially 108.193 are Gypsies, comprising so 1.44% of total population. Hence, both government and NGO-s assess that real number of Gypsies is much higher – 450.000 to 500.000 people – their share is more than 6% of population. Difference appears because many members of this group have no proper ID-s, no permanent address (mobile families in search for seasonal jobs) and because they avoid declaring ethnical affiliation due to negative prejudices and stereotypes. If one does not take in consideration Albanians (living at Kosovo and Metohija) Gypsies are the largest ethnic community in Serbia among dozen of other ones. They call themselves Roma - what in their language means *the man (human being)*. Since this designation is accepted officially in Serbia (there is *National Council of Roma*) I am going to use it too. In order to prevent and build ethnic and cultural identity Roma people must use almost exclusively mass media. They are computer illiterate and cut from information technologies. Therefore, distant learning that would be very helpful is impossible. Since Roma are poorly educated (60% kids does not attend primary schools, only 9.2% completed high school and 0.4% university education) most useful cultural institutions are broadcasting media. Public service in Serbia serves basic information and entertainment needs of this ethnic minority at minimal level. There is only one publishing house in Roma language – TNEM – established in Vojvodina. Since Roma people are spread in all 160 municipalities of Serbia (there are 593 their dwellings) they intend to utilize growing number of *local (community)* RTV media in order to underpin their identity. Number of local Roma broadcasting stations (7) has grown as result of implementation of decade of Roma inclusion (2005-2015) in all Central/East European countries, including Serbia. This action is supported by governments and NGO-s (most active Soros). The number of these local media is not optimal, but they cultivate and reflect most effectively basic elements of Roma culture – music, customs and language. Broadcasting media can especially help promotion and standardization (not completed yet) of indigenous language, which is the same regardless of countries where Gypsies live. Thank to this fact, Roma community media can easily exchange and re-broadcast programs from abroad taking some economic advantages by doing so too. The paper presents ups and downs of Roma community media in Serbia in the ongoing process of their identity preservation and building.

### **The Reinvention Of Indigenous Television**

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Remote Indigenous Media Organisations (RIMOs) are the regional coordination units for Australia's Remote Indigenous Broadcasting Services (RIBS). RIMOs perform the bulk of Indigenous program production and training and are responsible for networked radio and television services. These not-for-profit and community-run organisations are now set to take on a greater role with the introduction of new communications infrastructure in Indigenous communities and the restructuring of local, regional and national-level Indigenous broadcasting services. In late 2006 I visited three RIMOs and conducted interviews with key staff. This paper draws upon that research to discuss the challenges and opportunities currently facing RIMOs. In particular, it examines the role of RIMOs in Indigenous television production and distribution at the local and national levels. RIMOs emerged out of two decades of community-based media enterprise in remote Indigenous communities, designed to

accommodate Indigenous ownership, appropriate technologies and locally-relevant content. In 1985 two low power television stations were established in the townships of Yuendumu and Pukatja (Ernabella), operating without licenses in the absence of an Indigenous broadcasting policy. Following the release of the Out of the Silent Land Report in 1987, the government established the Broadcasting for Remote Aboriginal Community Scheme (BRACS) and allocated community broadcasting licences to remote communities. BRACS supplied compact all-in-one radio and television stations to communities, designed to allow local control over the retransmission of satellite content and to provide communities with the means to produce and broadcast local programs. However, BRACS was essentially a technical solution and communities received no administrative support, training or infrastructure to house the units, leaving many idle or in disrepair (Molnar and Meadows 2001). In response, the larger media organisations began to take responsibility for BRACS stations (since renamed RIBS) in their area. RIBS are predominantly now used as retransmission facilities for content produced and networked by RIMOs. There are 6 RIMOs and over 100 RIBS operating in remote communities. Through the creation of content-sharing networks, Indigenous media has maintained local production and control, yet enabled communities to access audiences beyond their immediate transmission reach. For instance, the Indigenous Community Television (ICTV) channel now broadcasts 20 hours a day of content, up to 80% of which is in Indigenous languages. RIBS stations access the content off satellite and retransmit ICTV on the ground using their terrestrial transmitters. Content is provided by a number of organisations in the Pilbara, Kimberly, Warlpiri, Ngaanyatjarra and Pitjantjatjara Yankunytjatjara areas. Indigenous media has thus developed an alternative model of media production and distribution to mainstream broadcasting locally controlled, regionally-coordinated and cross-platform in its remit. The paper will examine the community media model in the context of national developments, including the Indigenous sector's continuing efforts to establish a nationally-available broadcasting service. In 2006 the Australian government committed \$90 million to telephones, Internet and videoconferencing in Indigenous communities and for improved Indigenous radio and television under the Backing Indigenous Ability, (BIA). \$48.5 million of the BIA fund has been allocated to a new Indigenous Television service (ITV). However, the government has not yet allocated a nationally-available television channel for the service. ITV also faces challenges in terms of its long-term viability and the pressure to produce low-cost content that will appeal to mainstream audiences. RIMOs will be affected in terms of resource allocation and access to distribution channels for the existing ICTV service. Policy decisions around the introduction of digital television and radio indicate that the status of community and Indigenous media in the national landscape remains unresolved. For remote communities, in particular, the relevance of a national broadcaster needs to be weighed against local priorities. Significant questions remain as to whether concepts such as the community, and the public, are relevant to Aboriginal cultures. Does the media help resolve such cultural differences? Can organisational models designed to accommodate social uses in remote communities impact upon the public, as it is understood outside of that context?

### **A Counter-Public Perspective On Discourse Ethics**

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Studies of mass media's function as one of the key rituals of everyday life, taken with the many popular culture critiques of high culture approaches, have led to interesting new public sphere theory which collapses the older separations between the political and cultural public spheres. But though the boundaries have become blurred, it is still politically important to

distinguish between ritual and deliberative uses of media, because in the special case of queer counterpublics, different counter-discourse strategies are appropriate in each. This paper argues that a counterpublic perspective provides a useful way of examining the ethical issues, and illustrates by analysing some recent media controversies on Australian talk shows which straddle the boundaries of deliberation and entertainment. It concludes that community and alternative media in Australia now occupy an increasingly central and important political place in democratic deliberation, compared with traditional “mass” media. The theoretical framework of this paper is synthetic, combining Habermas’s public sphere and discourse ethics theory, with critiques and extensions by Nancy Fraser, Michael Warner (on counterpublics, counterpublic spheres and counter-discourses), John Dryzek (on the inclusion of affect) and Jim McGuigan (on the collapse of the political and cultural public spheres). The method/approach used is multi-disciplinary discourse analysis, which incorporates elements of pragmatic philosophical inquiry, historical contextualisation and social semiotics.

### **The Exploration Of New Technologies By Ethnic Minority Radio Stations**

Eleanor Shember-Critchley, UK

This paper examines ethnic minority radio in the context of digitalisation and the adoption of DAB (Digital Audio Broadcasting) by the UK Government, as the preferred technology for the future development of radio. As part of a continuing doctoral research project on ethnic minority radio in the UK, the paper presents the first stage of the empirical investigation which examines the perspectives of both community and commercial broadcasters. The adoption of the Community Radio Order 2004 by the UK communications regulator Ofcom paved the way for community radio stations to become full-time and ‘legitimate’ in serving their local areas. These stations are part of a growing and profitable ethnic minority radio market which serves the multiethnic communities of the UK. This growth has taken place in the context of significant technical change which has seen the adoption of digital broadcasting encompassing DAB, the internet and satellite services. The research has taken a qualitative approach in interviewing the broadcasters and industry leaders of ethnic radio stations; points are illustrated by pilot qualitative and quantitative audience survey. This paper argues that ethnic minority stations are now some of the most progressive and innovative users of new broadcasting technologies which are used to reach trans-national and dispersed audiences. The thematic analysis of the interviews is contextualised by an audience survey demonstrating the role ethnic stations play in the listener’s lives. The research’s theoretical underpinnings are informed by the notion of ‘interpretive flexibility’, a concept taken from the Social Construction of Technology. Social constructionists such as Bijker (2001) argue that relevant social groups (RSG’s) hold different interpretations of a technology and in certain circumstances, technologies which were thought to be ‘closed’ can be reopened. This theoretical framework explores the relevant social groups (broadcasters, audience, regulators, Government and associated bodies) shaping the technological, regulatory, commercial and social factors. The paper’s core argument is that the combination of relevant social groups and technological factors have caused minority broadcasters to move away from mainstream broadcasting practices and to adopt alternative methods of reaching their audience. These include internet streaming, pod-casting, satellite channels and other media in the field of radio broadcasting and listening. The paper illustrates the roles that relevant social groups have played in producing the stalemate which characterises the present state of DAB in the UK. This impasse has motivated minority radio stations to experiment with new broadcasting technologies. It argues that by doing so, these relevant social groups have reopened the technological debate which hitherto DAB was considered to have ‘closed’. Service providers and listeners alike are embracing new technologies and thus increasing ‘interpretive

flexibility'. The future of DAB and Government regulation is shown to be open to searching questions.

### **Changing Landscape Of South Asian Community Radio: Moving Towards The Telradio Model**

MJR David

South Asian community radio may not have expanded at the rate many have wished but there is more than enough evidence to conclude that an irreversible trend is emerging. Three South Asian countries Nepal, India and Sri Lanka- have localized radio stations that serve specific geographical locations and the lobby for editorially Independent Community Radio in Pakistan and Bangladesh is strong. Most of the community radio stations are digitally enabled environments (AMARC: 2006). This paper will focus on the technology adopted by the existing community radio setups and explore the relationship between the technology and other sub sectors such as programming, management and audience participation of the community radio. The study identifies the characteristics of community radio stations with active digital environments and maps out future possibilities the technology could offer. The paper will also look in the potential of community informatics ventures such as information kiosks in rural areas of South Asia converging with community broadcast settings. It will primarily argue that if the real potential of new communication technology is to be harnessed within the community radio sector a conscious decision making process will have to accompany the selection, utilization and evaluation of technology. Digitally enabled community radio are viewed as a new phenomenon capable of integrating the mediated and non mediated(social) communication networks in a manner the community could gain greater control of their communication environment. The corresponding changes that should happen within the sub sectors of community radio ie programming management, technical, research as well as overall policy and strategy will be discussed within the frame work of a new model. The proposed telradio, model will emphasise on the networking capacity offered to community radio and how it could be placed within a new techno sociological strategy. The paper is based on a study undertaken in Nepal, Sri-Lanka and India. The researcher has visited most of the community radio stations in the capacity of a trainer or observer. However the methodology is more of a reflective nature as the study heavily draws on interactions with fellow community broadcasters in an informal manner and observations made over a period of time. Insights drawn from semistructured interviews have been further verified with survey data. Although the paper is more a piece of applied research in the concluding part it would be discussed how the proposed model relates to a verity of theoretical considerations and leads to further research.

### **Rádios comunitários y el poder local: perfil de las emisoras comunitarias legalizadas del Noroeste del estado de São Paulo (Brasil)/ Community Radios And The Local Power: A Profile For Legal Community Radios In The Northeast Region Of The São Paulo State, Brazil**

Gisele Sayeg Nunes Ferreira, Brazil

La aprobación de la Ley 9.612, la Ley de Radiodifusión Comunitaria, en 1998, es un marco en la historia de la radio en el Brasil. Definidas por la Ley como emisoras de pequeño porte, sin fines lucrativos, con expansión delimitada territorialmente y contenido apuntado para la comunidad, la radiodifusión comunitaria es el resultado de las reivindicaciones, de más de dos décadas, del Movimiento por las Radios Libres en el Brasil. La creación de las RadCom se perfila hacia los intereses de libre acceso a los medios de radiodifusión. Con la esperanza por

la promesa de democratizar la comunicación para con esto democratizar la sociedad y fortalecer a la ciudadanía, mas de dos mil emisoras ya fueron legalizadas en diferentes regiones del País, alterando definitivamente la configuración del espectro. Sin embargo, nos inquietaba el hecho de que algunas radios, apoyadas bajo aliceres de la democracia, de lo popular y de la ciudadanía, una vez legalizadas, ni siempre estaban alineadas, del punto de vista práctico, a esos principios. Esa preocupación nos llevo a confrontar la aspiración de las RadCom (que se instituyen en vehículos que difunden la ciudadanía y la interacción en la comunidad a la luz de la democracia) hacia la realidad en que ellas se dinamizan y ganan fisonomía, quiere decir, verificar como las relaciones de poder pueden fragilizar tales aspiraciones en el proceso de configuración legal y comprender, para además de la ley, como tales relaciones se ejercen en el cotidiano de las emisoras. Nuestro objetivo fue identificar cuales son y como se configuran las relaciones del poder en la dinámica de las RadCom legalizadas, para, a partir de ahí, buscar respuestas a las preguntas que aún hoy, ocho años para aprobación de la Ley, generan polémica y discusión: como se definen las emisoras comunitarias legalizadas? ¿De que forma conceptos como ciudadanía y comunidad, son vivenciados por los dirigentes comunitarios responsables por las emisoras? ¿Cuál es la participación de la comunidad en la programación y en los procesos de administración? La programación privilegia la diversidad? Sin pretensión de agotar el asunto, pretendíamos sumar al debate con informaciones recogidas día a día de las emisoras por medio de pesquisa realizada con 22 dirigentes de RadCom legalizadas de la Región Noroeste do Estado de São Paulo. Los datos obtenidos nos llevan a afirmar que parte significativa de las nuevas emisoras legalizadas, circunscrita a la región Noroeste, se restringe a la oportunidad de inversión comercial de pequeños empresarios. Sin condiciones o estructura financiera de cumplir las exigencias para obtención de una emisora comercial, esos pequeños emprendedores locales optan por trabajar en las fronteras de las RadCom, cuyo proceso de implantación exige menos burocracia e inversiones. Para esto, cuenta con el apoyo de los líderes políticos en la tramitación y agilización del proceso junto al Ministerio de Comunicaciones. Esa alternativa ocasiona algunos problemas, pues además de ser meras repetidoras del modelo de transmisión unilateral de los grandes vehículos de comunicación, algunas radios comunitarias están subyugadas a la dictadura de los poderes locales.

The approval of the Law 9.612, in 1998, about Community Radio Broadcast, has become a milestone on the History of radio in Brazil. The stations defined in this Law are described as small, non-profit organizations with territorially delimited broadcast expansion and community-oriented content. Community broadcast is the result for more than two decades of claims acted by the Organization for Free Radios in Brazil. The ComRad creation is related to the demand for free access to broadcasting that emerge during the redemocratization process. Under the hope from the promise of “democratizing communication for democratizing the society” and strength citizenship, more than two thousand stations have been legalized in several parts of the country, this way changing the whole radio spectrum configuration. Nevertheless, we were concerned for some stations—based upon democracy, popular and citizenship foundations—once legalized were not anymore aligned to such principles in a practical point of view. These concerns lead us to a confrontation between the ComRad targets (as they constitute a media for spreading citizenship and community interaction under democracy) and the reality in which the stations got dynamism and acquire physiognomy. In other words, we studied how the power relations can weaken such aspirations during the legal conformation process, for thus comprehending how, beyond the law, these relations occurs in the stations’ quotidian. Our intention was first to identify *which are* the power relations and *how* they are configured in the legal ComRad dynamics, and then search for answers that still generating discussion and polemics eight years from the Law approval: how are the legal community radios defined? How are concepts such “citizenship” and “community” are

experienced by the community leaders responsible for the stations? How effective is the participation of the community in the radio programming and in the administration processes? The radio programming gives privileges to diversity, in comparison to the large networks programming? We intended, not wanting to end the subject, to add to the debate some information acquired during the stations quotidian, through researches performed among 22 legal ComRad leaders in the northeast region of the State of São Paulo. The data obtained leads us to the conclusion that a significant part of the new legal community stations, in the northeast region, is restricted to the opportunity of commercial change for small entrepreneurs, although still connected to the community. Without conditions to obtain the concession for a commercial station, the local small entrepreneurs opt for working in the boundaries with the ComRad, since its implementation process involves less investments and bureaucracy. They count on the support of politicians for conducting the process through the Communications Ministry and making faster its approval. This “alternative” causes some problems, since the stations become “repeater stations” for the unilateral broadcast model of the large communication enterprises, and some community radios are overwhelmed by the local powers dictatorship.

**Circulação de saberes entre patroas e empregadas domésticas: um estudo de gênero, classe e geração/ Circulation Of Knows Between Domestic Workers And Their Employers: A Gender, Class And Generation Study**

Jurema Brites, Universidade Federal de Juiz de Fora, Brasil

Numa época marcada pela comunicação mediada pela tecnologia proponho me debruçar acerca das formas comunicacionais tradicionais, dentro do espaço doméstico, onde saberes femininos, no contexto cultural brasileiro, não são transmitidos simplesmente entre mães e filhos, mas passam, em muitos casos, pelo intermediário de um terceiro personagem, em geral de fora da parentela: a empregada doméstica. Neste paper, apoiada na contribuição antropológica, pretendo apresentar alguns elementos acerca das relações de poder que se travam no espaço da domesticidade, ao abordar a transmissão de saberes entre mulheres, homens e crianças nas relações interclasses que envolvem a prestação e o contrato do trabalho doméstico no Brasil. Trata-se do resultado de uma pesquisa doutoral, na qual são analisadas formas de comunicação orais e não verbais que constituem um sistema de reprodução estratificada levando em conta tanto a desigualdade política e exploração quanto a funcionalidade dessa relação para ambas as partes. Através da observação participante tivemos acesso aos códigos encobertos, nos moldes desenvolvidos por James Scott, tanto das trabalhadoras quanto de seus empregadores, mostrando que relações de afeto, desigualdade e rebeldia mantêm essas relações na sociedade brasileira.

In times marked to communication averaged for technology, I propose to lean over around traditional communicational forms inside of domestic spaces, when females knows in a Brazilian cultural context are not transmitted on between mothers and child's, but in so many cases for a third character, general outside to related: the domestics workers. In this paper, I draw on anthropology to introduce some elements around power relations in space of domestics, when approach transmit ion of knows between women, mans and child's at interclass relations with involve a installment and the contract of domestic works in Brazil. It is a result of a doctoral research, when are analyzed forms of oral communication and not verbal, that constitute a system of stratified reproduction, analyzes the politic unequal and exploration and the functionality of that from two parts. Thought observation, we have access to the uncovered codes, in molds of James Scott, as much the female workers as they employee, show than affect relations, unequal and rebel keep those relations in Brazilian Society.

## **Re-Inventing Public Access Television: An Institutional Analysis And Innovation Strategy**

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Perhaps the United States, most radical telecommunication policy ever has been public access television (PA-TV). PA-TV extracts resources from cable television companies in support of individuals and groups to produce and distribute video programming to their communities. PA-TV gives ordinary citizens direct access to society's most powerful mass medium, television, and provides financial support to make that access effective: over 30 years PA-TV's experiment in speaking truth to power has been supported with nearly two billion dollars. These resources have supported policy goals that are explicitly political: the creation of what democratic theorists call a free speech forum and what social theorists call a public sphere. PA-TV has been a thirty year experiment in applied radical theory. Its successes and its disappointments need to be documented, analyzed, and understood. Although there exists a small literature that analyzes PA-TV from the perspectives of history (Engelmann, 1990; Linder, 1999) and philosophy (Kellner, 1990), the study here is unusual in its emphasis on explanation and assessment. This study looks at the outcomes of the policies, and it explains those outcomes in terms of institutions. Public access TV presents one overriding puzzle: why have its social impacts have been so modest? The Washington policy makers who created PA-TV anticipated that it would energize communities, enhance local culture, and stimulate grassroots democracy. The grassroots activists saw it as a tool to break through the one dimensional consciousness of advanced capitalist society. Yet after thirty years, its outcomes seem to be quite modest. There is little convincing evidence that access television has affected communities in the manner and to the degree that early proponents anticipated. PA-TV's modest impacts contrast markedly with that of another local medium, talk show radio, to which is attributed a key role in US society's political and social shift to conservatism (Hofstetter et al., 1999). How could a policy as promising as public access TV seemingly fall so short? This article explains those outcomes in terms of PA-TV's institutional structures. The outcomes need to be understood not so much in terms of the actions of the individuals who operate, oversee, and use the access centers, but in terms of four overarching structures: technology, regulatory framework, organizational form, and professional culture. These institutional structures have channeled and constrained individuals, action in ways that have hindered PA-TV's ability to achieve the original policy goals. The conclusion of this study is that PA-TV could still be a powerful force for democracy and social change. Its organizational infrastructure is vast: access centers operate in most communities in the United States and are staffed by paid professionals. Its resources are impressive: centers continue to receive hundreds of millions of dollars per year. However, these organizational and financial resources need to be connected to more effective technologies and practices. Most of the elements for more vibrant community media seem to be in place, but they still need to be utilized better.

## **Digital Story Telling From Chinese Rural Producers: A Case Study Of The EU-China Training Programmes On Village Governance**

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This paper aims to present an approach to inspecting the concept of citizen-journalism (or public journalism, participatory journalism) through looking at an inter-governmental training programme of citizen photographers and DV producers in rural China. To study this case, this research employs the framework of Situated Citizen Journalism, (Annany & Strohecker 2002)

in which non-specialists (citizens) work with professional photojournalists and technologists to create, I argue, subjective participatory testimony images. The training of citizen-journalists in rural China is a part of the 5-year EU-China Training Programmes on Village Governance (The EU-China Programme thereafter) piloted in 7 provinces in China from 2001 to 2006. This programme aimed to promote village self-governance, grassroots democracy through direct election of village leaders, and villagers, participation in producing visual images that record rural life and village elections. As a key part of the training programme, the €10 DV producers and 100 photographers, project from 2005-2006 aimed to make citizen photojournalists out of ordinary Chinese villagers. After a nationwide selection of shooting proposals and snowballing procedure, 130 villagers participated in total they produced a few thousands still photos and 10 documentary shorts. The visual images they produced explored various topics including their testimony record of election, and deliberation and decision-making over public issues in their villages. In-depth interviews with key members from the EU-China Programme and discourse analysis of the DV shorts and photos are two main methods used in this research. This paper describes the Situated Citizen Journalism approach in the EU-China programme and concludes with the following implication of citizen-journalism, in contemporary China: Firstly, rural population accounts for 63.91 percent of the total population in China (807.39 million according to the national Census 2000). As a socially suppressed group, Chinese rural population have been voiceless in society and there is an urgent need to attend their interests. The practice of situated citizen-journalism is one approach that can facilitate rural population, civic participation; Secondly, the practice of citizen-journalism requires certain amount of political knowledge, interest, trust and efficacy as preconditions, and cannot be separated from the overall democratic frameworks; Thirdly, the use of visual images in the EU-China Programme proves that photojournalism can be used as an accessible tool to promote citizen journalism from grassroots. As a low-threshold, high-ceiling, media domain (Annany & Strohecker 2002), photojournalism offers different accessibility to rural population who has different backgrounds and literacy skills; Finally, the practice of citizen producers creates a new genre and a new narrative in journalistic story-telling. By documenting life in their villages, citizen producers involve in the events they were covering. The genre of testimony journalism produces authority by making stories out of the authentic lifeworld, experience. In addition, contrary to the objective, and detached, traditional journalistic practices, the attachment, and engagement, in citizen journalism might affect the development of media events.

### **People Watch, People Speak: A Study Of Community Video Unit In Gujarat, India**

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Video SEWA by Martha Stuart in 1984 in Gujarat was one of the pioneering community video experiments in India. Though the Indian folk media have always been participatory in nature, participatory videos in India blossomed with the advent of cheaper and affordable video cameras and equipment in 1990s. Many organizations and NGOs opted for video for its impact and visual appeal. The current study presents an insight into a similar experiment where the power of visuals is employed for social justice and equality. The research strives to understand the philosophy and functioning of a community video magazine *Sakshi Media*, meaning 'Media as witness.' The design is an in-depth case study of a Community Video Unit (CVU), a model set up by Drishti Media Initiative (an NGO working on media and human rights) and Video Volunteers, USA. A CVU is a setup where local groups are trained in media literacy and movie making by an expert from mainstream media. Here the setup was



Panchmahals, one of the most backward regions in Gujarat, where Yuvshakti, an NGO works for communal harmony and development. The aim of the research was to understand people's initiative in using their own media for getting their voices heard. The case study covers different phases of video magazine-making process right from induction of the trainees to the screening of the final videos to the communities. Qualitative study of *transformation* includes the change in the participants' mindsets, responses and expectations. The study also explores the relationship between various agencies involved with *Sakshi Media*. The researchers worked closely with the Community Producers of the video and their trainer to comprehend the change in their perception and inter-relationship in the process of producing their video magazine. Viewpoints of the decision makers and initiators from Yuvshakti, Drishti and Video Volunteers were taken into consideration for the understanding of the phenomenon. The study showed that Community Video as a medium can work very effectively with the illiterate population to disseminate social messages. On personal level, the trainees discovered many hitherto unknown aspects within themselves such as leadership qualities, identification of problems and potential as communicators. They started questioning conflicts on the ground of religion and started taking their role seriously as social motivators. The training period for the producers was July 2006 to July 2007. During the process, the producers went through a number of hardships to produce and distribute their video. It included frequent power failures, resistance from local authorities and people's perception of video as an entertainment medium. The research observes that the approach of the training can be more local and needs to be modified according to the mission and focus of the NGO involved. A better coordination between the agencies involved can make it more replicable. As the future belongs to the 'people's media,' such endeavors can give 'voice to the voiceless.' The current research can be seen as a testing ground for the acceptability of citizen generated alternative participatory media.

### **Community Communication In Educative Institutions: The Case Of The Independent University Of The City Of Mexico And Documentary Audio-Visual On Original Communities And Towns**

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Universidad Autónoma de la Ciudad de México (UACM) is born with a defined social sense, with the firm intention to put itself to the service of the community in benefit of this one. Thus, along with the substantives workings of teaching, investigation, diffusion and extension, attributed to all institution of high education, UACM includes the collaboration, the cooperation with the community. Several projects of the Coordinación de Proyectos de Enlace Comunitario (CPEC) of UACM give account of the importance of mass media for the establishment of reciprocity channels, schemes of work and collaboration with the communities of Mexico City. With it one looks for that the academic and student community of the university acquires a sense of commitment with the reality of its surroundings. Until the moment, the encounter between the social and cultural university and communities of Mexico City, especially the original towns near each campus of the university, has occurred from the participatory-communication-research and communicative product creation -on all audio-visual- made altogether between the students of the university and the members of the diverse communities. Ten documentaries made by the CPEC, in collaboration with the organization Comunicación Comunitaria A.C., have allowed rescuing the historical memory of the original towns of Mexico City, as well as of popular colonies of the same city. And for that reason, they have allowed to create bridges between academy and society. This communication reflects around the importance of the communication in intervention projects in social and cultural communities, and it tries to demonstrate that media, used from the optics of the

communitarian communication, can be substantial elements to cause the rescue of the historical memory of silenced communities. In the first place a brief exhibition of the conceptual relation between communication and community. Later it exposes the project of the CPEC of the UACM; in this point emphasis in the use will become of the communication like tool that allows to an approach between the academic community (professors, students, and researchers) and original communities of Mexico City. Thirdly, it presents an analysis of the audio-visual documental made by this area of the UACM, in order to finish with an ample and deep reflection on the importance of mass media in the generation of social conscience, the establishment of social networks and the communitarian cooperation. The used methodology is fundamentally qualitative. In order to approach in general terms the reason of being of the CPEC, was realized and interview to its coordinator, historian Iván Gómezcesar, whereas for the analysis of the documentary was used techniques of cinematographic analysis and elements of semiotics of the image were used. In terms theoretical-conceptual them, all the displayed reflections and analyses are inserted in the debate about the relation between communication and community, which it allows to understand to first not only like an instrumental tool to the service of the State and Market, but rather like tools with a high social sense.

### **Speaking The Grassroots Language: Pidgin Press In The South Pacific**

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Papua New Guinea is not an exception to a rule that sees media in developing countries mostly concentrating in urban areas and controlled by elite sources. Because they lack the awareness needed to mobilize them and the resources to make their voices heard in the country's shifting social, economic and cultural landscape, the rural and disadvantaged communities have been left out of the decision-making that shapes the future of their country. Grassroots communication has the potential of contributing positively towards the country's development through mobilising the masses to engage in the development process. At present, lack of media representation and weak government services and infrastructure, as well as low literacy rates have caused information to be inaccessible to many grassroots, accordingly preventing them to actively participate. Information is often directed at the educated and the elite minority in urban areas in a language, which is alien to most ordinary Papua New Guineans. In a country as culturally diverse as PNG with over 800 languages and with the majority of the population living in rural isolated areas, media's work is admittedly difficult and this starts at the language level. While English is used only by the educated urban elites, Pidgin is the most widely spoken language, largely understood by the grassroots. Yet, English dominates as medium of communication in the country's media. The Wantok newspaper is one of the few exceptions, not only using Pidgin as a medium of communication but also addressing the grassroots at their level. In this case, one could argue that if the grassroots in PNG are seen as one community, then the Wantok newspaper is their community media, addressed exclusively to them and in a unique manner. This paper is based on a research focusing on the Wantok newspaper as a case study of grassroots communication in Papua New Guinea and as a unique case of Pidgin press in the south pacific. The newspaper aims to reach the grassroots; however, its circulation is very low. Questions of content, language and access arise that this research is seeking to address within the development and communication context. An overview of the communication issues in PNG is provided as a background to the research. The paper looks at Pidgin's development as a grassroots language in the south pacific and examines the role of Pidgin as a medium of communication in a linguistically diverse developing nation. The Wantok's newspapers content is analysed and readers opinion is sought in order to define the public's opinion. Extensive interviews with the

Wantok's staff and management are conducted in order to understand the vision of the newspaper and identify the main issues around news selection, language use, presentation and style.

### **Globalization, Media And Empowerment Communication In The Caribbean Alternative Programming And The Voice Of The Marginalized**

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A key element of the culture of globalization is the privatization of media and the dismantling of the hegemony of state media. Consequent on that have been significant changes in traditional mass media content creation, programme formatting, and shifts in ownership of both management and operational systems as well as in editorial and production rights and privileges. There has also been an increased presence of civil society's voice as issues of governance and human rights (rights-based advocacy) take on new energy and traditional news media find new allies in strengthening the fourth estate. But fundamentally, the perspectives of the marginalized still find it difficult to break the hegemony of the privileged in mass media. The Caribbean, particularly given its unique geopolitics, is not immune to the processes of globalization. The resulting shifts in media and communication are therefore part of the Caribbean experience. Of note is the increasing trend towards creating alternative spaces and opportunities for content creation not only within a cultural framework but also in news, information and educational features. There have also been alternative styles and approaches in programming, and therefore a rise in small community-based media systems in all forms. Importantly, there has been an increase in the repackaging of popular culture into appropriate forms for mass media consumption. The longstanding work of Sistren Theatre Collective in Jamaica, SPEAR in Belize, and Toco Foundation in Trinidad and Tobago is therefore now finding new impetus in the age of globalization and further "corporatization" of mass media. New outfits such as Gayelle the Channel in Trinidad and Tobago, Roots Fm in Jamaica, Radio Galibe in Suriname, have emerged as direct responses to the widening gap created by this process of privatization. But significantly, traditional mass media have also seen considerable changes in the commoditization of news as an entrepreneurial enterprise as well as in alternative approaches to programming. Two examples stand out in Jamaica – Nationwide News Network and Irie Fm's "In Search of Series". It is in the latter programme that this paper uses a case study approach to exploring the issue of how marginalized perspectives can find a place within mass media even in the face of privatization and the perpetuation of hegemonic notions of media as economic enterprise. The paper argues that the *In search of series* forms an integral nexus between cultural education, nation building, and community empowerment through media. Additionally the paper seeks to demonstrate how traditional media can be used in alternative ways to create new meanings of communication and uses of media channels in the form of community meetings, community lectures, and sporting events. Communities in which these "searches" take place are empowered, emboldened, and have a new sense of pride, identity, and impetus for taking action which leads to the overall improvement of their local and national space.

### **Assessing The Diversity Of Latino-Oriented Media In Local Settings**

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The media have historically been a main source of information and are considered an essential part of our democracy. However, over the past few years, mergers and acquisitions have created media conglomerates that leave the control of these entities in the hands of fewer

decision makers. Reconciling the merging trends taking place in the corporate structures of the media with the U.S.'s long-standing and intensifying goals of increasing diversity in those same media is difficult. These two divergent forces require that close attention be paid to the impact of media centralization on the diversity of voices in the media. If nothing else, it calls for studies to assess how changes of ownership are reflected on the production of content and public service being offered to the communities those media claim to serve. Latino-oriented media, which play crucial roles in the cultural maintenance of their main audiences and also contribute to Latinos' learning about and participation in the larger society, have not been immune to mergers, acquisitions, and increased conglomeration. Yet little academic attention has been focused to assessing if and how corporate and structural changes have affected the diversity of those media. To fill this void, we've begun gathering data to study the diversity of Latino-oriented broadcast media in the central Texas region from Austin to San Antonio. Preliminary findings are startling. With respect to television, four networks control nine stations: Azteca America (KADF Austin & KVDF San Antonio), LAT TV (KVAT Austin & KISA San Antonio), Univision (KWEX San Antonio & KAKW Austin, plus the Telefutera stations in each city, KNIC & KBVO respectively), and Telemundo (KVDA San Antonio). Of those nine, only four provide local news programming (KWEX, KAKW, KVDA, & KBVO). The remaining five provide no local news. One station's news report (KISA) is produced in Iowa. Local news on the Spanish-language radio stations is more scarce. There are two AM-only stations in Austin (KELD and KFON), one AM/FM dual broadcast station (KKLB), and four FM-only stations (KHHL, KXXS, KINV, and KDOS). In San Antonio there are three AM-only stations (KFNI, KEDA, and KSAH), two AM/FM dual broadcast stations (KXTN and KCOR) and three FM-only stations (KROM, KLEY, and KRIO). Of these 15 stations, 14 are owned by two corporations: Border Media Partners radio (KELD, KFON, KKL B, KXXS, KHHL, KSAH, KLEY, KRIO and KFNI), and Univision Radio (KINV, KDOS, KROM, KXTN and KCOR). The remaining station, KEDA, is a family-owned independent station in San Antonio. Regardless of ownership—corporate or family—none offers any significant amount of local news. The one distinctive news offering—a three-hour program Monday through Fridays on KELD in Austin—is a rebroadcast of a program originating in Mexico. At this stage of the study, we cannot determine if the limited diversity and news are a direct result of the relaxed ownership laws. Nevertheless, it appears that the Spanish-language broadcast media, particularly the radio stations, are not doing an optimal job in serving the Latino audiences with news information about their own local communities.

### **Civil Society Media (CSM) Policy: Local, National And Transnational Arenas**

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Media and communication policy has traditionally ignored citizens as media producers. Thus funding channels, legal requirements, copyright and technological infrastructure has been created largely for the convenience of governments and business. This often present obstacles for 'our media.' However, civil society groups and allied individuals have found creative responses, and mounted policy interventions and proposals to change this situation and to bring policy more into the service of civil society. What do policies that support democratic grassroots media practices look like? This panel discusses specific policy issues faced by citizens (not mere 'users') as media makers, not least from marginalized communities and social movements. While 'media and information policies' are the most obvious areas of concern, NGO laws, labor laws, corporate policies, urban development and cultural budgets affect them also. In addition, the levels on which these policies are governed are increasingly diverse and interlocking: local, regional, national and transnational. Nor are all the policy actors governmental. This increasingly complex situation calls for a comparative and inter-

disciplinary approach. A Civil Society Media Policy Research Consortium (short 'CSMPolicy') was established earlier this year to map the territory and to present systematic analyses and assessments of existing options and possible alternatives. This panel represents one of the first steps in the collaboration. Panelists, drawing on case studies from Japan, EU countries and transnational arenas such as the World Summit on the Information Society will discuss specific instances of policy interventions and the lessons that can be learned from these. Note: CSMPolicy, is a mostly Japanese- EU research consortium partly supported by the Japan Society for the Promotion of Science. Japan-based researchers are members of the Civil Society Media Research Group at the Osaka-based NPO remo (CSM@remo). Papers presented in this panel will be considered for inclusion in a special issue of Media and Cultural Politics. All participants have a firm commitment to attending IAMCR, and there will be a pre-IAMCR symposium for Consortium members.

### **What Is Civil Society Media (CSM) Policy? International Theory and Local Practices**

Hadl, Gabriele, Ritsumeikan University, Kyoto, Japan

This panel contribution outlines the basic terminology for an approach to Civil Society Media Policy by applying theory (developed from a transnational study) to on- the-ground practices especially in the Japanese context, but referring to parallels in Europe and Korea. First, what kinds of policy are we talking about? In the community communication tradition, there is a solid and growing body of work on broadcast regulation (cf. Lewis 1989, Price-Davis 2001). However, this represents but a small sample of concerns for civil society media organizations, who use a variety of media and of distribution platforms, from net to print-based not only locally but also inter-locally, transnationally or interculturally. Based on interviews, a questionnaire, a literature review and participatory observation with a range of civil society media organizations. The survey found issues affecting their day-to-day work to include law and policy concerning NPOs, local culture, intellectual property, labor, internet service providers (an area where company policies begin to function as public policies), postal services, media education, etc. The overarching concerns are sustainability and lack of public recognition. The issues may be regulated at multiple levels of governance, and in many cases not government but industry. CSM organizations have long negotiated with local governmental and local business, or taken the policy environment as given, but recently see a growing need to attack the issues on national and transnational levels and to form associations. In all these developments, definitions of the sector play a key role. Second, what are Civil Society Media (CSM)? In Japan, the term currently most commonly used for non-profit media is "shiminmedia" (citizen media). However, this concept has lost most of its activist connotations and now used in the sense of 'media made by citizens' (without reference to content, aims or organizational aspects). It is thus easily coopted by corporations who pursue 'user-created contents' business models on one hand, and hobby-media on the other. To deal with a similar issue that emerged at the World Summit on the Information Society (WSIS), Arne Hintz and I developed a definition of 'civil society media', considering multiple aspects of content, organization/production, audiences/participation, and social function/purpose (Hadl & Hintz 2005, forthcoming). Can the multi-level definition help in the Japanese context? I will apply it to three net news organizations which are often considered typical examples of 'shiminmedia': Ohmynews Japan, JANJAN, and Indymedia Japan. (A related example is that of the Austrian "Buntes Fernsehen," a corporate-governmental local netcasting project that poses as citizens' community TV.) I thus suggest taking a wide definition of policy, one that comes from the actual experiences of practitioners rather than pre-conceived notions of legal and policy areas. On the other hand, the term CSM (as used to develop this area of research) needs a nuanced, but not overly inclusive definition in order to

stand up to co-option.

### **Participatory Citizens' Media and User-created Content (UCC): Co-option and Appropriation: On The Possibility Of Social Movements' Empowering Participatory Communication And Resisting Corporate and Other Hegemonic Co-optation of Participatory Media Practices**

Dongwon Jo

Compared to Japan and other countries, participatory citizens' media have been flourishing in S. Korea, based on movements of media reform, audience's rights, and independent media along with strong social movements. These movements have successfully struggled for infrastructure, gaining legislative and funding support for independent film/video making and media education for minorities, legislation of public access TV, establishment of publicly-funded local (citizen) media centers, and introduction of community radio broadcasting. User-created content has become a buzzword in the last few years in many countries, especially in Korea. Here the prevalence of broadband Internet connections, low-cost production equipment, web-based social networking systems, makes possible the widespread use of UCC systems/distribution platforms like ucc.daum.net or youtube.com. Such Internet video is an un-ignorable phenomenon, one that even competes with, remediates and - in some cases- supplements the mainstream media. In the lead-up to the presidential election scheduled for end of this year, UCC is now perceived not only as a tool for seeing public opinions, but a means to influence them. These uses of video-based UCC follow the same path of commodification of citizen media exemplified by Ohmynews (an online news site that has co-opted the concept of "citizen reporter" for commercial and relatively narrow political ends). There are several problems with these trends: First, individualization and de-politicization of participatory media making, and especially removing them from the context of social movements. Second, mainstream media and telecoms have turned to people as active producers as part of a content-hunt to fill -- and make money off -- the excess empty channels made available by media technology convergence. Third, mainstream media and telecoms sell content without paying for its production. My panel contribution is an analysis of strategies, practices, and media policy advocacy, and of possible alternatives by investigating the following questions: 1) How and to what degree can UCC platforms along with traditional distribution systems for independent film/video, public access, community radio etc., be (re-)appropriated for increasing public awareness and furthering the movements for democratic/participatory media structure rather than let the corporate and other hegemonic powers co-opt participatory media practices for their own ends? 2) How can social movements take advantage of such popular participatory media culture rather than the top-down mass-mobilization model they have relied on so far in order to make bottom-up social changes? 3) How can civil society media organizations and independent media advocacy groups intervene in and advocate public policy to support participatory media by re-appropriating UCC as a radical citizen media practices?

### **Local Cultural Policy and Grassroots Communication: The Case of Osaka**

Kazuya Sakurada, Futoshi Watanabe And Yayoi Yoshizawa, Japan

In Japan freedom of expression and other basic human rights are constitutionally guaranteed and there is electoral democracy. However, democratic media usage is not supported by policy at any level. One small opening has been in local cultural policies, which have been prepared since the Fundamental Law for the Promotion of Culture and the Arts was enacted in 2001. Many local governments now have policy measures for promoting culture and arts. In

this paper, we discuss three cases of citizens-run projects supported by cultural policy in Osaka City. Based on these examples, we will show how NPOs, ‘cultural professionals’ (artists) and citizens (including ‘homeless’ citizens) can create “local public spheres”, and discuss the tensions and possibilities between local governmental policy and the construction of a grassroots “civil society” in Japan. Our methods include analysis of policy texts, participatory observation and interviews. We first discuss *Shinsekai Arts Park*, an art center run by four NPOs located in vacant rooms in an amusement park set up by a corporation on City property. After a financial scandal Osaka City decided to let the empty rooms to the NPOs who formed Shinsekai Arts Park. Among them is *remo* (Recording, Expression and Medium-organization) which promotes media art, grassroots alternative media and individual audio-visual expression (<http://www.remo.or.jp/>), some of them in niches of policy and civil society. We will look especially at the Alternative Media Gathering project. A third, related example is the Linkage project, a video workshop which empowers people to appropriate make public communication with private technologies. We identify several types of problems: First, precarity. Policies are aimed at producing fast results, measurable by economical indicators. Cultural projects, especially long-term cultural empowerment services are low priority, and are the first to be cut. Also, the people involved in the work themselves (NPO staff, volunteers, artists, researchers, marginalized citizens) suffer from uncertain working and living conditions imposed by neo-liberal policies (‘precarity’). Another obstacle to the work of NPOs and other cultural producers in civil society is commercialization. In Japan, cultural policy is usually based on consumer culture. In the information industries and entertainment media, arts and creative expression are commodified ‘contents.’ Creative or experimental culture is seen not as part of public culture, as it is in many other countries, but as the special interest of artists. The wide public is assumed to be interested only in commercialized mass culture. Third, the concept of ‘publicness’ itself is not public in Japan, even public spaces are not open to public use, and ‘public money’ is not spent on furthering ‘public communication’ of citizens. This is why we have to create alternative publics from grassroots civil society. This paper considers the possibility of such initiatives by juxtaposing the theory and rhetoric of democracy and publicness with the actual practice of freedom of expression by marginalized people, and the role that local governmental policies to support NGOs can play in helping develop it.

### **Intervening Into Global Communication Governance: Agendas and Strategies of Civil Society Media**

Hintz, Arne, Central European University, Hungary

Coyer, Kate, Central European University, Hungary

Civil Society Media (those media projects and organisations that define themselves as community, alternative or citizens' media) are increasingly raising their voices in policy arenas, both nationally and transnationally. This paper will analyse the activities of Civil Society Media activists/advocates/representatives as political actors inside, outside, between and beyond policy processes. It will focus, in particular, on: (1) Content: What kind of agendas have these actors developed? Which is their 'policy wish list'? Which issue areas need further consideration and development? (2) Strategies: Which strategic approaches were applied, and which of these were successful? Were institutional and extra-institutional tactics connected? What should be done to develop strategies further? (3) 'The media': Was there a common media agenda and a common media strategy? What are the future perspectives for collaboration with other (i.e., 'mainstream') media actors? We will look at activist media, such as Prometheus Radio Project, media organisations such as AMARC (the world association of community radio broadcasters), and networks of Civil Society Media which mobilised

around, and intervened into, the World Summit on the Information Society (WSIS) in Geneva in 2003 and in Tunis in 2005. The summit offered a particularly interesting field of research, as it was a platform for a variety of media actors to gather, be confronted with a global policy process, share and discuss policy objectives and strategies, and test them in intergovernmental negotiations. This paper will thus look at the role of civil society and social movement actors in policy development. It will extract 'lessons learnt' which will advance the understanding of the approaches of Civil Society Media towards policy fora. It will be based on PhD research undertaken between 2003 and 2006 on the WSIS and on community radios, and it will present findings from participatory observation of WSIS processes, in-depth interviews and document analysis, as well as active involvement in Civil Society Media groups and networks.

### **Japanese Civil Society Media And The World Summit On The Information Society (WSIS)**

Hamada Tadahisa, Japon

The success or failure of advocacy activity of NGOs are greatly influenced by how they can evoke the general public's concern. Since the world conference of the United Nations etc. is performed in the closed space, it is especially important how the issues are taken up by media. This panel contribution considers the WSIS especially from the perspective of Japanese civil society media. What were the obstacles to their participation? What was at stake for them? Who was aware of the issues? How did the outreach work (or rather, did not work)? What was the role of government and corporate actors in this? I will survey about the situation of media and civic movements in Japan since the movement against the Japan-U.S. Security Treaty in 1960, and see how deterioration of media had big influence on positioning of the civic movements in Japanese society, and media in Japan have little diversity. And I will focus on particular on net-based broadcasting, a platform especially important for Japanese civil society media, community radio broadcasters and 'public access' type. Information communication technology (ICT) and globalization (especially neo-liberal), Digital Divide, diversity of media, Communication rights, democratization of communication, broadcast media as an infrastructure of public participation, Positioning of the broadcast media in civil society media, Broadcast media as an information dispatch medium of NGOs, and practical use of ICT: These were all issues discussed at the WSIS that concern Japanese civil society media. They work in an environment of a scarcity of radio channels, cooperation with news site and web BBS, difficult copyright situation etc. However, very few were aware of the WSIS and how it could help or impede their efforts. The WSIS was heavily financed by Japanese government and corporations. However, there was almost no information about it in Japanese, and little interpretation was organized at meetings. Most information in Japanese had to be provided by a few volunteers. But important groups in community radio and audio visual net broadcasting were largely unaware of what was happening. How will they be affected by the recent developments in Internet governance? I would like to clarify what is expected for civil society media in the change (reservation of diversity) of media through this analysis. My research is based on five years of participatory observation in the WSIS process and the follow-up, including the recent Internet Governance Forum in Athens. My approach includes media, journalism, industries, and system and policy theory.



## **Civil Society Media Organizations Working Transnationally: European Policies on Community Radio**

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Milan, Stefania, Italy

This paper takes the example of the Community Media Forum for Europe (CMFE), an "informal network of organisations, alliances and individuals working in the context of community radio, -TV and non-commercial media" engaged in lobbying European institutions, to illustrate the opportunities and difficulties of civil society media organisations operating at transnational level. More and more European regulators are finding a place for community radio within national broadcasting systems? a brief comparative survey of selected countries will demonstrate this, and there is increasing recognition that this form of radio has an important role to play in addressing issues such as cultural diversity, social inclusion and citizen involvement in the public sphere. However, at the European level, the EC's Information Society and Media Directorate-General does not concern itself with radio, let alone community radio. The reason offered for this omission is that radio is considered a matter for member states and does not give rise to concerns at a trans-European level as do the Television without Frontiers policy and the problems of the European film industry. The CMFE contests this position and has attempted to intervene in several policy arenas, such as lobbying the Council of Europe's 7th Ministerial Conference on Mass Media Policy, Kiev, 2005, and the open consultations on media issues launched by the European Commission (on the digital divide and the directive Television Without Frontiers). Born in 2004 to fill the gap left by the collapse of AMARC-Europe, CMFE represents the "third media sector". Recently AMARC-Europe has re-emerged, and the paper will document and analyze what these organizations have done so far, their features, constituencies, allies and strategies, as well as the success and shortcomings of their policy interventions. The paper will conclude with a discussion of possible perspectives for future actions (including the study of European community radio being proposed by the Culture and Education Committee of the European Parliament) and consider the significance of the lessons from these case studies for other policy arenas and future actions.

### ***Posters***

#### **The Visual Rhetoric Of Communalistic Communication: A Study Of Yoruba Video Films**

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The Nigerian home videos have become an important site to study the way Africans communicate in the contemporary world. All the mention of Nigerian positive culture and forms of communication are found in them. Using an innovative theory of African communication that is drawn from African philosophy, the study argues that, as they appropriate modern technology in the way they communicate, Africans maintain an orientation toward a communalistic pattern of communication. A combination of content analysis and semiotics is employed to case study the major cultural themes including communalism in the following Yoruba videos: Saworo Ide, Agogo Eewo, Afonja. This study is a contribution to understanding the way the contemporary Africans communicate in a world that is becoming more and more globalised.

## **The Internet And Aids Education In India**

E. Mohamed Rafique

Solution Exchange for the AIDS Community is a service facilitated by the UN Country Team in India. It primarily functions in the following manner. When members of the Community come across a challenge and would like to have ideas from their peers, they put their query in e-mail, and the moderator posts it to all Community members. Members offer advice, experiences, contacts or other suggestions. In ten days, the moderator posts a Consolidated Reply, which is a synopsis of responses to the mail group, including the original contributions as well as additional helpful resources and links. The result is a comprehensive response and a range of solutions, to adapt to the local context. Compelling examples that influenced Policy Formulation include Stigma and Discrimination, Mandatory Testing for HIV, Training of Trainers, Section 377 and MSM and Registration for Sex Workers. Apart from the Query-Reply-Consolidated Reply services, Solution Exchange provides e-discussion, e-consultation, Action Groups and Visioning Workshops formats. An e-discussion or consultation is a virtual brainstorming by members of a Community of Practice to address a broad topic of interest and provide a range of insights, conclusions or recommendations for the benefit of policy makers or for Community members to take forward in their work. It results in a "Discussion Summary" that reflects the highlights of the discussions and the conclusions reached. E-discussions are posted on the Community's mail group and moderated in the same manner as the Query-Consolidated Reply process. In an e-consultation, the difference is non-member participation and anonymous postings are allowed. The e-consultation for the National AIDS Control Policy Phase-III is a singular example. Over 300 Responses were received in 3 months. Action Groups prepare high-value, strategic interventions that will take the Community's agenda forward. The intervention can be a program or project proposal, a study to fill a knowledge gap, a training package, policy recommendations, or anything that can be prepared within a 20-week time frame by a small team including consultants. Action Group topics are based on Community priorities, identified in a Visioning Workshop or as a result of a particularly compelling Query that received a substantial number of responses. The Action Group on Stigma and Discrimination completed a National work plan. Visioning Workshop use a two-day format. The first day is devoted to three Community "champions" members who commit to sponsoring "Action Groups" to present their cases and identify their respective action plans for taking a strategic priority forward. Examples of this from the AIDS Community Visioning Workshop were Universal access, Stigma and discrimination, and Community response to HIV. The second half-day session is devoted to networking and to introducing a new knowledge-sharing technique participants can use in their own environments. Participants do a "peer assist" sharing experiences in a face-to-face demonstration of the Solution Exchange query-response format. The AIDS Community has around 2620 subscribers, demand is growing for additional networks and feedback is increasing for introducing tools and techniques to allow service of "front-line workers" who often lack either connectivity or English language skills.

## **Journalists In The Media Of Ten European Minority Languages: Reality, Distribution And Comparison**

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In this paper the authors present a thorough and revealing analysis of the journalism personnel that works in the media of ten European minority languages. The research questions and the corresponding results refer to (1) the number of "full time" journalists who work in press, radio and TV in each of the ten languages and communities under analysis; (2) their distribution for company ownership categories (public, private, social); (3) their relative weight and ratios according to some parameters (demography, speaking population, types of media, etc.); and (4) the creation of a "Scale of Journalism Personnel Development". Along these four areas of analysis, the ten European minority language communities and their media are compared. It is well known and generally accepted in the research literature that the journalists, as a result of their informative activity, are key actors and factors in the configuration of the public sphere and the consolidation of each community. But that qualitative statement, we opine, should be adjusted, at least in the case of media publishing/broadcasting in minority languages as it is our case, with the information over the quantity of journalists working in those media, as well as its ratios with the mentioned parameters. That way, new and distinct light can be shed about the development of the public sphere. As far as we know, it is the first time that a study presents actual figures and estimates on the journalism workforce labouring in the media of European minority languages' communities. Besides, the number of European communities analyzed is quite large, ten, including practically all the languages with a minimum degree of media development. They are: *Basque, Catalan, Galician, Corsican, Breton, Frisian, Scottish-Gaelic (Gaidhlig), Welsh/Cymraeg, Irish/Gaelige and Sami*. As a footnote, we should mention that different names have been used to name them ("lessened/diminished", "lesser-used", "autochthonous", "indigenous", "minority", "threatened", "small", "regional", "of nation-without-state"), indicating the vagueness around them. The findings reported in this paper are based on numerous field observations, personal interviews with minority media managers and journalists, phone and email communications, and trips and visits to the ten communities and to the main media outlets of each one of them. Therefore, without overlooking its pioneering yet difficult nature, the results are as accurate as they can honestly be. In fact, it is part of a greater research project on "European Minority Languages Media: Reality, Development and Journalism", being carried out by the five researchers during the last four years. The authors believe this study provides a factual innovation in the area of European minority languages media and can assist on the establishment of a quantitative framework that measures the strength of journalism and journalistic production in that media sector.

## **Celebrating Multiculturalism: European Multicultural Media Initiatives As Anti-Racist Practices**

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Media initiatives for more balanced reporting of ethnic minorities exist in most European countries. The most outstanding projects of the mainstream media are situated in the public broadcasting corporations with the public service principle. The first initiatives started in the 1960s in Britain, France and the Netherlands. The development has shifted from the early

focus on educating migrants to host society's customs to more multicultural policies. The contemporary initiatives aim at recognizing the viewpoint of marginalized minorities, recognizing minorities as equal sources for the media, and recognizing minorities as media professionals. Furthermore, multicultural media initiatives promote a multicultural self-definition of the host society. The initiatives are based on typical anti-racist rationalization in which racism is interpreted as a cultural misunderstanding which can be overcome through increased representation of difference and greater intercultural exchange. This paper analyses an important arena where definitions of multicultural programming are constructed in Europe, the multicultural television award, Prix Europa Iris. The yearly event is the main institutional setting where multicultural television programming is being discussed, evaluated and celebrated in Europe. Therefore it offers a viewpoint to contemporary definitions and manifestations of multicultural and anti-racist public discourses. The paper examines how the jury reports and speeches define and signify multiculturalism and anti-racism. These statements are influencing and creating multicultural media policy throughout Europe. Policy can be analyzed as a crystallization of values and definitions. The analysis is methodologically inspired by critical discourse analysis and critical policy analysis which both aim at tracing down the power relations behind the obvious. The paper concludes that recognition of minority identities and status does not necessarily lead into inclusion. Both theoretically and empirically multicultural media initiatives have fundamental problems. Increased recognition and intercultural exchange do not solve problems of marginalization, instead marginalization and recognition of ethnic identities can co-exist.

**Comunicación, interacción y desarrollo sustentable: caso jóvenes poblanos sobre sexualidad y VIH/Sida/México, Communication, Interaction And Sustainable Development: Case Young Poblanos On Sexuality And HIV/AIDS Mexico**  
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Una de las principales lecciones que se desprende de experiencias en desarrollo sostenible es que las soluciones económicas y técnicas son insuficientes por sí solas. El desarrollo y fortalecimiento de capacidades locales es fundamental para el mejoramiento de las condiciones de vida de una sociedad. Esto no debe reducirse a la mera información y la oferta de programas de entrenamiento divorciados de las necesidades específicas, sino de forma más amplia como un proceso a través del cual una sociedad adquiere, mantiene y expande su capital social para responder a desafíos y lograr objetivos en distintas áreas. En el debate se ha destacado la brecha existente entre el discurso teórico y la práctica así como la ausencia de un enfoque interdisciplinar y multidisciplinar en la solución a estos problemas de salud pública. Frente a la pregunta ¿Qué hacer?, es necesario romper con la dicotomía teoría ^ práctica y sobrepasar las típicas actitudes extremas del academicismo versus el empirismo que suelen llevar al fracaso. Es por ello que la comunicación puede ser vista a partir de tres modelos: la comunicación como herramienta o producto, asumida como un instrumento, elemento activo de la promoción de la salud y de la prevención de enfermedades, que genera actividades y producción de materiales. Objetivo: Se abordó a la comunicación vista como proceso social, de interacción y difusión, como mecanismo de intervención para generar, a escala multitudinaria, influencia social que proporcione conocimientos, forje actitudes y provoque prácticas favorables al cuidado de la salud pública. Esos objetivos para la acción son enunciados en instrumentos básicos de programación institucional. El objetivo general se centra en tres vertientes: Identificar elementos contextuales bajo el cual los adolescentes interactúan y como estos influyen en su calidad de vida; así como la relación entre sus prácticas culturales y las representaciones sociales que estos tienen sobre la sexualidad y enfermedades de transmisión sexual como el VIH/SIDA. Material y Métodos: Estudio

cuantitativo y cualitativo en población juvenil (13 a 19 años de edad) residente en la ciudad de Puebla, Puebla, México. La construcción del desarrollo teórico, se destina el sustento aplicativo, es la posición de la comunicación como parte sustentable para el desarrollo y más aún en ámbito de la salud. El cual se vincula con la aplicabilidad y evaluación de herramientas en comunicación para el cambio social a partir de políticas públicas en salud ya establecidas. Resultados: La individualidad de los jóvenes se queda entredicha a partir de la interacción grupal, el significado y sentido de las mujeres, en este acercamiento con la parte femenina nos conlleva a la relación sexual; sus representaciones sociales acerca de la sexualidad como praxis social y las consecuencias como el embarazo no deseado. Enfermedades como el VIH/Sida están fuera de contexto generacional. Discusión: Es importante determinar el sentido de la interacción de los jóvenes en función de su calidad de vida, buena vida, a partir de redes sociales y representaciones sociales de la sexualidad; para comprender y utilizar símbolos y significados en su praxis social como herramientas comunicacionales e informativas.

One of the main lessons that are come off experiences for sustainable developing are economic and technical solutions, but there are insufficient in a single case. Development and fortification of local capacities are fundamental for the improvement of life conditions, including the society's life. In despite of this, some programs have been reduced to mere information and they are just programs divorced of specific necessities. Communication process could help to understand the society as a complex system, it maintains and expands its own knowledge responding challenges at same time obtain achievements in different areas. In the way of outstanding this, it is necessary handed ideas of other sciences breach between the theoretical and the practice speech. Interdisciplinarity and multidisciplinary is the solution to these public health problems. As opposed to the question "What to do," it is necessary to break with the myths between theory and methods that have engendered extreme attitudes that usually lead to failure. It is for that reason that the communication can be sight from three models: the communication like tool or product, is assumed like an instrument, an active element of health promotion which is determined for prevention of diseases, that generates activities and production of materials. Attack the problem since communication sight as a social process, interaction and diffusion as a mechanism of intervention to generate on multitudinal scale, its social influences that provides knowledge, forges attitudes and causes favorable practices to the care of the public health. Those objectives for the action are enunciated in basic instruments of institutional programming. The general mission follows along three slopes: To identify contextual elements under which the adolescents interact and how these influence impact in their quality of life; as well as the social relation between its cultural practices and representations that these have on the sexuality and diseases of sexual transmission like the HIV/AIDS. Qualitative and quantitative study in youthful population (13 to 19 years of age) resident in you take care of it of Puebla, Puebla, Mexico. The construction of the theoretical development, destines the aplicativo sustenance, is the position of the communication like sustainable part for the development and still more in scope of the health. Which ties with the applicability and evaluation of tools in communication for the change of articles of incorporation from public policies in health already established. Results: The individuality of the young people remains entredicha from the group interaction, the meaning and sense of the women, in this approach with the feminine part entails us to the sexual relation; its social representations about the social sexuality like praxis and the consequences like the undesired pregnancy. Diseases as the VIH/Sida is outside generational context. Discussion: It is important to determine the sense of the interaction of the young people based on his quality of life, good life, from social networks and social representations of the sexuality; in order to include/understand and to use symbols and meaning in social his praxis like communication and information tools.

## **Communication Experiences Of Role Players During Health Service Delivery By University Students To A Disadvantaged Community In South Africa**

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The White Paper for the Transformation of Health Systems of South Africa (1997) emphasised the elimination of fragmentation of services, people centred health communication and a community participation approach. Despite these governmental directives the students of the School of Nursing Science and the School of Psycho-Social Behaviour Science at the North-West University have for several years been offering health care services independently of one another in various forms to a disadvantaged community. Although these services were offered to ensure meaningful experiential learning experiences for the students and to answer some of the health needs of the local disadvantaged community, no structured communication took place between the different role players and no aspects of development communication were considered. Therefore, the ultimate aim of this research was to formulate guidelines to satisfy the directives of the White Paper and to enhance quality multi-disciplinary health care service delivery by the students to a disadvantaged community. A major objective of this research was to determine which communication models could be applied with regard to three major factors within health communication, namely relationships, transaction and context, in order to link the needs of the community with the provision of services by the students. The research team assumed that health care services could be enhanced through a better understanding of (1.1) the experiences of the students, (1.2) health service delivery organisations and (1.3) the community; and (2) the nature of the communication that took place between the different role players. An exploratory descriptive qualitative research design was used. Focus group discussions were held with the students and health service delivery organisations and in-depth individual interviews with disadvantaged community members. Field notes were also taken. Focus groups and interviews were transcribed and analysed to determine themes and sub-themes using the open coding technique. The core findings and relevant recommendations with regard to communication will be discussed in more detail in the paper. Only a few are mentioned here. No specific health communication model has been portrayed, but rather the importance of interpersonal relationships and reciprocal adjustment in different contexts emerged as important aspects of any approach. The learners experienced the inability to communicate with the patients in the mother tongue of the patients as a much bigger problem than the patients themselves. Those patients who experienced empathy, respect and honest involvement did not experience a different language as a major stumbling block. This may possibly be attributed to the belief that good interpersonal relationships and trust are of the utmost importance for effective communication in Afro-centric and collectivistic cultures. The presence of trust and good will during the interaction seems to be preferred much rather than mother tongue proficiency without the essential “relationship of trust” and interactivity. The ideal would be to establish thorough interaction with all the role players before sending a multi-disciplinary learner team to the community, which also has to include a person with intercultural communication skills in particular.

## **Interrogating Community Approaches To Participatory Communication For Rural Development: A Ugandan Case Study**

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Across gendered, tribal and regional configurations, there is no gainsaying that until the recent past, all communicative attempts at community emancipation in Uganda have been dysfunctional in their different contexts. However, with the coming of globalization and the proliferation of ICT especially for development, a new breathe of hope has been instigated, as more and more emphasis in growing community development initiatives is being placed on theoretically generated approached to participatory communication. These new approaches signify a shift from the “old school” (modernization) approaches that excluded beneficiary communities and promoted dependency to more endogenous, people-centered approaches that encourage a two-way flow of communication and self-reliance, all proponents presumably capable of challenging previous constraints that hitherto limited community’s development. This paper is based on a Ugandan case study that examines the Community Multimedia Centre model for rural communication for development. The CMC is an interventionist approach aimed at providing access to ICTs (ranging from telephones, to Internet to library facilities, to community radio) in remote communities. These ICTs are supposedly owned, operated and beneficial to the entire community they are situated in. Informed by qualitative research methods including focus group discussions, interviews, observation and document analyses undertaken in Uganda, this paper examines some of these approaches with a main focus on participatory components in the ownership, operation, sustainability, content development and ICT Use among the Ugandan user community.

### **Deptford TV**

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What Is Deptford.TV: “A platform for collaboration with a focus on Deptford communities.” (Elvira); “A collaborative environment for filmmaking on the Deptford regeneration that accommodates different levels of participation and engagement. A community project” (Bitnik); “A pull of clips” (Stephen); “A grassroots media project” (Camden); “A public access media project that investigates into new areas such as collaborative film editing” (James); “A project that aims to generate shared resources by uploading materials which people will be able to share” (Gordon); “A collaborative filmmaking project that looks at issues of regeneration” (Amanda). Deptford.TV (1) is a research project on collaborative film - making initiated by Adnan Hadzi in collaboration with the Deckspace media lab (2) , Bitnik collective (3) , Boundless project (4) , Liquid Culture (5) initiative, and Goldsmiths College (6). It is an online media database documenting the regeneration process of Deptford, in South- East London. Deptford.TV functions as an open, collaborative platform that allows artists, filmmakers and people living and working around Deptford to store, share, re- edit and redistribute the documentation of the regeneration process. The open and collaborative aspect of the project is of particular importance as it manifests a form of liberated media practice. In the case of Deptford.TV this aspect is manifested in two ways: a) audiences can become producers by submitting their own footage, b) the interface that is being used enables the contributors to discuss and interact with each other through the database. Deptford.TV is a form of 'television', since audiences are able to choose edited 'timelines' they would like to watch; at the same time they have the option to comment on or change the actual content. Deptford.TV makes use of licenses such as the creative commons (7) and gnu general public license (8) to allow and enhance this politics of sharing.

## **Sustaining Alternative Media**

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In the face of escalating concentration of media ownership, cutbacks to public broadcasting, and the creeping influence of corporate imperatives on the production and dissemination of news, “alternatives” to corporate media such as independent and not-for-profit publications, community broadcast outlets, and web based media are increasingly held to provide key venues for community expression, political debate and, particularly for subordinate social groups, discussion and development of social identity. However, developing and, particularly, sustaining a diverse and vibrant alternative media has been a difficult challenge in both the United States and Canada. Given their generally small size and reach, and their focus on creating particular types of editorial content rather than private profit, these media often lack economic stability. Because they operate independently, they have few if any economies of scale. Ideological concerns over the possible influence advertising and/or grants might have on content sometimes limits possible sources of income. And because of economic uncertainty, workers often work for free or for little or no pay and content production and distribution are often irregular, adding to the precariousness of these operations. Set in two parts, this paper examines the issue of sustainability of alternative media in the American and Canadian contexts. Drawing upon Bourdieu’s field theory, part one considers the conditions under which sustainability becomes an issue. It explores the linkages between different types of alternative media and specific social groups and movements and how these relationships are linked to these organizations’ ‘life cycles.’ It also examines some of the different dimensions of sustainability -- such as funding, personnel, content creation, expertise, production equipment, and work space – and how the issue is inflected differently in the context of different kinds of media. Part two provides three short case studies of American organizations created to enhance the stability of alternative media organizations -- the Independent Press Association of New York, the Media Consortium, and the Grand Rapids Community Media Center. It provides an overview of the political economic context and operation of these organizations and critically considers how they address the dimensions of sustainability raised earlier in the paper. Conclusions are drawn about the conditions under which sustainability becomes an issue and how employing different organizational strategies and forms might work to help mitigate the problem.



### **Changing modalities in cultural journalism**

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It has been claimed that literary criticism, as well as criticism dealing with other forms of arts, is in crisis. Newspapers are diminishing their critiques in favour of glossy interviews, impressive reportages and artists' portraits in a human interest style. Criticism is massively produced but, at the same time, its judgmental basis has receded – as a result, it is also massively ignored. In order to understand what is going on we have to turn to the professionals operating in the field. To a large extent the crisis discourse comes down to the tendency that the relation between the traditional newspaper universalism (the tradition of journalism) and specialist expertise (the tradition of criticism) is being re-defined. As the strict disciplinary bounds are crumbling and the limits of high and popular culture eroding, the development towards democratization in culture holds no place for specialists. This paper takes a deeper look at the interplay between the so-called journalistic and criticistic tradition in terms of newspaper cultural journalism. I look at the changes of the professional notions of the journalists and critics writing for daily published cultural departments. The two-sided professional culture is approached by questioning what kind of subject positions the contemporary writers in newspapers occupy in their texts and what kind of positions are rooted and maintained in the organizational culture. Reconstructing a genealogy of these subject positions within a single organizational system makes the historicity of both of the paradigms visible. The object of my empirical research is the cultural department of Helsingin Sanomat, the largest and the most influential newspaper in Finland. I discuss what the concept of journalism means in the context of cultural journalism of the 21st century and whether the conception of the so-called journalistic turn or journalistification is appropriate. In this context journalism tends to be termed as an ideological construction by both critics and artists. As my approach attempts to unify both journalistic and criticistic sides of cultural journalism, I call it integrative. So far, cultural journalism has mainly been a task for literary or art historians, due to which only some of the strategies have been examined at a time and the outcome has been limited. The integrative approach provides us with a more diversified sensitivity for the two paradigms that are both elements of the reception history or, in Gadamer's terminology, effective history of arts and literature.

### **On justification: A manual for Cold War journalists**

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Since its publication in 1991, Luc Boltanski and Laurent Thevenot's *On Justification: Economies of Worth*, has offered French sociologists a post-Bourdieu model of understanding the ways in which human beings justify their actions in the world. *On Justification* was published in English translation in 2006 and has been available to American sociologists and communication scholars and students via course syllabi for less than one year. Boltanski and Thevenot used various methodologies including surveys and interviews to construct and propose six spheres of justification: inspirational, civic, domestic, market, industrial, and fame, and have since added a seventh sphere (project-oriented). The authors then demonstrated their model by the analyses of procedural and instructional manuals of varying forms (from internal organizational documents to published how-to books) that corresponded to each of their categories. My work in progress is an application of Boltanski and Thevenot's

model to a discourse analysis of a manual produced in the Central News Room of Radio Free Europe (RFE) in 1972 as a practice guide for use by English-language journalists. During the Cold War, RFE, created by the U.S. government to broadcast news as a “surrogate free press” for “captive nations” and peoples living under communism, was funded first through the budget of the CIA and then, during the 1970s and 1980s, by the U.S. Congress while overseen by an independent governing board. The Central News Department operated as an internal wire service, compiling daily news feeds for several émigré-operated radio services that constructed news, cultural and political programming for broadcast from RFE’s headquarters in Munich, West Germany, across the “Iron Curtain” into “target nations” in Eastern and Central Europe. During the 1970s and 1980s, the Central News Department attracted many journalist-adventurers from North America, Europe, Australia and New Zealand who possessed considerable international reporting experience. The central news staff in 1972 included about 100 such journalists who worked in RFE’s headquarters and in eleven bureaus in European capitals, including Paris. The manual under analysis according to Boltanski and Thevenot’s model was written with the intent of bringing the various traditions of practice among these journalists into line with American news values and practices. Its contents exhibit the need for American journalists working in “wartime” conditions to justify their violation of U.S. news traditions, which assigned taint or contamination to news work in organizations associated with government, relying on the value or worth of news itself to otherwise “captive” audiences. The manual also shows the partitioning of the newsroom--in the structural, procedural and rhetorical tradition of privately-owned or corporate-owned news organizations of the 1970s and 1980s--from the taint of propaganda and the influence of those who would skew the news for political or other purposes—to re-align central newsroom operations with professional standards. This analysis of the newsroom manual is also informed by the student’s interviews in Europe and the U.S. during 2005-2006 with 45 former managers and journalists who worked for RFE during the Cold War.

### **Rhetorics within rhetoric: An holistic analysis of Reagan’s address to the nation and other countries on U.S.-Soviet Relations**

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On the morning of January 16th, 1984 President Reagan delivered his “Address to the Nation and Other Countries on U.S.-Soviet Relations.” It was a speech that heralded a new tone in the administration’s public tenor towards the Soviet Union and foreshadowed the coming thawing and eventual end of the Cold War. However, it is only in retrospect that scholars have begun to situate it within this larger historical trajectory. At the time, it was a speech that divided many of his allies, was dismissed by his critics and publicly rejected by the Soviets. Reagan’s allies thought it too soft, Reagan’s critics thought it hollow electioneering, and the Soviets declared it outright propaganda. As this paper demonstrates, the speech was all of these things and infinitely more. When the nuances inherent in the process of rhetorical production, delivery, and reification are figured into a larger holistic analysis, we find that any one speech constitutes an organic system whose intentions are as multivariate as the individuals who constitute its creation. This essay will use Reagan’s January 16th speech to begin the process of describing these nuances and identifying the hidden variables of modern presidential rhetoric. Roderick Hart (2002) conceptualizes presidential rhetorical analysis as philosophically belonging to one of six schools—Biographical Forces, Philosophical Forces, Cultural Forces, Institutional Forces, Temporal Forces and Mediated Forces—and suggests that “we can learn much by calling into question our preferred methodologies and epistemologies and by theorizing the presidency anew.” This paper expands on his suggestion and counters that rather than generalizing a theorized rhetorical approach and declaring a

“moratorium on traditional case studies”, as he suggests, that it might be useful to enhance the existing case study approach with a more holistic and ethnographic analysis while situating our analysis within a deeper rhetorical understanding of the modern presidency. Contrary to Hart’s suggestion, it is not more theory that we need or more theory intensive questions, but a more realistic understanding of modern modes of presidential rhetorical production. Theory needs to enter rhetorical analysis a priori with regards to our understanding of production and this theory needs to inform our methods of data gathering, rather than merely entering a posteri while processing existing data. This paper proposes a seventh rhetorical school which I call “Holistic Analysis.” This method combines elements of traditional ethnographic research combined with a meta-analysis of parties involved in the broadly conceived process of production, delivery and archival retrospect.

### **With hopes and fears: Coverage of the 2005 Kyrgyz Revolution by the Russian, American and British press**

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Coverage of revolutions has been a focus of media scholars ever since Lippmann and Merz published their brilliant criticism of *The New York Times*’ coverage of the 1917 Russian revolution in the special 1920 issue of the *New Republic*. Their main conclusion then was that that *The New York Times*’ “news about Russia is a case of not what was, but what men wished to see.” The editors’ and journalists’ fears, hopes and aspirations drove the Times’ coverage, Lippmann and Merz argued, resulting into biased and at times completely erroneous presentation of information for the American public. The goal of this study was to explore whether hopes, fears and aspirations still drive current press coverage, when modern technology facilitates much speedier transfer of news and even the most oppressive governments have trouble keeping the information secluded from the outside world. Using the framing theory, the study looked into how six leading newspapers – two American, one British and three Russian – framed the March 2005 Tulip Revolution in Kyrgyzstan, which was considered to be a part of the most recent wave of democratization in the post-Soviet space following the 2003 Rose Revolution in Georgia and 2004 Orange Revolution in Ukraine. The results of qualitative and quantitative analysis techniques of a total 111 news stories, editorials and op-eds published in the six papers between March 22 – April 20, 2005 demonstrate that even though the newspapers did not omit or distort the information as in the case of the Russian Revolution coverage, their tone and interpretation of events varied greatly depending on the editors’ and political elite’s hopes and ideology-driven expectations. In this respect, coverage of a 21st century revolution is as biased as it was almost a hundred years ago.

### **The local press as a medium to create diversion**

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The paradox of the French press has often been pointed out: in a very centralized country, regional and local papers tower above national papers. Moreover, within a context of global loss of confidence in information, where the press has to face economic problems in order to get adjusted to digitalization and new forms of broadcasting and content circulation, regional papers are viewed as the permanence of the traditional press model. The physical and symbolic proximity they built up with their audiences when giving them access to an easily-understandable world related to daily or grassroots concerns would therefore keep local papers from the problems national press run into when trying to account for globalization phenomena and remoteness from political and economic decision-making centers. However,

this explanation is not sufficient; the French regional press does not escape crisis and has been losing readers for fifteen years. Along with a series of other academic works on reception, practices and representations of media professionals, this paper questions the very content of the regional press through three dimensions:

-a theoretical dimension: two notions are necessary to tackle the local : the territory (Frémont, Paillart, Lefebvre) and the public sphere (Habermas, then Miège, Dahlgren, Neveu) which can only be analyzed in terms of long-term and fragmentary processes,

-a historical dimension: the regional press model was built and imposed in France thanks to a dynamic relationship with society whose advances and evolutions were accompanied and sometimes stimulated from the XVIIIth to the beginning of the XXth centuries.

-an empirical dimension: a content analysis of the regional press in Brittany (France) reveals the increasing gap between the world the local press talks about and the world as lived by its readers. In spite of apparent diversity and neutrality, local information maintains hierarchies, often treating them indulgently and privileging social stability. Far from a world made of intermingled relationships and dynamic processes, the local press only keeps a juxtaposition of micro events. This survey confirms what many researchers postulate or suppose. Because it has a dominant position on a territory it claims to embody, because it mediates a particular public sphere, the regional press does not look in depth into society's diversity and complexity. Instead, it produces a very simplified construction of social relations. According to us, the main mechanism used by the regional press would lead to "create a diversion."

### **'Black Paris' and the Virtual Africas: A Trans-historical Perspective on New Media and Diaspora**

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Paris as a capital city exists, legally and in local cultural frameworks, as a French entity. However, for the world outside of France, Paris belongs to a broader global imaginary. It is a global city whose own myth of cultural and societal uniqueness has become owned by a large and diverse collective, many members of which, for varied reasons, find themselves drawn to into this self-proclaimed nucleus of culture. The vibrancy of the global city is a result of this broad spectrum of people, beliefs, efforts, and activities not contained within the nation state. Who are the people that make up the spectrum of today's Paris, and how do they use media to define and build themselves as publics? For this paper, informed by scholars of the negritude movement and postcolonial studies, I review how journals such as "La Race Negre," "La Revue du Monde Noir," and others published by expatriates and colonial subject-citizens in the early 1900's drew on the founding myths of the French Revolution to constitute their own uniqueness and position it as a part of and contributor to Parisian and universal enlightenment culture. I then analyze contemporary online publications by and for expatriate/immigrant communities and examine in what way we can see these as representing an ongoing conversation positioned by the French Imperial past and its current legacies. For example, how have expressions of 'belonging' and of goals changed in post-colonial times? Have higher literacy rates and the broad reach of Internet changed conceptions of the audience for creators of Online content, and how is this manifested through the voice of the authors? Have race, class, and gender issues changed in how they intersect claims and challenges to belonging in the city?

## **New social practices and new information and communication technologies: A pluralistic approach**

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From a diachronic point of view, the object of communication has recently evolved in a significant way. Indeed, the concepts of distance and time are now more often measured with the bits which underlie information processing systems at the origin of a new paradigm of the community: the numerical society. To reach it, internet users have to obtain another identity: the pseudonym. Developing a feeling of membership in the formal or abstract groups in which they move, internet users have an increasingly redefined self which results in the use of a *nomen falsum* that circumscribes one or more nominal spaces, and whose semantic load will signify in whole or in part the culture of the group. These practices are at the origin of a phenomenon of disengagement observed among internet users. They very often incorporate around entertainment: to play, to chat, etc., to disengage until a re-enlisting towards a new gravitational object occurs. To examine these social practices empirically, I questioned 300 internet users on their motivations for creating online pseudonyms. Analysis suggests that pseudonyms carry all the identity of the internet user and its onomastic creation demonstrate a plurality of meaning. It is an identity marker certainly, but is the pseudonym only related to play and to the social mask? Wouldn't this act of naming crystallize emergent social structures? In addition, the digital paradigm to which these new technologies belong is at the core of particular linguistic practices. The internet is an innovator in this field. Its users want their written communication to be as fast as those of oral exchanges; they choose their language to save on expressive type. Also wishing to transmit feelings and emotions, they call upon an iconography which uses the diacritics as material serving creation of logograms. This redundancy of a diverted punctuation of its original use, but being used "to punctuate" the speech by figurines translating the emotional state of the speaker, is a characteristic of this numerical space. I compare respondents' answers to the hieroglyphic system introduced by Champollion Le Jeune and the graphic evolution of some ideograms and show the similarities between these models: in both a key always initiates a semantic field, and both result in reorganization of the objects of the world through a new scriptural writing.

## **Romance online: An examination on predictors of online dating**

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The ascendancy of the Internet and the proliferation of computer mediated communication (CMC) has led to the increase of relationships moving from the physical sphere to that of cyberspace (Lee and Chan, 2003). As such, traditional interaction between people moves from the offline physicality to online virtual reality, and the proliferation of online dating is but one aspect of this paradigm shift. Singaporeans have one of the highest rates of connectivity in Asia, just behind Japan and Korea, with over 74% of the population with access to computers in the home, and 61% of the population active Internet users (Lee, 2006). As such, Singapore form a good indicator of online dating trends in the coming years for the region. This paper seeks to examine the rising popularity of the online dating trend in Singapore. Using the theory of planned behaviour, we examined the factors that may predict people's intention to attend online dating. These factors include personal attitudes toward online dating, subjective norms about online dating, and perceived control over online communication. We first conducted an exploratory focus group study, which including two sessions with people who had online dating experiences and another two sessions with those who did not have online dating experiences. We found that societal perceptions of online dating contribute to people's

intentions to attend online dating. We then conducted a survey with a simple random sample (N= 100). The results indicated that personal attitudes toward online dating and perceived control of online communication were significant predictors of individual's intention to online date. Subjective norms about online dating, on the other hand, were indirectly associated with people's intention to date online.

### **Internet use, individual differences, and online relationships**

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People are different in their social and psychological conditions, which may affect how and why they use media to fulfill their needs. Past research on computer-mediated communication (CMC) use for online relationships has rarely examined the influence of individual differences and motives on the use of CMC. We do not understand fully how CMC is used among those who have different dispositions and how types of online relationships influence differences in CMC use and interaction. Thus, this study has major 2 purposes. The first purpose was to examine differences in CMC motives for interpersonal communication among people with high and low levels of communication avoidance, and chronic and situational loneliness. The second purpose was to investigate whether types of online relationships (i.e., non-traditional and traditional relationships) influence differences in the amount and type of CMC use and self-disclosure. The uses and gratifications perspective (U&G) was used to explain the influence of individual differences on CMC use and online relationships. Basically, U&G has three major purposes: to understand how people use media to gratify their needs, to explain motives for media use, and to determine the outcomes of using media (Katz, Blumler, & Gurevitch, 1974). Survey research was conducted to collect the data from college students who used the Internet as a means of relational communication. Participants were recruited through a posted announcement where they signed up to participate. A total of 261 students participated in this study. In this study, one hypothesis and three research questions were proposed to understand the influence of individual differences on CMC use.

H1: People who experience high levels of communication avoidance will have more salient CMC motives for interpersonal communication than those with low levels of communication avoidance.

RQ1: Are there differences among chronically lonely, situationally lonely, and non-lonely people in their CMC motives for interpersonal communication?

RQ2: Are there differences among people who are chronically lonely, situationally lonely, and non-lonely and who experience high and low levels of communication avoidance in their CMC motives for interpersonal communication?

RQ3: Are there differences among people who are in purely virtual, migratory mixed-mode, and traditional long-distance relationships in self-disclosure and the amount and types of CMC use?

The findings suggest differences in CMC motives for interpersonal communication among those with different levels of communication avoidance and loneliness. Among those with low levels of communication avoidance, participants who were situationally lonely and non-lonely were more likely to use CMC for affection than those who were chronically lonely. In addition, types of online relationships influenced how CMC was used for social interaction. Participants in non-traditional relationships disclosed more information than did those in traditional long-distance relationships. However, they did not differ in their CMC use, or in their depth, honesty, intent, and positiveness of self-disclosure.

## **The use of online dating websites as sources of social support and self-expression for widows and widowers**

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Online dating sites have introduced a novel and unthreatening way for widows and widowers, particularly young widows and widowers, to reenter the dating world. While online dating sites have received considerable attention from communication scholars in recent years (Gibbs, Ellison, and Heino, 2006), the use of these sites by widows and widowers, a unique subpopulation, has not. This project addresses two main questions. The first question examined how widows and widowers referenced their past experience (the death of their spouses) in their online profiles. In answering this question, we analyzed the online self-descriptions of widows and widowers on a Match.com, a popular online dating site. The second question explored how online dating sites might also provide widows and widowers with an opportunity to connect to one another, relate based on their shared experience, and serve as sources of emotional support as they embark on their dating experiences. A third question involved determining whether there were any significant psychosocial individual difference variables correlated with the way widows and widowers present themselves on Match.com and use of the site. The study involved two phases, a content analysis of online self-descriptions and a survey measuring psychosocial individual differences and addressing how people used the site. The sample of online profiles examined for this analysis were from male and female subscribers and included both straight and gay members who identified themselves as “widowed.” The online survey was completed by a subsample of those 400 widows and widowers whose profiles were used for the content analysis. Widowed match.com members were emailed an explanation of the project and an invitation to complete an online survey. Results identified a number of interesting relationships among demographic factors, individual difference variables, and online self-presentation.

## **Why do they play?: An examination of MMORPG players using the uses and gratifications approach**

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Massively Multiplayer Online Role Playing Games (MMORPGs) are the new paradigm in online gaming, and MMORPG players have formed many new communities online. However, research into this particular area has been scant up until now. This study seeks an in-depth understanding of MMORPG players using the uses and gratification approach, specifically focusing on motivations for play. A firmly-established communications theory, the uses and gratifications approach is applied and tested against this relatively new phenomenon of MMORPGs. It was examined whether (1) players’ motivations to play MMORPGs differed upon gender, (2) how different types of motivations may affect players’ usage of MMORPGs and (3) how gratification obtained in players’ offline lives may be related to the gratifications sought in their online lives (in playing MMORPGs). The explanatory power offered by the uses and gratifications approach was fully employed in this third aspect of the study, by investigating the influence of gratification obtained offline on gratification sought online. This study posited a deficient relationship between offline and online gratifications, suggesting that a player’s lack of a gratification in real life drove him/her to seek it online (in the game). A focus group study was first conducted, identifying three different types of gratifications that players generally sought from MMORPGs: social gratifications, achievement gratifications, and the immersion gratifications (Yee, 2006). A survey was then conducted on 202

MMORPG players to answer the above research questions. It was found that (1) males sought significantly higher levels of social as well as higher levels of achievement gratifications than did females. Also, (2) the players' usage of MMORPGs was positively correlated with the amount of gratification sought. Lastly, in relating offline gratifications obtained with online gratifications sought, it was found that (3) a supplementary relationship existed (i.e. players who received adequate gratification offline in their real lives desired similar gratifications in-game) for the social and achievement gratifications, while a deficient relationship existed for the immersion gratification. The results as well as implications are discussed, and recommendations made.

### **Exploring online news reading patterns among college students in Singapore**

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By the end of the last century, there were more than 4,400 Internet newspapers in the world (Chyi & Sylvie, 2001). The proliferation of news websites has turned more and more news consumers online (TheNewsRoom, 2006; Hoffman, 2006). Not surprisingly, young adults form the largest group of online news readers (Metzger, Flanagin & Zwarun, 2003; Diddi & LaRose's, 2006). It is found that high-speed Internet users below 36 years old are slowly evolving away from traditional outlets such as local TV news (The Pew Internet and American Life Project, 2006). Many industry players, therefore, have acted proactively to capture the market of young news readers. It appears necessary to devote more attention to understand this particular group as their news reading habits will have some bearings on the future survival of the news industry. In this study, we examine the online news reading patterns among college students in Singapore through both qualitative and quantitative studies. We first conducted a focus group study, which attempted to identify undergraduates' motivations for reading online newspapers and to understand their perceptions of online newspapers. We then conducted a survey with a sample of 210 Singaporean undergraduates to further examine the relationships between undergraduates' perceptions and their usage patterns of online news. Findings indicate that, instead of being a substitute, online news acts as a complement to traditional news media such as print newspapers. College students' perceptions of the online news sources predict the frequency of their online news usage. Internet news self-efficacy is also positively correlated with the frequency of reading online news. These findings suggest that improvements should be made in terms of the ease of navigation, usefulness of the services, credibility of the contents and the aesthetic appeal of the news websites in order to build an overall positive perception in order to attract more traffic. The findings can provide the news industry with some insights on expanding the online readership within this demographic group.

### **The study of the representation of ethnic minorities in the news media: A panorama of international theories and practices**

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In the very first days of media analysis, in the 1930's and 1940's, American researchers wondered what was or could be the influence of mass media on race relations. Did the new mass media damage race relations? Or could they improve them? But after some early studies investigated the existence and nature of differential treatment accorded to majority and minority Americans, this field of investigation receded. Later, through the impetus given by the Kerner report, it gained back force, and the study of the representation of ethnic minorities



and of racism in the mainstream media became an established academic research field in the second part of the 20th century. Since then, numerous American studies on media representation of minorities have revealed a tension between the producers of news, the large majority belonging to the white community, and minorities. Different studies have proved that in spite of real progress, especially since the civil rights movement, stereotypes that white citizens (still in charge of most of the mainstream media) harbor about Americans of color still affect the content of news and that the general lack of coverage of minority communities contributes to a sense of “otherness” about Americans of color that induces the audience not to regard them as regular citizens. After nearly 40 years of theoretical and practical progress in the United States, this large field of theory and methodology is developing in many places throughout the world. The recent publication of books on this subject reveals dynamic scientific activity at the international level. In the beginning of the 21st century, books have been published in the United States, Great Britain, Canada, Australia, Israel, Germany and Finland (see the short bibliography). In a world where most of the populations of democracies are diversified and where major public institutions are forced to deal with issues of ethnic diversity and racism, this field of research that questions the relationship, or the absence of relationship, between actors of the media and communities has an important impact. This paper aims to draw the internationalized panorama of this field of research. In the process, I bring out the points of concordance and discordance of the theories developed in different countries. I also draw out the links among the diverse methodologies utilized in case studies, quantitative and qualitative, so as to determine whether one emerges as best suited for this kind of research. In 1974, Unesco published *Race as News*. Today, this subject that questions democracy and the role played by the media in race relations, whether they want it or not, is in the process of internationalization. This paper undertakes to portray this emerging tendency and to draw out the heart of a field of research that is exploding in numerous countries and that is positioned to continue developing.

### **Examining the effects of ethnicity-based message targeting**

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Much has been made in the U.S. press of the fact that in 2000, the 42.7 million Latina/os make up 14.2% of the U.S. population (U.S. Department of Commerce, 2006). Latina/os represent one of the fastest-growing segments of the U.S. population due to increased immigration, higher birth rates and larger average family sizes than other ethnic groups (Haub, 2006). Despite general awareness of their numbers, there is little evidence that health campaigns have sought to understand how Latina/os might differ from the mainstream in terms of health information needs and message processing styles. Although the defining characteristic of a Latina/o is having ancestral ties to a Spanish-speaking country, the role of the Spanish language in defining the U.S. Latina/o continues to be debated. According to the 2000 U.S. Census, 31 million U.S. residents age five and older speak Spanish at home; of these, more than half also speak English “very well” (U.S. Department of Commerce, 2003). Related to language is the concept of acculturation, and there is data linking acculturation to health outcomes. Acculturation is defined as the “process by which individuals adopt the attitudes, values, customs, beliefs, and behaviors of another culture” (Abraído-Lanza et al., 2006). The process of acculturation presents a particular challenge for health communicators, who must decide how to segment a population and how to appropriately target messages to that group. Although in theory commercial marketers are ahead of health communicators with regards to considering the implications of acculturation for targeting messages (Korzenny & Korzenny, 2005), in practice this has not necessarily been the case. The problem of acculturation is at the heart of the questions underlying this proposal. Does acculturation

impact how health messages are processed, and their persuasive success? Does the impact of acculturation on processing and persuasion interact with messages targeted for specific ethnic groups? This study proposes an effort to describe how acculturation affects the processing of ethnicity-targeted health messages. As technology enables the use of individually-tailored health communications, understanding the importance (or lack thereof) of tailoring on the racial/ethnic dimension will be important if we are to improve the quality and efficacy of such communications. I propose a 3 by 2 quasi-experimental design to test the effectiveness of a message designed to increase the intake of fruits and vegetables. The format will be a magazine advertisement. Four dimensions have been selected for tailoring: (1) gender and (2) ethnicity of the model, (3) language of the text, and (4) background visual cues. Tailoring on culture (using race/ethnicity as proxies) is perceived to be useful because it addresses what is considered a very salient aspect of individuals' identities, but one that can be aggregated based on knowing one easily-identified characteristic. If identification matters for the persuasive effects of racial/ethnically-targeted messages, then how might differing levels of acculturation within an ethnic group further complicate matters? This study is designed to begin to answer this and related questions, and to raise more specific questions about how acculturation and ethnic targeting influence persuasion among U.S. Latina/os.

### **Hybrid identity: The construction of the category Muslim-Australian**

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The role of the media in contributing to the construction of identity based groups is both overt and subtle. The term Muslims-Australian has come into prominence in recent media reports, but what does it actually mean? Hybrid, or hyphenated identity terms are increasingly being used, yet the messy reality of many people's cultural, ethnic, national, religious and linguistic background makes even a hyphenated identity tag problematic. Moreover, an umbrella term which lumps all Australian followers of Islam into a single subset of all Australians ignores the complex diversity of Muslims in Australia. A new research project has recently been undertaken with Australians of Turkish background, in order to untangle some of the complexity involved when a Muslim community which comes from a relatively liberal, secular country finds its Islamic identity being foregrounded by the mainstream media. The research has focused on the ways that Turkish Australians are using traditional and new forms of media and information technology to negotiate a place in a multicultural society which is increasingly perceiving Muslims as 'the other'. The research draws on the work of Wellman and others in establishing 'networked individualism' as an alternative way of examining individuals' social groups in an age in which 'community' is increasingly difficult to define and examine. It also uses some of the insights into citizenship, identity and transnationalism in the global world which have been found in the works of Kymlicka, Sakr, and Appadurai. Primary research through first person interviews and focus groups conducted in Melbourne Australia provide rich material for comparative analysis with the work done by Aksoy and Robins in London and Ogan in Amsterdam. The project has found that over the last five years, hostility to Muslims in the mainstream media and public discourse has put pressure on Turkish Australians, along with other Muslim groups, to align themselves either as with 'us' or with 'them', at national, transnational and global levels. Yet such simplistic dualisms cannot be meaningful for a community with Australian citizenship, Turkish ethnicity and language, Islamic religion and global ties to the Turkish diaspora. Furthermore, although previous work in the field of migration studies has noted significant differences between different migrant generations, the impact of increasing access to new media and communications technologies has added a further level of complexity to the generational divide within migrant communities. Whereas the older generation use satellite television and

increasingly cheap international phone calls to cloister themselves within the Turkish speaking community, the younger generation, technologically savvy and distrustful of mainstream media are turning to mobile and online sources of information to construct their own personal networks across boundaries of language, nation, culture and religious identity.

### **New information and communication technologies and the emerging ‘identities’ of Nigerian university students: A case study of the University of Port-Harcourt**

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Social researchers have shown that the youth and new technology are terms which are often yoked together in discussions about the nature of contemporary social change, and that young people are more at ease with computers and other forms of information technology. This situation holds true even in ‘late-adopter’ countries like Nigeria. Recent studies conducted in the country have noted an increased appropriation of these technologies by young people, especially in the tertiary institutions. These earlier researches have focused especially on the extent of the use, and had involved quantitative examinations of the rate of diffusion of these new technologies in the Nigerian educational environment. But the current trend in the study of young people and digital technology has gone beyond the extent question and privileges analyses of the manner of use, the meaning being constructed, and ultimately the nature of the youth culture that emerges from these appropriations. This opens the way for the localisation of studies of youth and new media in order to discern both global and local configurations. In line with the new trend, this study examined the variety of ways Nigerian University students are appropriating the new information and communication technologies and the type of identity emerging from these uses. In line with the earlier studies which have examined the cultural implications of these new media technologies, I adopt a Cultural Studies approach as the theoretical framework for my research. The advantage of the cultural studies approach is that it allows for the application of multiple theories for a particular study. Thus, psychosocial theories of youth development, especially those linked with Erikson, as well as ideas emanating from postmodernism and poststructuralism were used as the theoretical foundations of the study. The growing body of researches carried out within this theoretical framework were used to formulate relevant hypotheses. Using the communicative ecology metaphor as a methodological framework, an ethnographic study involving a social survey, participant observation, and three focus-group interviews was conducted at the University of Port-Harcourt, Nigeria. One of the significant findings that emerged from the data is that the use of these technologies makes the University students bolder, a sort of youth empowerment. Being the first time such a study is being conducted within the Nigerian University environment, this study opens the way for further researches which will be needed to confirm the findings as well as tease out other meanings Nigerian University students are constructing through their use of the new information and communication technologies.

### **Steve Jobs : The human logo**

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This paper will focus on one aspect of the emerging analysis from my PhD research, which is the idea of the “human logo”, by exploring the example of Steve Jobs (the CEO of Apple Computers Inc). Specifically this paper will investigate the notion that in the period of late-modernity people increasingly have been able to brand themselves. This involves a type of commodification of selected aspects of the self for public consumption. Equally people have come to represent branded forms of knowledge, in the same way that a more traditional logo

works as a sign to represent a wider system of beliefs. The paper is set in context within the overall project “Branding the Information Society?” The aim of which, is to examine to what extent the rhetoric of the Information Society is promoted by technology producers through product branding. It also, investigates to what extent this rhetoric is articulated and/or renegotiated in the production of identities, using a case study of Apple Computers Inc. The project has brought together for review three bodies of literature that are, The Information Society, brands and consumer society. It has gathered data from examples of Apple product branding over the last four decades (set against the same historical timeline of Information Society literature), and interviews with Apple consumers. Interviews have been conducted using CMC (computer mediated communication) software “iChat, and supplemented with face-to-face interviews. The methods employed for analysis are multimodal discourse analysis, incorporating some elements of the visual analysis method Semiotics. Findings from a discourse analysis of Jobs’ 2005 commencement address to a group of Stanford University graduates were compared with secondary sources about Jobs, and reoccurring discourses produced by consumer interviews. Conclusions look at how Jobs mediates between producer and consumer, through reflexively constructing for public consumption a “lifestyle project” (Giddens 1991), and discourses of counterculture, spirituality, and technology/human intimacy.

### **Communication and development: Moroccan public television as a case study**

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Like many developing countries, and for many years, Morocco has sought the help of television to disseminate development ideas to its citizens. The Moroccan government has recently given important policy considerations to regulate the use of television and radio airwaves as important external sources for promoting its development objectives. The newly assigned importance of television in Moroccan developmental policies makes a study on the relationship between television and development interesting and crucial. This study investigates the extent to which the Moroccan public service television meets the challenges of effectively contributing to the development objectives of the nation. It focuses on the two government-owned public service television stations, Radio diffusion et Television Marocaine (RTM) and Soread 2M. Based on initial observations, my general hypothesis is that television programming decisions in the two public television stations are influenced by the elite class that wants more entertainment and has less need for educational programs than their rural and urban-poor counterparts. The two TV stations seem to propagate a consumerist discourse that seems to serve the ends of the rich more than those of the poor. Catering to urban/elite tastes may interfere with the government’s commitment for using television for development purposes. Therefore, this study examines the current media policy and editorial choices of media executives in the two public television stations, namely RTM and Soread 2M. It also examines the contents of the programming that are offered in order to measure their effectiveness in terms of the development themes they disseminate. The research questions are: What are types and amounts of development themes contained in the programmings of the two public television stations? How effective and relevant are these themes to the audiences’ developmental needs? What criteria do television executives use to choose programmings and the rational behind each of the criteria used? Is there a clear development communication policy in Morocco? This study situates itself within the theoretical fields of development communication and critical media studies. Development communication addresses issues of using communication and media to bring social and economic progress in developing countries. Drawing from critical media studies research, this study situates television within the broader context of Moroccan social life and interrogates its goals,

messages and effects. Concerning methodology, the study uses two main areas in critical media studies: production process analysis and critical content analysis. The production process analysis will consist of a critical assessment of the current choices undertaken by the TV producers in the two public service television stations through conducting in-depth interviews with media executives. Content analysis comprises the analysis of a sample of Moroccan produced programmings to examine the developmental themes addressed by the two public service television stations.

### **Leaving development behind the communication policy: Private broadcasting in Nigeria and socio-economic development programming**

Abubakar Alhassan

After decades of a policy of state monopoly of broadcasting, the deregulation of broadcasting in Nigeria, Africa's most populous nation, commenced about a decade ago. The National Broadcasting Commission (NBC), broadcast regulatory agency charged with implementing the deregulatory policy, has issued tens of licenses to interested private radio and television broadcasters and many such stations have since commenced operations all over the country; most of the stations commenced operations in the last five years following the return of Nigeria to civilian governance. However, unlike the previous era of government monopoly of broadcasting during which radio and television stations provided substantial programming for socio-economic development, the private broadcasters have been more concerned with political programming and entertainment. Important as political programming and entertainment are to democratic and cultural development respectively, they should not be done while leaving other development programming behind. An examination of both the National Broadcasting Act and the Broadcasting Code revealed that although broadcasters are required to provide a minimum of 70% 'local content,' but the policy was so vague because it did not explicitly state the nature of the 'local content.' Thus, live call-in talk shows with politicians and entertainers, music and other entertainment programming may be construed to be 'local content'. This paper argues that in view of the imperative for development programming such as health education, agricultural extension, girl-child education, environmental protection, and adult literacy, there is the need to prod private broadcasters to provide more development programming. The prodding can be achieved either through explicit legislation which outlines guidelines for local content and or by regulatory policy which provides economic and other incentives to broadcasters who engage in development programming. Such incentives could range from tax breaks to discount for license fee renewal. The paper will also provide a comparative analysis of two case studies of a private and public radio stations in Kano, Nigeria's most populous state whose residents are mostly farmers in order to highlight the unbalanced programming between political/ entertainment programs and socio-economic programs.

### **Media in political campaigns in Burundi: From propaganda instruments to political watchdogs**

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The overall aim of this paper is to analyze the role of local media in the political transitions in Burundi, focusing on the discourse of local media during these periods of political change, being the 1993 and 2005 elections. The first part looks at the nature of both electoral periods in order to situate the media discourse in the wider political context. The 1993 elections were opposing two parties and ethnic groups, Uprona (Tutsi) and Frodebu (Hutu), and were characterized by a highly ethnic and ideological campaign. These elections ended in a "coup

d'Etat" followed by a more than ten years lasting civil war. The 2005 elections were the last step of a transition period meant to recover from civil war. Electoral competition was no longer a competition between two parties and two ethnic groups but several Hutu and Tutsi parties were confronted. The second part deals with the central research questions, namely the involvement of media in the political strategies during these campaigns and the representation of political discourse in media. A first step in answering these questions will be a description of the evolution in the media landscape and of its impact on the changing role of media in political campaigning. A second step in dealing with these questions is the analysis of the media discourse during the campaign with special attention to how the political discourse is structured in the media. This approach raises the issue of how politicians and their discourse are presented in the media (word choices, quotation/reported speech, implicit meanings). The linguistic and argumentative analysis of representation in media discourse contributes to the understanding of the positioning of the media vis-à-vis the political actors. This relation can be one of complicity between media and politicians, but can also present tensions and contradictions. In 1993, media demonstrated a relation of complicity with their political group. In 2005, media discourse tried to create some "distance" towards the political actors. This paper presents conclusions concerning the use of the media in the political campaigns. In 1993, the media were used as propaganda instruments. The public media were dominated by the discourse of the ruling party and the private media were divided on ethnic basis between the discourses of the Tutsi party and the Hutu party. In 2005, media were independent from political ownership and discourse became less explicit about their political preferences. Indeed, most of the media tried to be "neutral" and to fulfill their role as watchdogs of the political process.

### **ICT and social movements: The Spanish case**

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This paper examines the influence of new technologies (ICT) on social mobilizations. During recent years we have seen the power of ICT to mobilize social communities: the reaction against the Popular Party after the 11th of March 2004 in Madrid, where a multitude was called by mobile phone for a demonstration in front of the Popular Party's (PP) building; the social mobilizations against Barcelona's city hall, because of the prohibition of drinking alcohol in the streets in 17th of March 2006; the importance of mobile and online communications after the 9/11 attacks to engage American communities. These examples should lessen the urgency of some pessimist theories about the negative influences of ICT (above all, the Internet) in society (Wolton, 2000; Kraut, et.al., 1998). We instead consider more optimistic theoretical positions, such as the constitution of social worlds of the web (Haythornthwaite & Hagar, 2005) and virtual communities (Rheingold, 1996; Sillence & Baber, 2003). This paper analyses whether the main Catalan dailies (La Vanguardia, Avui, El Punt and El Periódico) gave importance to the influence of ICT (Internet and cell phones) during the social demonstrations against PP in the 13th of March 2004 and against the Barcelona's city hall prohibition, the 17th of March 2006. A content analysis of newspaper articles allows us to analyse whether Catalan journalists gave importance to the role of ICT to mobilise the society in the demonstrations. We will also examine the articles qualitatively in order to examine the presence of concepts, words or issues related to ICT and mobilization.

## **The construction of values and attitudes related to young people and social unrest in television serials**

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Nowadays, to study which are the values and the norms socially shared in our cultural context of reference it is absolutely necessary to analyse the role developed by mass media as central participants of the construction of the reality. From this point of view and considering its abilities to tell stories and show the pictures of our everyday life, television has been defined as the “central story teller” in many contemporary societies. This paper examines fictional television content, especially the serial, as one of the most relevant genres to study the underlying values and norms of the societies that produce them and constitute their genuine public. The phenomenological sociology (Schutz, 1974), permits to understand television serial as an extension of the “possible horizon” of our everyday life. Television serials “talk about us and talk for us” (Buonanno, 2004); that is to say, serials tell us not only about experiences of our lives but about our desires, our expectations, and our alternative or imagined realities. Serials, as part of our storytelling, talk about our everyday life and “possible worlds” to daydream or to fear. As often as not, these fictional worlds are more comprehensible than the own social reality because “to tell” is also “to arrange”, “to make sense”. Therefore, television serials contribute to the comprehension of our social reality and to the organization of the social knowledge about everyday life. Consequently, serials can be considered as useful mechanisms to legitimize or to question values and social norms. Starting from this theoretical framework and applying a qualitative methodology based on social psychology, cognitive sociology and audiovisual language analysis, the research in progress is analysing the television serial in Catalonia (Spain). This paper presents the project and the first findings of the analysis of the values and attitudes related to young people and social unrest, focusing on the case of bullying and other forms of violence between teenagers and young people. The sample is composed of a total of 200 episodes “El cor de la ciutat”, the most famous serial in Catalonia, broadcast on TVC since 2000 every day on prime time. On the period analysed, the stage 2005/2006, the case of bullying and the use of violence between teenagers took a great prominence and a became the centre of attention in different forums of discussion (not only those related to television serial, but politics, and social ones). The method applied permits to construct a global vision of the possible world constructed by serial and to interpret the different levels of meaning of the text. Whereas in the superficial level are analysed the narrative structures and the strategies of representation, in the deeper level, could be analysed the underlying axiology of the text. Among the conclusions of this paper, the construction of values as paternal authority, use of the violence, confidence, solidarity, empathic behaviour as values in crisis related to the family but also to the educational area and the civic institutions, are the most meaningful ones.

## **Fear of crime, moral panics and the South African press**

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In recent months, groups as disparate as South Africa’s deputy president and singer turned-activist Steve Hofmeyr were heard speaking out against crime. In fact, South Africa’s perceived high crime rate is a topic of much debate in the media, government and other South African public spheres. So for example South Africans frustrated with the crime situation in SA have rallied behind businesses who publicly voiced their dissatisfaction with the perceived spiraling situation. Financial services group PSG challenged the government in an advertisement in four publications during the week of 5-9 February 2007 to “show us you care” shortly after government apparently “bullied” First National Bank into capping a R20m

public campaign against crime it had planned to launch in the press. Various websites hosted by organized groups in South Africa warn the international community not to come to or invest in South Africa because of the high crime rates, as well as the severity of the crimes committed. Email- and sms-messages are circulated asking South Africans to speak out against crime by replying to a telephone message or an email message. President Thabo Mbeki, who until recently either denied that the situation exists, or ignored it completely, was forced by these pressure groups to publicly denounce crime in his February, 9 2007 State of the Nation address. In her speech to a conference group on morality, South Africa's deputy president however commented that crime in South Africa is not nearly as rife as the media reports seem to suggest. Rather, she argued, that there is an underlying lack of morality pervading the South African public sphere and this leads to an escalation in the violence used in crime.

As a result [because of the sensationalism coupled with violent crimes] there are more media attention devoted to crime and this leads to the perception that crime in South Africa is out of control. Add to this that a couple of the reported crimes involved high profile South Africans with particular business clout internationally, it stands to reason that the perception of escalating violence is accepted as truth in most South African households. If one accepts that perception easily translates into "reality". it comes as no surprise then that fear of crime is particularly high amongst South Africans. This paper examines the contribution of media reports about crime in South Africa to the genesis of the "fear of crime" in South African society within the framework of "moral panic". The term 'moral panic' is frequently applied to sudden eruptions of concern about social problems. This paper therefore scrutinizes not only the essence and origin of the term 'moral panic' but the very important nature of the media's involvement in the whole process of creating a 'moral panic' specifically as it pertains to crime within the South African public sphere. The particular focus of analysis is on South African newspaper reports, but where applicable, reference is also made to websites devoted to crime in South Africa, and television-news reports on the issue. In conclusion, the paper discusses the link between a fear of crime, moral panics and the strive for national unity within South Africa. It asks if the perception of high crime rates and the government's perceived lack of action against high crime rates have an impact on people's identification with a national South African identity. In this respect the paper draws on theory from identity politics, cultural studies and postcolonial studies.

### **To catch an audience: Problematising Dateline's Predator series**

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In the fall of 2004, US news magazine programme Dateline began a series of investigative reports called To Catch a Predator, episodes of which have frequently led NBC's primetime output in audience ratings (McCollam, 2007). The programme was inspired by the action of vigilante internet-based group 'Perverted Justice' that exposes online paedophiles by posing as minors and publishing resultant illicit conversations. Dateline extended the concept by providing meeting spots, rigged with cameras, to stage sting operations in cooperation with the local police force. To date 238 'predators' have been caught, and 36 have been convicted. In this study, we explore the phenomenon of this Dateline spin-off, using it as a critical case study (Deacon et al 1999) to examine the political economy of television, wider trends in culture and journalism ethics. The political economy of television is a particularly useful starting point for understanding the meteoric rise of reality television, but in this case these arguments are combined with the contemporary public obsession with paedophiles. This programme is cheap to produce, and draws large audiences under the powerful pseudo-



educational premise that ‘it could happen to your child’. While public humiliation is central to many forms of reality-based television, its role is highlighted in this instance, given the public lack of sympathy for sex offenders, and particularly those who target children. A significant amount of research has considered the question of paedophilia as a moral panic in contemporary society (Cricher, 2002, 2003; Jenkins, 1992, 1998; Kitzinger, 2004; Wardle, 2006, 2007), and its impact on disproportionately rising levels of fear about stranger danger, when the more pressing concern should lie with the persistently high levels of intra-familial sexual abuse. *To Catch a Predator* is perhaps the expected media destination of the emergence of Megan’s Law and ‘Naming and Shaming’ campaigns. The programme is also revealing in terms of journalism studies, and in particular the area of journalism ethics. Journalists involved with this programme are actively creating a news story, not simply covering it; some of the men caught on camera appeal on the grounds of entrapment; and in one particular recent case a man shot himself just before his unsavoury television debut. In his examination of another news magazine programme, Campbell (1991) identified ‘detective’ as one role of journalists. Examples of the increasingly professionalized and collaborative relations between the news media and law enforcement organisations blur the line between the two positions. Furthermore, that NBC compensates ‘Perverted Justice’ for their role in the programme raises the question of how journalistic neutrality can be upheld when an advocacy group is on the payroll. The success of *To Catch Predator* creates an opportunity to explore a number of emerging trends in terms of crime, news journalism and reality television.

### **Political docudrama: The path to democracy or the path that should not be taken?**

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The fifth anniversary of the September 11 attacks was marked in the US by a plethora of media projects, the most ambitious and contested of which has been *The Path to 9/11*, ABC’s five-hour miniseries on the events that led up to the September 11 attacks. The docudrama – an attempt to dramatize the events detailed in the 9/11 Commission Report - has triggered a heated public debate and has drawn fierce criticisms from various figures and groups, including top officials of the Clinton administration, liberal advocacy groups, members of the 9/11 Commission, academics, political bloggers and “traditional” journalists. This paper uses the controversy over *The Path to 9/11* as a strategic case study for considering the potential democratic contribution of television entertainment in general and docudramas in particular, while focusing on three domains that constitute a political culture: information, practice and identity. As such, it joins recent efforts by communication researchers to rethink the relationship between media and democracy in ways that 1) better account for the needs and characteristics of contemporary democracies and media environments; 2) extend the definition of political communication beyond traditional journalism; and 3) integrate a political communication orientation with a cultural perspective. The paper draws upon the theoretical frameworks offered by James Curran, Peter Dahlgren, Bruce Williams & Michael Delli Carpini, and Jeffrey Jones, and is based on a critical analysis of the discourse that surrounded the controversy over ABC’s docudrama *The Path to 9/11* in the US press and in various internet forums. The categories of analysis refer to three domains of citizens’ engagement with politics: 1) Knowledge and Understanding; 2) Democratic Practices; and 3) Identity Formation. The category of Knowledge and Understanding focuses on the potential contribution of *The Path to 9/11* to informing viewers and deepening their understanding of the political world and of the processes and causes that led up to the September 11 events. It considers different types of political truths and adopts a broad definition of politically relevant knowledge. The category of Democratic Practices examines the contribution of *The Path to*

9/11 to facilitating democratic practices, including conversation and debate, as well as other types of political engagement, such as petition signing, letter writing, and demonstrations. The third general category, Ritual and Identity, addresses the ritualistic functions of The Path to 9/11 and their contribution to the formation of certain identities that have bearing on the political system. The paper concludes by a call to further rethink the distinctions between different forms of cultural production and their different democratic contributions.

### **Unintended consequences: Political cartoons and the millennium development goals**

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In 2005, five years after 189 countries signed the Millennium Declaration, the Zeitschrift Entwicklungspolitik and the Third World Journalists' Network sponsored a cartoon competition on the Millennium Development Goals (MDGs). Entitled "Millennium Development Goals for a More Equitable Future and Global Partnership", the competition received 190 entries from Africa, the Americas, Asia, Europe, and Scandinavia. The entries visually depict a wide range of international development issues covered by the MDGs. This study will carry out a content analysis of the cartoons, drawing on seminal ideas from the study of political cartoons and adopting Cappella & Jamieson's (1997) strategy vs. issue framing paradigm. J. Chal Vinson (1957) opines that the political cartoon is more about function than aesthetics: "... composition, line, and shadow were important only to the degree that they fostered the cartoonist's major purpose—the forceful presentation of an idea" (p. 337, emphasis added). In their experimental research, Cappella and Jamieson (1997) found that a strategic approach to coverage of political events leads to distrust and cynicism toward particular political actors and, in turn, the political process overall. In contrast, the issue frame focuses on societal problems and possible solutions. The strategy frame leads to a tendency to disengage from the political process while the issue frame does not. Adopting these theoretical arguments, a pilot study was carried out on the 34 cartoon entries from G8 countries. 65% of the cartoons depict strategy frames. Of these, 72% depict direct competition between parties. 15% use issue frames. Of these, only 1 entry shows cooperation as an effective solution toward the problems of underdevelopment. 18% depict optimism while 74% depict pessimism. 29% depict cooperation, of which only 8% show that helping can make a positive difference. In sum, strategy and pessimism was found in most cartoons, and cooperation was depicted in less than a third of the cartoons. From these initial results, we can hypothesize that these cartoons subvert the communicative intent of the artists to conscientize audiences. Since a large majority of these cartoons depict strategic relationships, they may have an inhibitory impact on audiences' participation in the political process -- toward the MDGs, specifically, and international affairs, in general. Instead of harnessing political cartoons' persuasive power toward bringing about positive change, there is danger of encouraging the tendency to withdraw from international affairs due to cynicism stemming from distrust of political actors. In conclusion, I argue that political cartoons are important subjects of cross-national research. The use of cartoons in politics is a widely adopted journalistic practice around the world. It is reasonable to assume that the artists who submitted entries to the 2005 MDG cartoon competition intended to conscientize publics toward cultivating an international system based on mutual respect and fairness. However, if these cartoons are viewed through the lens of strategy vs. issue frames, we may get a glimpse of their unintended consequences.

### **What kind of citizens are the Dixie Chicks?: Controversy over celebrities' political speech and the implications for an understanding of cultural citizenship**

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The past fifteen years has seen an explosion of celebrity coverage in popular media. In an era of decreasing attention to the news, especially by the young (Bennett, 1997; Peiser, 2000), there is a pervasive fear of the trivialization of politics and "serious" news; as media coverage of celebrities' lives and lifestyles claims more of our collective attention, commentators worry that citizens are choosing slavish attention to trivialities over scrupulous attention to facts (Babcock and Whitehouse, 2005; Ponce de Leon, 2002; Schickel, 2000 [1985]). Thus, it is no surprise that a diffuse disapproval crystallizes into angry denunciation when celebrities voice controversial political opinions. Yet, if celebrities are so frivolous, why care about what they do? Why do celebrities provoke such an outcry when they take on the role of a citizen? Our goal for this paper is to theorize why, and in what circumstances, the entertainment celebrity as a politicized individual unsettles not just journalists, academics, and cultural critics but also many in the general public. This paper relies upon a textual analysis of a case study, the Dixie Chicks' controversial denunciation of U.S. President George W. Bush in 2003, as an exemplar of what happens when entertainment celebrities voice controversial political opinions. Reviewing popular media coverage of this case, we argue that anxiety regarding a celebrity's expression of partisan political views is most likely to surface - and to be especially virulent - when three factors converge: the statement is perceived to be made in an "inappropriate" venue; the statement is made by a celebrity who is considered unqualified to speak about politics; and the expression is thought to be at odds with dominant audience beliefs. We will argue that the criticism of celebrities taking on the role of spokespeople for political causes is due to anxiety regarding the unstable cultural meaning of entertainment celebrity. Entertainment celebrities have come to signify a particular kind of "public subjectivity" but one that may represent only some facets of an idealized self (Marshall, 1997, p.4, 70-71). The discursive disciplining of celebrities who venture beyond their proper categorization works to maintain distinctions between the private individual and the public citizen at a time when new forms of political identity and participation are emerging. We argue that in a heavily mediated society, scholars must investigate new modes of citizen engagement in political discourses and politicized identities. We believe that academics would be well advised to heed the advice of Holmes and Redmond when they argue that scholarly studies of celebrity should not dismiss "it as the ultimate symbol of cultural decline ... [but rather to explore] ... why and how it matters" (2006, p.7). The incredible pervasiveness of entertainment celebrity signals that it is currently a symbol that is "good to think with." Rather than nostalgically hearken back to a lost age of political authenticity, we argue that scholars should enlarge traditional notions of citizenship to include new kinds of self-understandings and practices, loosely termed "cultural citizenship," in the academic literature (Van Zoonen, 2005, p.8).

### **How much for culture? How much for economics? The shifting dynamics of international audio-visual trade and policy**

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In May 2004, Australia signed a free trade agreement with the world's largest economy (AUSFTA). This agreement was reported as being able to deepen Australia's trade and investment relationship with the United States. The agreement, it has been argued, will increase Australia's access to the US market and shift some of the income of that three hundred million people into Australian hands. The agreement binds the US not to discriminate

against Australian firms, ensuring “equal” access and competition on “equal terms” in the biggest economy in the world. This agreement reorients Australian trading arrangements in the most profound political move since the mid-twentieth century. The agreement provides an example of the convergence of political, economic and historical forces. It is a trade agreement grounded in desire for strategic alliance, rationalised in - mainly - economic terms. Through an examination of audio-visual policy making in Australia, the United States, France and at UNESCO, this paper considers to what extent the dynamics inherent in this categorisation of the audio-visual as either ‘cultural’, ‘economic’ or some mix of the two influences the potential of nation-states to exchange this audio-visual material in an international trading environment. An analysis of the terms ‘culture’ and ‘economy’ in connection with the governing of the audio-visual is instructive because of the nature of audio-visual production. The audio-visual industries are particular, in their industry structure and cultural positions as simultaneously economic, and, activities of meaning making. Taking film as its primary object of investigation this paper asks, to what extent does the categorisation of material as ‘cultural’ or ‘economic’ determine its capacity to be traded internationally? In a liberalising trade environment how are these concepts being handled by policy in the three nation states of Australia, the US and France? Taking Toby Miller’s (2002) work on cultural policy as a lifting off point, this paper draws on theory from economics, cultural studies, cultural anthropology and political economy. Specifically, from economics the work of Adam Smith and the revisionist literature that looks at Smith’s work. From cultural studies and cultural anthropology, the endurance of the culture concept in cultural policy serves as a grounding mechanism for understanding the terms emergence in policy. From political economy, Timothy Mitchell and Nicholas Rose and Peter Miller give a foundation for looking at the disparate processes at work in Australia, France and the United States. This paper will analyse the role of economics in the audio-visual sector and its presence (or absence) in the ‘culture’ concept in the three nation state contexts of Australia, the US France and at UNESCO. In order to bring these distinctions into view, this paper will focus on the use of economics as simultaneously a term, a mode of justification and a system of thought used for particular actions that relate to the governing of audio-visual material. The connections and dependencies between the two concepts of ‘culture’ and ‘economics’ are evidenced in policy documents pertaining to cultural materials in distinct ways according to their origin and intent. The policy documents in each nation and at UNESCO highlight distinct uses of these two concepts with similarly distinct effects in terms of capacity to trade.

### **Globalization and cultural hybridity in multicultural society**

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There has been a long, ongoing debate about the impact of globalization on culture. The imbalanced transaction of cultural goods across borders has been accused as a cultural imperialism of the West. This perspective reflects an oppression model of dominance and resistance. However, the cultural imperialism discourse is weakened by observations of glocalization. Countries localize western cultural goods to cater to their own taste as opposed to unthinking absorption of foreign media (Banerjee, 2002). Hence there is movement away from the oppression model to consider the transformative practice (Grossberg, 1993) of cultural hybridity in glocalization. Glocalization is conceptualized as the inter-penetration of foreign and local cultures (Ritzer, 2003). It assumes a monolithic local culture. However, in most societies, multiple cultures co-exist locally. Hence, a nuanced understanding of

glocalization requires situating its study in the context of a multicultural society. This paper explores the glocalization of foreign media products in Singapore. Singapore is a multicultural society composed of Chinese, Malay, Indian and other minority ethnic groups like Eurasians, Arabs and Javanese. This cultural composition has been stable for over 40 years. Also, Singapore adopts multiracialism as a national ideology for nation-building. The importance accorded to multiculturalism, the stability and richness of the cultural mix make Singapore a society uniquely suited to understand the process of glocalization in multicultural context. Singapore bought the program franchise for the American Idol, a singing competition, in 2005. This paper analyzes the adaptation of American Idol to suit Singaporean audience's taste. Using content analysis, the current paper compares program elements of the American Idol against the Singapore Idol. This paper argues that in multicultural societies, the conceptualization of glocalization as interpenetration of foreign and local cultures is simplistic. Cultural hybridity exists between members of indigenous local cultures and is an ongoing process in multicultural societies. The introduction of foreign culture serves as another source of hybridity. At the same time, foreign culture is also a common platform that enhances the process of cultural hybridity between local cultures.

### **Ugly Betty goes global: Global networks of localized content in the telenovela industry**

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The telenovela, a televised serial melodrama most frequently associated with production in Latin America, is often cited as an example of “reverse” cultural flows; South-to-North lines of cultural dissemination which stand in contrast to the North-to-South flows which have dominated discussions of international communication, particularly in terms of the cultural imperialism argument. This argument posits that international communication consists of a dominant imperialist global North pushing its cultural products and values on a subordinate global South. This line of reasoning is frequently regarded as overly simplistic and scholars often point to examples such as the telenovela as instances which disprove the cultural imperialism hypothesis. Yet, the South-to-North model of the telenovela industry is also problematic. The reality of the telenovela industry cannot be condensed into such a simplified and polarizing framework. Two questions are central to investigations of the nature of the telenovela. The first regards content: how does the content of telenovelas appeal on both the local and the global scale? The second question involves the paths through which this content travels: in which direction are telenovelas traveling in terms of cultural flows? These questions are explored through the example of *Betty la Fea*, the phenomenally popular Colombian telenovela which has been exported as both canned programming and format to approximately 70 countries, including its appearance as the recent U.S. prime-time hit *Ugly Betty*. And, once distributed as format to other locations, the flow does not stop, as nations such as Germany, Russia, and, now, the U.S. have successfully exported their own domestic productions of the popular *Betty* format. Guided by an examination of the extended global success of this Colombian cultural production, I first devise a model for understanding the nature and popularity of telenovela content, synthesizing and paring down the various theses put forth in current literature in the area. This paper argues that popular telenovelas succeed as both canned programming and as formats because they combine universally appealing stories (rags-to-riches) and style (melodrama) with localizable specifics with which viewers can easily identify. Then, I trace that content (in this instance, *Betty la Fea* in all of its versions) – through the globalized networks of the telenovela industry. While telenovelas are localized products produced to first achieve domestic success, the cross-ownership structure of and multinational flows that mark the telenovela industry render any conception of telenovelas as South-to-North contra-flows of culture inherently problematic. Instead, this paper argues that

telenovelas can best be understood as localizable yet universally appealing cultural products traversing global networks of capitalist cultural concerns.

### **Popular-culture in the land of the Czars: Media Hermeneutics and post-colonial identity of Russian university students**

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This study will address the impacts of American media exportation on the youth of Russia, including specific focus on Russian university students' perception of the United States and American popular culture as expressed through the media. Research for this project is currently being conducted at the University of Nizhniy Novgorod, Russia. Information is being gathered through conversational focus groups with Russian university students. Of primary interest is how Russian university students conceptualize Russian popular culture, expressed through the media, as similar to or different from their perceptions of American popular culture. Theoretical hermeneutics provides the primary lens to evaluate the process of American media exportation to Russia. Analysis of the data reveals Russian students' perception of their capacity or incapacity to participate in the hermeneutical process between media producer and media consumer. Post-colonialism will serve as a secondary lens providing a theoretical framework to evaluate the impacts of the hermeneutical process on Russian university students' identity. Given the proliferation of American media in Russia since democratization, Russian university students' self-perception will, potentially, exhibit parallels to the identity struggle observed in post-colonial societies. This paper will rely heavily on the concept of hermeneutics as a primary method to evaluate the process of American media exportation to Russia. If a specific text is directly exported to Russia from the United States, reciprocity between receiver and producer does not exist. In directly exported texts America[ns] serve as the only responding people group in the hermeneutical cycle. Potentially, when Russia co-opts a media product, the media product, producers, and Russian viewers initiate a completely new hermeneutical cycle. Russians may utilize this potentiality as an opportunity to alter the media artifact according to their culture specific hermeneutical dialogue. Alternatively, the media product is exclusively American and, by the simple presence even in a co-opted form, is nevertheless an "Americanizing" tool. Conceptually the medium of media may be American in itself viz. "the medium is the message" and the message only has the capacity to be American. Therefore, the media in Russia, as a distinct object within itself could be viewed as synonymous with the United States. American media presence in Russia begins with a foreign origin and therefore the distinct Americanism that is American media, influences all following hermeneutical cycles. It may possibly be concluded that American media will forever influence Russia's media landscape affecting the emerging post-soviet identity of Russian university students. Perhaps American media in Russia can be viewed like an ancestor: once a foreign blood line has been introduced it becomes an inherent part of future descendents. Potentially American media can be viewed in three ways: 1) a defective blood line causing genetic cultural defects 2) new genetic material combining with indigenous blood and expanding the potential of the descendents 3) an anomaly within the culture and not able to breed with other genetic material.

### **Branding post-communist nations: The politics of representation**

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More than fifteen years after the "velvet revolutions" of 1989, former communist countries continue to suffer from national identity crises brought about by volatile internal politics,

uneven economic reforms, and crumbling collective values. This condition is further complicated by the pressures of economic and geo-political realignments at the transnational level, among which the expansion of the European Union is a major influence. In their efforts to meet the accession criteria of the EU, Central and Eastern European nations have had to reassert their historical significance as worthy partners in the Euro-integration project. In response to this challenge, various governmental and non-governmental groups have initiated branding campaigns in an effort to shed the undesirable image of the post-communist East as the poor backyard of Europe. In many cases, these campaigns have been launched at the explicit urging of Western brand consultants who have also served as experts in advising post-communist countries on how to create and manage their national brands. While these campaigns have attracted much media attention, there is little proof that they are actually accomplishing anything. Nevertheless, the idea that post-communist nations badly need to change their images continues to circulate in the post-communist public spheres and is often invoked by political, cultural, and business elites alike. In an effort to contribute to the empirical examination of the discursive phenomenon of nation branding, as it applies to post-communist Eastern Europe, this paper examines the promises of nation branding by situating them in the specific socio-historical context of Bulgaria. The paper draws on qualitative interview data and media texts collected through fieldwork in Bulgaria between 2003 and 2005. Its main purpose is to describe and analyze the complex politics of representing the nation as evidenced in Bulgaria's nation branding efforts since 2002. More specifically, the paper analyzes selected nation branding campaign artifacts and identifies two competing discursive strategies for representing the nation. It then traces the institutional and historical roots of these discourses and their significance in the post-communist context.

### **Beyond Al-Jazeera: The Arab world and parameters of alternative media**

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This paper attempts for the first time to articulate the paradigms and parameters of alternative media in the Arab world. Long thought of as simply non-governmental and non-corporate media organizations, the paper problematizes the very definitions of alternative media and offers a typology for their application to the new and changing configurations of global media generally and Arab media specifically. By exploring the alternative media in the region, it disentangles some of the terminological and definitional complications facing analyses of alternative media regionally and globally. Utilizing Al-Jazeera-the most prominent so-called "alternative" Arabic broadcaster and a major trend-setter in transnational news-as a case study, the Arab media terrain may very well serve as a trajectory for the revision of contemporary definitions of alternative media explored by Downing, Couldry, and Atton. It does so by interrogating the institutional structure of such media, questioning the binaries of hierarchical/egalitarian, capitalistic/collectivistic often used to describe and explain alternative media, rearticulating their "counter-hegemonic" duties, and reexamining the premise of "alternative journalism." Any comprehensive analysis of the alternative media's structures, operations and contents must be premised on a succinct and functional critique of their definitions. Such a categorical explication of the definition of alternative media usually encompasses prevalent descriptions and distinctions of the "alternative press" that posit such media in contention with mainstream media. While the literature on alternative media is replete with variable descriptions that are based primarily on such a diametric opposition, the line of demarcation between alternative and mainstream media is often opaque and mutable. By looking at the Arab world's exemplars of alternative media, we can better understand the chiasms between the mainstream and alternative media.

### **Gendered Political Identity on the Web**

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Identity is socially mediated, and this mediation is stipulated through culture, language, gender, sexuality, age, etc. In addition it follows that as new social processes and new ways of using language emerge like computer-mediated communication, it may be possible to develop new aspects of identity. Many scholars speak about virtual identity and virtual personae as new phenomena of post-modernity and informational society: the developing communication technologies of the last twenty years have had profound implication for our sense of self. This notion of the self is clearly embodied in personal web pages, which can be constantly updated, transformed. Always “under construction,” these web pages reflect the latest ideas of their authors about their personality. Web pages make it possible to bring together various sub-identities quickly and easily, thereby establishing a particular social hypertext as the latest iteration of the personal self. Scholars claim that no other forms of CMC (either chat, e-mail, forum or even the LiveJournal) permit such manipulations with our identity. Thus, the personal web page presents a platform that offers a challenging object for study about social differences in self-presentation techniques as well as diverse ways of building virtual identities at large especially in political communication. Accordingly the main objectives of the proposed report are to clarify and specify such questions as: How does the Internet contribute towards the development of a gender-specific political identity and vice versa? (Basing on the case study research of personal web pages on the RuNet, EngNet and UaNet). What are the main techniques and resources for building gendered virtual cyberpolitics: what is unique and what is universal? How could the Internet contribute towards building an alternative public sphere in the society and how women and men could benefit from? The design of case study: the sample pages for study is carried out with the help of main search engines using the key words “personal page”, then a set of pages have been selected from the first 1000 pages by random numbers method with a definite generator. All the selected pages are classified into male and female sites and from this new arranged sample the first twenty male and female sites in three languages (Russian, Ukrainian and English) are to be chosen for the study. Based on the theoretical data about genderized language and communicative verbal and non-verbal behavior in CMC a set of linguistic and structural characteristics of male and female communicative e-styles and techniques to present their virtual self and communicative tactics have been researched. Then using obtained results one can be built main communicative models and gender representations on the political web in different cultures. Thus, the impact of language, gender and culture on the virtual gendered identity of politics and their communicative strategies were under review.

### **The Global Women's Movement and its media and ICT politics in the context of the United Nations: A history of few Victories and substantial new challenges**

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My paper seeks to assess the media and ICT politics pursued by the global women's movement in the context of United Nations (UN) summits and to identify some of the main current challenges. The global women's movement came into being in the course of feminist involvement with the UN, particularly the series of world conferences on women, which started in 1975. From early on, feminists from all world regions articulated policy demands



regarding the media, many of which had initially been developed in regional or national contexts. They mainly addressed media content, media infrastructure, and media handling from basic media literacy to careers in mass communication. Classically, feminist demands focused on women, arguing for non-discrimination and special measures to further women's empowerment. Underlying these demands was a vision of media as central public service providers in the service of gender equality. Yet at the same time, local feminist struggles within each of the main parts of the world at the time - the western capitalist block, the eastern communist block and the southern non-aligned states, made it obvious that mainstream media were far from providing a sustained service towards gender justice. In each region, the mainstream media landscape instead formed part and parcel of distinct forms of patriarchy and hegemonic masculinity. Simultaneously, the outcome of global debates such as the one of the New World Information and Communication Order, made it likely that the western capitalist form of patriarchy and hegemonic masculinity would turn out to become the most decisive shaper of the global media landscape. This trend took a quantum leap with the rise of the new information and communication technologies (ICTs), yet ICTs not only began to redefine the media landscapes but to turn into prime enablers and driving forces of neoliberal globalization itself. It appears that the global women's movement has been ill-prepared to respond to this double challenge posed by ICTs: Those of its members who develop macro-economic analyses often exclude an in-depth consideration of ICTs from them, and those who deal with ICT issues largely treat them as continuous with traditional feminist media issues and do not pay enough attention to the macro-economic ramifications connected to ICTs, from intellectual property rights issues to Internet Governance issues. This state of affairs became particularly visible in the context of the World Summit on the Information Society (WSIS) of 2003 and 2005 as well as the 10-year review of the Beijing World Conference on Women, which took place in 2005. The latter process furthermore made it obvious that ICTs currently only represent a fringe concern within the global women's movement. Meanwhile, the "Information Society" paradigm arguably constitutes a crucial site for the consolidation of a global, hegemonic masculinity, which would require feminists to strategically intervene way beyond the traditional approach of women's politics in the realm of media.

### **Gender, identity, and technology among Chinese female migrants in Beijing**

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The continued spread of information communication technologies, particularly within the context of migration and globalization, prompts further investigation into how such technologies signify and shape transformations taking place at all levels of society, particularly among traditionally marginalized populations. This ethnographic fieldwork examines how female rural-to-urban migrants working in the low-level service sector in Beijing, China engage with new media and communication technologies, including but not limited to the Internet, mobile phones, and portable music players, to negotiate their gender and cultural identity. In the midst of the disjunctures and contradictions that characterize contemporary China, newly urbanized women have greater autonomy yet face marginalization due to their rural background and gender status. Their use of new technology, however, potentially opens up space for independence from traditional patriarchal structures even while possibly preserving those same structures. This study is situated within a particular socio-cultural milieu – Beijing at the new millennium, a city engaged in a vast project of modernization yet struggling with how to retain some of its cultural identity and heritage. So too migrant women in Beijing are caught in the “in-between” of simultaneously occupying a rural and urban space, both structurally and psychologically. This research engages with Foucaultian concepts of power and discourse, Hall’s notion of the fluidity of

identity, and Butler's theory of the performativity of gender not to tell the same old story of subjugation and resistance, but to better understand how those with limited resources and technical expertise nevertheless use the tools they have at hand to stake out their turf in the digital domain. This is a mixed-methods study, employing observations, interviews, case studies, and a survey to examine both practical and symbolic uses of new communication technologies. While recent research has explored the lives of Chinese female migrants, none has specifically examined their interaction with such technologies. The results should have significant implications for the expansion of telecommunications among those who are ostensibly "left out" of the communication revolution.

### **Are women in developing countries equal players in the "flat" world?: An analysis of studies done on women and the Internet in India and China**

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India and China are two Asian giants that have emerged as strong players in the Flat World, a term used by Thomas Friedman (2006), to explain how the Internet era is potentially providing a level playing ground for countries worldwide especially with regard to international trade and commerce. This being the case, what is the role being played by women in the Internet era in these two countries? Research studies on the Internet started emerging at conferences and in publications mainly in the 1990s as the diffusion, access to and the use of the Internet began to increase globally. Studies dealing with women and the Internet tend to focus on women living in Western countries where women appear to be using the Internet for purposes such as to access information on health, religious and spiritual information, and to become members of online support groups (Royal, 2005; Singh, 2001). The issues emerging from developing countries appear to be such issues as empowerment, access and voice. India and China have made significant progress in the realm of new technologies such as the Internet (Rao and Panol, 1999). However, these two countries are also beset with several problems that plague the developing countries. The total population in India and China constitute a third of the population in the entire world. Poverty, illiteracy, unemployment, underemployment, ill health and other issues continue to exist alongside pockets of prosperity. Given this context, what is the role of urban and rural women in the Internet world in these two countries? The purposes of this research paper are to do a meta-analysis of studies relating to women and the Internet in India and China, starting from the time such studies began to be published until the present time, and to answer questions such as (1) what type of studies have been conducted in terms of theory and methodology?; (2) what do the studies show with regard to what purposes the Internet are being put to?; (3) what are the major issues and themes that arise from these studies?; (4) what are the weaknesses?; and (5) what needs to be done in this area in future. The study will contribute toward a broader understanding of women and the Internet in the technologically advanced, yet developing countries of India and China. This research will indicate how relevant the Internet is for women, what gaps may exist in the theoretical and methodological approaches taken by studies done thus far and suggest what new research needs to focus on in future.

### **The (un)bearable weight in cyberspace: Gendered body in on-line relationships**

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The prevalence of digital media has enabled various interpersonal interactions to become possible not only in real life but also in cyberspace. Owing to the omnipresence of the Internet, people with different identities can engage in all kinds of interactions via the

computer-mediated communication. More importantly, the cyberspace constructed in the virtual world is often considered a site with more equality in comparison with the real-life society. This study explores the experiences of on-line interpersonal interactions among a group of overweight people who suffer from body discrimination in real life. Through the examination of their on-line interactions with others, the study aims to understand whether people with obesity problem acquire spaces for self-empowerment or encounter similar stigmatization in the computer-mediated world. Applying an analytical framework composed of medical discourse, beauty myth, and media representation, this study lays out the social construction of body image in the current society. It discusses the stigmatization towards overweight people, especially overweight women. Empirically, the study conducted qualitative in-depth interviews with ten respondents (five males and five females) with obesity problem to analyze the initiation, development, and maintenance of their relationships with others, particularly the opposite sex, in cyberspace. The findings demonstrate that whilst the Internet provides alternative ways for self disclosure and impression management, the on-line interactions of overweight people with others are still largely constrained by stereotypes coming from the real society. First, appearance and body figure still play an important part for initiating relationships. Second, self-anxiety concerning body image affects the maintenance of on-line interactions, especially when romance is concerned. Third, females experience more inequality with regard to weight issue than their male counterparts both in on-line and off-line interactions. As a result, most interpersonal relationships formed on-line stay in cyberspace and rarely extend to the real world among overweight people.

### **Job-searches in communicative context: Gendered processes of information-seeking online**

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In recent decades, theories of information-seeking have embraced process-oriented models (Kuhlthau, 1993; Hayden, 2001). These approaches focus on the information-seeking process and emphasize the importance of the ways that seekers make sense of information as it is assimilated into their mental models and knowledge structures. For example, cognitive models of information-seeking argue that "any processing of information, whether perceptual or symbolic, is mediated by a system of categories or concepts that, for the information-processing device, are a model of his world." (de Mey, 1977, pp. xvi-xvii). Processes-oriented models are fundamentally concerned with achieving deeper insight into information behavior by understanding an individual's knowledge structures and personality characteristics and the effects these have on information seeking and processing (Belkin, 1990). From this perspective, gendered associations of the tools individuals use in information-seeking influence the search process from its initiation throughout the tasks pursued and perceptions of the information retrieved and used. This paper explores conceptions and associations between gender and information-seeking in an online job-search based on process-oriented models of search. Job seeking can be viewed as an information-seeking activity, in which social, cultural, psychological, and personal factors are crucial influences on the search process. Job-seeking can also be viewed as a socio-economic activity, in which considerations of their employment options, necessary information, market conditions, and employability are affected by gender associations with industries, positions, and firms. Based on analysis of a series of interviews, this chapter suggests that in looking for jobs online, women confront gendered notions of the internet as well as gendered notions of the jobs themselves. It argues that the social and cultural contexts of both the search tools and the search tasks should be considered in understanding how web-based technologies serve women in a job search. For these women, the opportunities and limitations of online job-search tools were intimately

related to their personal and social needs, especially needs for part-time work, maternity benefits, and career advancement. Although job-seeking services such as Monster.com were used frequently by most of these women, they did not completely full all their informational needs, and became an – often frustrating – initial starting point for a job-search rather than an end-point.

### **Serious magazines, provocative woman: A critical discourse analysis of two Portuguese news magazines regarding the feminine as subject and object of news.**

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This paper presents the results of a three-months content and critical discourse analysis of two weekly Portuguese news magazines – *Sábado* and *Visão* – regarding the representation of women. It is part of a wider project, called ‘The Representation of the Feminine in the Portuguese Press’, involving four researchers and two more reference dailies and two tabloids. The questions that oriented the framework of our typology concerning the Portuguese press are the following: How is feminism represented? How does feminism articulate itself with class and racial factors? How is the concept of ‘feminine power’ conveyed? How do women relate themselves to the public and private spheres? Which stereotypes of the ‘feminine’ are visible? Liberal feminism and radical feminism are the major conceptual frames of our typology. Our arguing is that feminist theories allow for a pluralistic, aporetic conceptualization of the feminine, ranging from notions of decentred performative subjectivity to corporeal female essentialism. The results obtained point to a much larger assimilation of liberal feminism by the press in its discourse on femininity than that of radical feminism. We also find evidence of a pervasive discriminatory portraying of women, both in private and public sphere, and the maintenance of patriarchal relations of domination/subjectation that are reproduced ideologically in press discourses.

### **A beautiful campaign? Analysis of the public discourse on Dove’s beauty campaign**

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The present research deals with the public discourse about Stage 2 of the Dove “real women” campaign in Israel. This campaign is an international public-image campaign of the Unilever Corporation, and has been held during the past three years in dozens of countries. It uses a ‘societal marketing’ strategy that seeks to bring about a social change regarding the existing stereotypes about women in society: to widen the prevailing narrow and unhealthy concept of beauty, to foster a public discussion on this issue, and to help women feel confident in their beauty. The purpose of the present research is to examine the nature of the public discussion that was generated in Israel by and about the campaign. The research examined this question via two sites: The forum at the website of the company, where the public was invited to participate in the public discussion on the subject of the ideal of beauty. The media coverage of the campaign—in the print and broadcast media and in the new media: news websites and blogs. The importance of the current research is twofold. First, the campaign on which it focuses bears a unique and important social message, raising for discussion the feminist criticism of how the model of feminine beauty is represented in the Western mass media and the problematic implications of this for women. Second, social campaigns are becoming common and their influence on the public discussion has not been sufficiently researched. The theoretical background of the research is based on new approaches to the concept of the “public space” and feminist literature regarding the ideology of the perfect body. The scope of the public discussion of the campaign, as reflected in the website’s forum and in the media

coverage, was quite limited. Although few men took part in the forum, the masculine viewpoint was present and quite dominant in the discourse. The underlying assumptions and subtle messages of most of the men who wrote were that women should be beautiful and should fulfill patriarchal societal expectations that are influenced by the prevailing ideal of beauty. Furthermore, this masculine viewpoint was also notable among many female writers. Thus, the discourse at the forum can perhaps be defined as a feminine-but not feminist-'public sphericule'. Unlike the discourse in the forum, in the media coverage the patriarchal position was reflected only among a few writers and there too was very subtle. There was no explicit endorsement of the common oppressive ideal of beauty. In general, the findings indicate that the public discourse regarding the Dove campaign was not of a critical-ideological nature. The limited critical-ideological discussion that was reflected in the forum was random, fragmentary, and superficial. Similarly, the media coverage did not include a lively dialogue on the question of the beauty-ideal with numerous participants. The discussion of the research findings takes into account the cultural and social context in Israel.

### **Discourses of heterosexuality in women's magazines ads: visual realizations and their ideological configurations**

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In this paper we look at gender discourses and gender ideology(ies) expressed in visual images of women's magazine ads. Specifically we analyse how discourses of heterosexuality are visually realized using a social semiotic analytical approach (Kress & Van Leeuwen, 2006). Discourse is understood here as socially constructed knowledge of some aspect of reality and as systematically-organized modes of talking (Foucault, 1969). In a sense discourses have an existence which is (somehow) separate from their mode of realisation (Kress & Van Leeuwen, 1991). However, we insist, following Kress and Van Leeuwen, that there is an absolute interrelation of discourse and its mode of appearance, and that discourses appear and are realized in many other modes besides language: "all the semiotic modes which are available as means of realisation in a particular culture are drawn on in that culture as means of the articulation of discourses" (1991: 24). For linguistic texts, certain linguistic features that make up the text are determined, selected, by the characteristics of the discourse (Kress, 1985). In terms of visual texts we need to look instead at a range of visual entities. Therefore we understand women's magazines ads as visual realizations of particular discourses concerning heterosexuality, whose features are in turn expressive of - and organized by - gender ideologies. We explore the ways in which gender ideologies find articulation in these ads through an analysis of visual forms and entities present and the discourses about heterosexuality that are expressed by these particular visual articulations. We also question if gender ideology(ies) expressed in women's magazine ads are still conservative and how they manage to bring together not only what appears to be different (if not contradictory) discourses of heterosexuality, but also to articulate those with more general discourses about what men and women are (Sunderland, 2004). The analysis indicates that although some visual texts / images seem to express a challenge of particular dominant discourses about sexuality, or particular features of those discourses, dominant patriarchal gender ideology is able to articulate them in ways that point to the social meanings of the past. In women's magazine ads, it seems that, as Kress puts it, the "established, comfortable categories of a well-understood past" (1989: 83) are still used to create meaning about sexual relationships between men and women.

## **New' Korean working moms on the go: An analysis of changing media discourses on working mothers**

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In this paper, I discuss the expanded Korean media discourses on so-called “working mothers” over the past a few years. As both the state policy and the media raised the question of low birth rate as a public agenda, the Korean media have paid substantial attention to working mothers’ struggles to carry out paid-work in public sphere and domestic duties in private sphere. Given that the exponentially growing media attention to their difficulties and the juggling of everyday lives, I focus on the discursive shifts in Korean media discourses on working mothers, which coincide with the period when the policymakers began to implement a variety of administrative measures to promote childbirths. Even though a larger number of women have entered employment in the public sphere over the past decades, the Korean media did not sympathize working mothers who had no choice but to take the double burdens. However, as the low birthrate and growing senior populations became serious social problems, the media changed its framings of “working mothers”: it began to personify the mother as agency, instead of focusing on the children in lack of mother’s affection; it began to portray childcare as a “family concern”, not “women’s concerns”. In this paper, I will examine how these changing media discourses construct “new” images of working mothers. Based on an analysis of how discursive repertoires on working mothers have developed in three mainstream Korean newspapers through 2005 and 2006, I attempt to show the circulation of these changing media discourses on working mothers became crucial parts of restructuring not only the gender relations but also public/private divide in Korea. Furthermore, the “newly” constructed image of working mothers by the media is largely within a middle-class imaginary and implicitly excludes working class and rural mothers. I analyze the interplay between gender and class in the discourses which attempt to define the working mothers as middle-class working mothers, and thus important target consumers. By doing so, I aim to show the constructions of the shifting private sphere, being reworked and redefined by economic, political and ideological forces, are genuinely public process in which state and market all play extensive parts.

## **Transcendence through consumer culture? Discourse analysis of gender and identity in yoga journal**

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Evident in research and trends over the last decade, women’s issues with their bodies are persistent. Disorders such as anorexia and bulimia are rampant, as well as the sometimes less evident poor self-esteem or outright body hatred that girls and women experience. Many industries feed into women’s dissatisfaction with their bodies, and one such industry is the media. Through advertisements of airbrushed images of models and articles about how to lose weight, women’s magazines have been criticized for their role in helping girls and women feel inadequate. One of the ways many women come to terms with these various “inadequacies” is through participation in various body modification techniques. From simple exercise classes to the more extreme surgical makeovers, women are taught to control their bodies in socially sanctioned ways. Yoga is another currently acceptable form of body modification. Although dating back approximately 4000 years, Yoga was introduced in the US a little more than a century ago. Popularized in the 1970s, Yoga became part of the mainstream during the last decade. A basic premise is that by balancing the mind and nervous system through asanas (postures) and pranayama (breathing), Yoga prepares the practitioner for enlightenment (or transcendence from the material body). For the majority of Yoga

practitioners in the US, contemporary Yoga as a spiritual practice has given way to Yoga as a secular practice, emphasizing a system of physical fitness rather than divine transcendence. According to two recent articles, the number of people practicing Yoga in the US is somewhere between 18 and 20 million. The average US Yoga practitioner spends approximately \$1,500 annually on related items such as classes, props, clothing, workshops, videos, books, etc. According to some statistics, Yoga's infiltration into mainstream society generates more than \$27 billion annually for the US economy. While these trends bode well for the US economy and many business owners specializing in Yoga-related products, the commodification of Yoga has given rise to concerns. One such concern is that Yoga in the US is often equated with a fitness program helping one sculpt a perfect body, even though the tradition of Yoga is less about the body and more about self transcendence, or going beyond ones' ego centric state. This paper is situated in several areas of scholarship: body modification, self-identity construction, and commodification. By analyzing popular Yoga commodities, this paper seeks to understand Yoga as a gendered subculture constituted by embodied agents who have the potential for self-reflexive identity construction.

### **New wave feminism or the same old story? A critical exploration of the transforming pro-woman TV discourse and audience reception in Taiwan**

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An exploration of the term 'feminism' represented in daily newspaper texts in Taiwan revealed the stereotypical images of the pro-women claims, be it the position women feel hesitate to take, the label commodified to attract young viewers, or the one always associated with the backlash women later experience. The results of the empirical research support the aforementioned observation of the image press offers. The talks in the recent focus group discussions hosted by research group also show that female participants put on guard when it comes to feminism or feminist thought represented in the media texts; female participants are dismissive about any theme related to feminist advocacy. At the same time, there is a wave of new TV programs carrying the messages said to be not just on women, but also for women in Taiwan. These TV programs enjoy high ratings and the related magazines and booklets are published later. However, the messages of the programs are different than the statements posed by the social movement associated with gender issues in that they focus on girl power with the emphasis on image power. At the first sight, there seems to be a weak tie between the phenomena in Taiwan and the emerging third-wave feminism thoughts in the States. Would female audience have different receptions of the female images and the claims related to subjectivity presented in programs? Would the messages in the programs and the audiences' receptions constitute the local version of new feminist thoughts in Taiwan? Theoretically and empirically, it would be important to look into the phenomena and build up the linkage between the media discourse and the theoretical concepts emerging locally in Taiwan. In the west empirical studies and literature have shown that there is the changing face of feminism in televisual discourse; the tv programs such as *Ally McBeal* and *Sex & City* exemplify how postfeminism is practiced in transforming the original feminist discourses into a feminine ones; the seemingly prowoman rhetoric turns out to be the backlash to second-wave feminism. Is it possible for women to be the objects and subjects of desire at the same moment? It is imperative to examine the possible emerging thoughts of third-wave feminism demonstrated in pro-woman TV programs, the stereotypical use of the term "feminism" in media in general, and the female audience receptions of these divergent representations of feminist ideas.

There are three research questions of the paper:

- 1) With the increasing amount of TV channels' programming for women in Taiwan, what is the landscape of women's subjectivity portrayed in the new TV pro-woman programs? And how is it related to the feminist or post-feminist claims?
- 2) For the middle-aged women who watch TV most frequently and yet deprived most of the media resources, how do they relate to the gender issues and especially, the position of subjectivity, represented in media texts?
- 3) In order to feedback women's programming and related TV programs production, what would be the advices for the narratives and the performance of the pro-woman television programs?

### **Buy me, be me: Gender, sexuality, and thin-ideal messages in teen magazine advertisements**

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In the late 1990s, the American teen magazine market exploded. By the turn of the century, more than 200 magazines catered to this demographic, making it an essential site for exploring cultural meaning—both because of the robust flow of media material and the impressionable age group that reads teen magazines. Indeed, teen magazines are no longer just for teens. It appears that tweens—typically defined as children between the ages of 8 and 12—have become the “new teens.” The tween years are a period of extraordinary change and development—a time marked by literal thinking, a close connection with peers, and an inability to see beyond the obvious. Reception studies not only indicate that female tweens are reading these magazines, but they also suggest that they are using them to inform life decisions. Moreover, research indicates that these magazines are powerful socializing agents in transmitting ideologies about gender to young readers. If teen magazines are in fact being used as a guidebook, then what lessons are being offered to these young readers? More specifically, how might teen magazines differ from women's magazines with regard to the representation of gender relationships, the sexualization of the female body, and the presentation of a thin ideal? These research questions composed the bulk of our content analysis inquiry. Expanding on the criteria contained in Erving Goffman's seminal analysis of stereotypical gender roles in popular advertisements by examining variables like body display, independence, and, developed specifically for this research, “thin ideal,” 418 advertisements over one year of time in the three most widely read teen magazines were content analyzed. In contrast to previous studies that have looked at women's magazines and found the continued portrayal of traditional gender roles and highly sexual imagery, these do not appear to be as pervasive in teen magazines. Moreover, our sample intriguingly revealed that when females were shown in an identifiable environment, active settings far outnumbered domestic settings—perhaps suggesting situations of greater agency. Indeed, an examination of our results in light of Goffman's coding categories suggests that surprising progress is being made toward promoting empowered, independent identification for teen girls. Yet our findings regarding body and thin ideal representations remain more of a concern. Overall, we find that while female models in teen magazine ads are not portrayed in stereotypically gendered ways, nor do they appear in highly sexualized poses, images of the thin ideal remain prominent. Results suggest that teen magazine ads may be reinforcing the thin ideal by using conspicuously thin models—for example, almost one-third of all female models in our sample were conspicuously underweight. These findings support the continued exploration of visual literacy strategies to teach tweens to think critically and deconstruct the images and messages with which they are confronted. Such efforts are



encouraging, and suggest that, in time, tweens may be better able to negotiate their readings of magazines and, more specifically, the advertisements contained within.

### **What is Queer Technology?**

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In a time and place of dis-alignment, ambiguity, and de-centralization, bodies and identities are continuously marked, shifted, and re-assembled at the speed of contemporary telecommunications. As life becomes further infused with technology on every level of existence, formations of body and identity bare the mark of technological networks, systems, and machines. Today, as technology precariously balances between corporate power structures and sub-cultural activism, we must turn to examine exactly how these tools mark and position our bodies and identities as we use and communicate through them. If, historically and traditionally, technological progress has been routed in heterosexist discourse, are all bodies bound to heterosexual control and ideology? If not, how do marginalized bodies react to / resist these power paradigms and reconfigure them? Or, is there a sub-cultural technology that offers empowering, subversive communicative structures and processes to all bodies, producing a freedom that exists as fact? The discourse of queer theory provides a rhetoric of freedom for those positioned outside of heterosexual formations. Attempts to formulate a queer technology implicates the urgency in carving out a queer freedom in hi-tech culture and providing the queer community with discursive / practical tools for activism, resistance, and communication. Technology follows a timeline from making to meaning, that is, from a technological process or product to a cultural worth or meaning. Therefore, in order to attempt a formulation of queer technology, the critically queer must be evaluated alongside this technological timeline. Yet, as this timeline progresses, an attempt at ontological grounding is not the goal: rather than attempting to define queer technology, different methodological approaches are used in order to consider the ways in which queer technology could be potentially defined.

### **I am the Bloke in the office and the Bird at Home: Que(e)rying ICT consumption in Public and Private Spheres.**

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“[T]here is always this rumour about women departments being incredibly bitchy – which isn’t the case in our case. [...] But I am definitely the bloke in the department – which amuses me greatly. I am the one who picks up the stuff, like that box, the girls are fluffing and get Peter to pick up the boxes – and then I pick up the boxes and carry them. And with the computer it is the same – they don’t know f\*\*\* all.” (Helen) “The problem with the computing industry is that everybody knows better than you because there is so many different things [to know]. Men in particular, obviously. Because there are so many men in computing [...] Yes, I feel I’m good at what I do - but I’ve got to learn, apply that to life, like being a mother. I’m good at being a mother, but some people are brilliant. I know where I am in my field.” (Judy) Gill Valentine has long identified the home and the workplace as spaces, which are often encoded as heterosexual. Sexual identities are being constrained by ‘regulatory regimes’, promoting the normalcy of heterosexuality. On the basis of empirical research conducted in women-headed households (UK), this paper addresses the question of how gender and sexuality intersect and are being *done* through ICT consumption at home, work and during leisure. Through an examination of everyday techno-practices, we can learn about the tensions that emerge at the intersection of gender, sexual identities and ICT use. As these tensions are informed by and cut across private/public boundaries and spheres, I will

argue that *queer* consumption practices generally and the *queering* of media texts and technologies more specifically are overstated in terms of their liberating potential. At the same time, however, the research found that heteronormativity is being contested in many ways not only by 'lesbian' but also by 'straight' identified women. Indeed, to re-produce a hetero/homo dichotomy would be rather reductive and misleading in this respect. ICTs not only signify gendered economic and cultural values but are also part of a (hetero)sexual economy where they, in their materiality as well as textual significance, become markers of sexual difference. In this context I will ask how individuals, families, and households draw from gendered and sexed technological repertoires to make sense of their doings, and what kinds of constraints as well as possibilities may thereby be experienced.

### **From Expressed to Expressing: Possibility of Identity Formation and Rights Movements for Gay Men of China in Cyberspace**

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In Meyrowitz's "context theory" (1986), a combined media theory from McLuhan and sociology of interaction by Goffman, emphasis is chiefly placed upon the influence by TV on social information environment and human behavior models, whilst providing another new-brand perspective for probation involving the potential effect from internet technology, hence a theoretical assertion that can perhaps be made most clear when homo members' uses and gratifications (1974) of *internet* are examined. The purpose of this article that follow, therefore, is to elaborate on how and why in the context of internet, not TV, Chinese gay men carry out the equal rights movements, seek respect and understanding from society, form the exclusive modes of communication, and express their sexual desire and rights of discourse, paying particular attention to the sharp contrast in representation of their images via TV and internet that bears upon the sense of identity that constitutes a fictitious-model cyber community calling on members to come out of closet, thereby inevitably preserving a unique and distinctive gay subculture. Since liberation, TV media in China mainland have been accustomed to showing a discriminated and prejudiced representation of homo group, labeled as *transgression*, *perversion*, *abnormal* and correspondingly, homo is expressed, not by gay men themselves as a motley crowd characteristic of indiscriminate sex, prostitute and AIDS, an unfavorable role, absent or misinterpreted. Emergence of internet thus goes only to find the relatively safe and free ways of expression for gay men (see T1): an ideal sky for equal rights movement, a paradise for exclusively intricate rules and regulations of gay communication (see T2), a free, without fear and worry, flat for gay desire. In China mainland, a blemish in an otherwise perfect place, utopian for gay in internet, lies in the fact that not all gay men can come into contact with internet, upon that informationisation is concentrated on urbane or developed areas, synchronously going with it discrimination against information poverty-stricken gay men, more *sub-marginalized* within this marginal group, so the preservation of cohesive force of homosexual subculture, or gay cyber community, will depend on how to break the discourse superiority, subdivided power and centered structure, and regulate quasi-violent erotic and pornographic system of discourse.

### **Sexual Vandalism: ICT use and the queering of public space in Britain**

Mowlabocus, Sharif, Unviversity of Sussex, UK

It would at first seem more than a little eccentric to argue that the Internet and the public lavatory share much in common. The bathrooms of shopping malls or motorway service stations may not seem to share much in common with the non-corporeal world of ICTs. But

a consideration of their respective spatial relations does reveal some interesting similarities. Firstly, both exist on the border between the public and the private. The public toilet is, by its very definition, a public space yet its primary function is to provide a site for intensely private activities. Similarly, the Internet operates as a public environment (web communities, chat rooms) yet is often engaged with in a solitary manner. Secondly, and leading on from this first point, both the Internet and the public toilet operate as sites of sexual transgression. While the first is regularly aligned with non-normative sexual practices (ranging from amateur porn sites to paedophile web rings) the latter has historically offered the opportunity for homosexual activity to occur in a homosocial space, albeit briefly and covertly. This paper explores the recent convergence of these two spaces and investigates the formation of 'cyber-cottages', virtual environments designed by and for men who seek anonymous sexual encounters in public bathrooms. Drawing on research conducted within a British cyber-cottage, the paper demonstrates that, far from fitting the cultural stereotype of the closeted bisexual, the men who populate these sites often hold confident gay identities in other environments. Yet within their postings and profiles members carefully avoid using the term 'gay', suggesting that the cyber-cottage is an instance of queer resistance, defying both the heteronormative mainstream and an increasingly sanitised metropolitan gay culture. This resistance becomes more poignant when we consider that in contemporary Britain, '[t]he law and societal norms demand that the proper place for expressions of (homo)sexual desire is in 'private'. The paper concludes by arguing that through the cyber-cottage members are using the Internet in order to queer offline public spaces, and that this 'sexual vandalism' can be understood as representing a critical response to the privatisation and homogenisation of contemporary Western gay identities and cultures.

**Performance, positioning, subjectivity: Coming out in 'Members of the Same Sex**

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Reinterpreting Butler's idea of gender performance and Goffman's self-presentation, this paper explores the multiple facets of performing gayness in text-based online space, based on the researcher's long-term ethnography of a Taiwanese gay newsgroup, tw.bbs.soc.motss. To map out the performativity of online speech systematically, it integrates Goffman's front and footing, as well as Sacks's inference-rich category and claimed/orientative identification in discourse analysis, while seeing all the discursive elements in the forum posting as speech acts. The research shows that the online gay community effectively provides a social space allowing the participants to play with performative gestures, acts, and fronts, despite the absence of bodily presence. It also manifests the heterogeneity of the gay community, divided by its participants' sexual, moral and political difference. Nicknames, signatures, and, most of all, utterances in the messages are well adopted in displaying the forum participants' sexuality and self-positioning in a spectrum of gayness. The participants may claim their identity by picking up category-bound terminology, or, in contrast, hint at their sexuality sophisticatedly via signatures or utterances. At the same time, they demonstrate the contingency of identity in changing IDs according to their stances on particular issues, taking self-naming as a strategic act that resists intra-group discrimination. Furthermore, the online practice is significant in the way in which the participants render visible their multiple subject-positions in making explicit alignments in debates. They don't simply come out in MOTSS, but come out as individuals of distinctive identities and subjectivities, constituting the contingent collective front of the gay community.

### ***Working the ‘trans’: New Frameworks and Feminist Intervention – a panel***

Transnational feminist media studies is an emergent area of scholarship that is both a critical intervention and response to the challenges posed by globalization. The rapid transformations engendered by the new technologies and the hypermobility of capital reinstate old divisions and at the same time create new schisms in the global landscapes. Lines of power are constituted, consolidated and deployed in highly interconnected circuits that create particular formations linking the regional, national and transnational. New technologies, systems of media representation and information networks serve as crucial nodes in the transport and circulation of these modalities of power. Enmeshed in this circuitry are various systems of regulation which operated at multiple levels and at the same time are deeply classed, raced and gendered. As Appadurai (1996) argues globalization constitutes a “complex overlapping, disjunctive order that cannot any longer be understood in terms of existing center-periphery models.” Globalization reproduces gender and sexuality in ways that demand academic attention. Media systems, forms of representation and communication practices serve as key sites from where to unravel the complexity of global configurations. Versions of a neoliberal worldview circulate, new versions of old debates concerning tradition and modernity appear in various global sites. Feminist scholars and activists alike are faced with issues that demand close scrutiny, nuanced analysis and material intervention. Issues of militarization, immigration, globalization, consumerism, neoliberal expansion all pivot today on issues of gender and sexuality. Gender is a hypervisible subject on the global radar screen. However, the terms and contexts in which this foregrounding happens are deeply problematic and affect the work of scholars and activists both. The literature on globalization, especially in the field of communication, has often centered on macrostructures and has failed to address what Sassen calls ‘gendered instantiations’ of the moment or the importance of gender, race, and sexuality to understanding transnational social, economic and political systems. However, the study of these intersections is essential to theorizing how both cultural practices and subaltern identities are being reconfigured through new communicative practices. This panel brings together scholars/activists to discuss various aspects of transnationalism. What are the complex transnational issues that need to be addressed? What are the issues that are designated as transnational? How have these transnational terms complicated the work of feminism inside and outside the academy? How can this energy be fused and motivated to address the challenges of globalization? Does the rubric of the transnational provide an enabling moment for feminist intervention? Does research under the sign of the transnational enable a rethinking of theoretical frames in media studies/communication that will lead to more critical and resistant accounts of globalization? The panel brings together participants who begin with the belief that feminist work in the academy is a form of intervention and one that is deeply connected and related to work of activists in various global arenas. Drawing on their research and activist motivations and experiences, the panelists hope to stimulate discussion on how to work the “trans” in order to engage feminism and feminist research in a complex global environment.

#### **Transnational unveilings: Migrating forms of tradition and modernity**

Hegde, Radha S., New York University, New York, NY, USA

This talk will discuss how old debates on tradition and modernity are revived by the media in new guises and staged over women’s bodies. How is the gendered subject of transnationality brought into focus in the global public sphere?

### **Transfeminism? Feminist criticism beyond representation as key media practice**

Hermes, Joke, University of Amsterdam, The Netherlands

This talk will address the doubts we have so effectively sown in everybody's minds that media content means anything at all. In light of highly divergent transnational notions about what the media do and should do, what exactly are feminist media audience researchers supposed to do today?

### **Transnational traditions: A feminist confronts diasporic wedding magazines**

Moorti, Sujata, Middlebury College, Vermont, USA

Through an examination of Indian and diasporic media, this talk will carve out a space for feminist intervention into the gendered ritual of the wedding, which within the Indian context has become a key site where transnational vectors intersect.

### **Transnational media, hybrid bodies and culture: Borders and the Latina transnation**

Valdivia, Angharad N., University of Illinois, Urban-Champaign, USA

Focusing on the Latina transnation, this talk will consider the hybrid media and cultural contexts within which gendered identities are created and contested.

### **Veils, Bans, and Wars: The West's failed attempts to 'liberate' Muslim Women**

Kumar, Deepa, Rutgers University, New Brunswick, NJ, USA

This paper examines the historic contexts in which Muslim women, particularly in colonized nations, have featured in public discourse in the West. It exposes the claims of "liberation" related to recent events and argues for a reconstruction of such subjects as agents of change rather than as passive objects in need of rescue.

### **Religious discourse and women in al-Jazeera talk shows**

Dabbous-Sensenig, Dima, Institute for Women's Studies in the Arab World, Lebanese American University, Beirut, Lebanon

When the French parliament recently adopted a bill that would ban the hijab and other 'conspicuous' religious symbols in state schools, the Muslim communities worldwide were outraged. The French ban, in addition to starting a debate on anti-Islamic discrimination, the nature of secularism and religious freedoms in Europe, brought to the fore a crucial point rarely discussed openly in the Muslim/Arab world: is the hijab a religious obligation for Muslim women to start with, and if yes, how should a Muslim woman cover herself? As a consequence, newspaper articles, television shows, and books on the hijab proliferated, mostly reiterating the orthodox Muslim position that dominated the debate, and spearheaded by Sheik Qardawi. More importantly, a new, non-orthodox (Muslim) position surfaced, adding more confusion to the issue of the hijab. According to this position, not only are Muslim women not obliged to wear the hijab, there is actually no religious justification for covering a woman's hair to start with. The purpose of the present paper is to explore the controversy of the hijab (sparked by the French ban) and its representation on two major talk shows on the Al-Jazeera satellite channel: Muslim Law & Life and For Women Only. Each of these shows dedicated at least 3 full episodes, in addition to sections of some of their other episodes on women to discuss the issue of the hijab (or Muslim headscarf). The present

paper uses critical discourse analysis (CDA) in order to analyse this discussion of the Muslim dress code on Al Jazeera religious talk shows. Drawing mostly on Fairclough's critical analytical approach to the media, I will examine, at the micro- or local level, key linguistic strategies and rhetorical arguments deployed by participants (mostly Qaradawi, and to a lesser extent, hosts and viewers) in order to justify their position concerning the nature of the Muslim dress code. This in depth textual/local analysis will be supplemented with a brief analysis at the macro- or global level, which will look at the overall structure of these episodes in order to see the extent to which dominant positions privileged by participants at the micro level are also reinforced by the superstructure of the episodes themselves. Throughout, an intertextual analysis will be used in order to study which religious discourses from the larger socio-cultural context are drawn upon in Al Jazeera's discussion of the hijab. The purpose of this multi-levelled analysis is to answer the following questions: Which religious discourses on hijab are privileged by those talk shows? Are there any differences in the range of opinions covered by the two talk shows in their discussion of the nature of hijab? At which level of the analysis (micro or macro) can these differences be detected? By studying those two episodes and comparing their discussion of the hijab to existing (often contradictory) literature on the nature of the Islamic covering, observations will be made concerning the nature of religious debate and the extent to which counter-hegemonic, non-orthodox religious ideas are given space on Al-Jazeera.

### **Gendered discourses in Japan's teleuchi: Sexualized means toward intimized ends**

Holden, Todd, Department of Multi-Cultural Societies, Graduate School of International Cultural Studies, Tohoku University, Japan

Recent work (Holden and Ergul 2006) has shown that Japanese television employs strategies that aim at creating affective bonds between hosts, in-studio guests and audience (cf. Painter 1996). Mechanically, the forging of this so-called "teleuchi" is achieved via discourse involving the geographic, social, linguistic, and economic dimensions of Japanese life today. So, too, is it secured by use of producer-inflected techniques of "boundary negotiation", "carefully crafted spontaneity", "post-produced reality", and "intentionally-engineered intimacy". Teleuchi depends on intimation which, itself, is achieved by copious recourse to food talk, athletes and athletic achievement, celebrity gossip, and national identity. Another discursive element (which is often wed to one or more of the elements above) is sexuality. The specific form sex discourse takes is quite variegated, including: body presentation and/or body talk; discussions of love, dating, affairs, and sexual performance; simulated dating; hidden cameras and "reality TV bites" that capture sexual participation and the "public" performance of sexualities; and commercialization and commodification of sexuality. This sexualized discourse, of course, reveals a gendered dimension. Aspects of maleness and femaleness are parsed, vetted and reproduced in Japanese television productions sporting such discourse. Aspects of gender that deviate from the mainstream – homosexuality, androgyny, asexuality – also appear, though in much smaller measure. To appreciate the specific ways that this occurs and also with what sort of effect(s), this study employs content analysis of television shows from a wide array of genres. Included here are talk shows, quiz shows, cooking shows, dating shows, news, sports and advertising. While still exploratory, this paper seeks to achieve the following: (1) review of the general strategies employed by television in fomenting intimation (and forging a teleuchi); (2) demonstrate the link between intimation and sexual discourse on Japanese TV today; (3) posit, then explore via reference to recorded data, certain recurrent categories of gendered discourse – and, in particular, those associated with intimation and sexuality on Japanese TV today; and (4) consider the social implications of a televisual reality in which hyper-

sexualized, overly-intimized discourse associated with (and working to define) women and men reigns. Substantively, this research is associated with a number of areas of contemporary scholarship: Japanese studies, television studies, popular culture, and gendered identity. Its ultimate aim is to further the recognition of ways gender is used by the most widely consumed medium in Japan as a tool: first, in advancing conceptions of self, associated with sub-group (here gendered) identity; and second, as a means of reproducing dominant conceptions of maleness, femaleness, heterosexuality, homosexuality, sexuality, and intimacy.

### **No admission to fat, wrinkled, or unattractive women: Television representations of feminine aesthetics**

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The present study deals with the aesthetic discourse created by commercial television in Israel. Television is an active and effective medium in service of the aspiration to attain visual hygiene. The literature documents the inculcation and internalization of these messages to the extent of psychological changes in perceptions of the self and even in the behavior of media consumers. This study derives from the primary question of how the characteristics of the body presented on television are delineated, with focus on three dimensions: weight, age, and health. In addition, we examined the correlation between these dimensions and gender. In order to attain these objectives, all the programs aired on the two Israeli commercial channels in the course of four full days of broadcasting that were randomly selected over four months in 2005 were recorded. A qualitative, interpretive content analysis was then conducted, aided by a preliminary mapping of the physical characteristics of all bodies that appeared on the screen. Women of 'non-standard' skin color, physique, or weight, and especially physically impaired, were found to be almost completely symbolically annihilated. Classification of the figures presented on the television screen into real and imaginary ones showed that the majority of dark skinned, obese, or elderly people appeared as real figures in news, documentaries, and talk shows. It seems that public office and a relatively high position in the social hierarchy qualify men who have 'other' bodies, i.e., deviating from dimensions that are accepted as aesthetic and accord legitimacy to their presence in the symbolic reality. Converse findings were found in one group: the majority of figures with visible physical impairments are imaginary. In these instances physical impairment was designed to serve narrative developments and facilitate the creation of drama. The presence of the elderly or obese was particularly prominent in programs engaged in promoting a healthy lifestyle. The concentration of these figures in a narrow broadcasting framework reinforces the stigma of otherness and enables viewers to choose not to watch the program. In commercials, we frequently encountered significant representations of people with anomalous bodies. The dark skinned and swarthy are accorded a rather prominent representation, playing roles of servants or savage natives. The obese, who appear quite sporadically, can be classified into two types: the ludicrous clown and the threatening intimidator. Analysis of the correlations between the different dimensions of the body and gender accentuated the latter importance: Contrary to men, women are supposed to comply with and adhere to more stringent aesthetic standards. Women have an extremely limited array of alternatives regarding the shaping of their hair, skin, and general proportions. In summary, the body presented on commercial television in Israel today does not deviate from the general trends of stereotyping and aestheticization accepted in Western society. The body's representation is liable to reproduce the perception of the 'supple body', which

requires constant activity for its shaping. Consequently, having a non-standard, obese, flabby, or feeble body is considered a personal failure. The present study enables us to identify the prevalent trends pertaining to body regimentation in particular in its heavy demands on women and girls.

### **Cultural characters of family in Chinese and Korean television dramas**

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Myungkoo Kang, Seoul National University, Korea

Yujie Wu, Liaoning University, China

The purpose of this study is to look into how television dramas represent family as cultural institution differently in East Asia where Confucian familial culture has, as it is assumed, been imbedded historically and culturally. This study is an attempt to contest Confucian family value hypotheses which presume that East Asian countries share common family cultures and value orientations. The pre-examination of the television drama in China and Korea demonstrates that television dramas in both countries represent in very different ways. While Korean television drama personalize family conflicts, Chinese drama tend to put family conflicts in relations to social changes such as the Cultural Revolution or the Social Reform. For example, Go-bu conflicts (mother-in-law and daughter-in-law) are the most popular theme of Korean drama. Even the class conflicts or gender issues happen in the context of personalized within-family relations. In such personalized within-family relations, drama characters are not independent subjects, but only members of family (wife and husband, mother or mother-in-law, etc.). In contrast, Chinese television represents drama characters as social actors who are connected to social changes. Major characters in *Expectations* which was the record-high watching rate drama after 1990s are deeply involved in historic events such as the Cultural Revolution and Social Reforms in China. Two research questions were raised: First, what is the nature of family in television representations? Second, how have those qualities been formed culturally? The previous researches tried to answer the first question by analyzing drama texts. These studies simply assumed or interpreted that Korean drama kept the unchanged images of traditional or Confucian family culture and relations with no comparative analyses with other Confucian cultures. This study selected two representative television dramas from each country: *Look-at-it*, *Look-at-it* from Korea and *Expectation* from China. The *Look-at-it* was “home drama” (Korean version of soap opera) which was broadcast two hundreds and seventy times during weekdays in 1996. The average watching rate was about 45 percents. The Chinese drama, *Expectation* was the highest watching television drama after the 1990s and the “indoor drama” (Chinese version of soap opera). The comparative analysis of this study shed some light on the different family cultures and different family relations, rather than assuming Confucian culture underlies East Asian societies.



## **The gendered nature of children's television-related humor**

Dafna Lemish, Israel

Maya Götz, Germany

Firdoze Bulbia, South Africa

Shalom Fisch, USA

Bruce Homer, USA

Máire Messenger Davies, Northern Ireland

Elke Schlote, Germany

Ralf Schauer, Germany

This paper presents the findings of the gender aspects of a cross-cultural study on children's reactions to television humor. 494 children ages 8-10 in Germany, Israel, Northern Ireland and the Republic of Ireland, South Africa and the USA participated in the study. They watched and discussed excerpts of humorous television programs in focus groups selected from each country and judged each program by operating a "Fun-O-Meter" joystick. The complete analysis included statistical analyses of the data, interpretations of children's statements in the group discussion, and a semiotic analysis of the humorous television episodes viewed. While the study revealed a lot of similarities in boys and girls reactions to television humor, we also found some significant differences, which were closely related to the specific media texts. An analysis of the gender differences reveals that, as expected, boys in all cultures had a greater preference for the action-adventure type of humor and talked more about the action scenes. Girls, on the other hand, had a greater preference for characters who were perceived as "cute" and pleasant. Positioning girls in the center of a narrative elicited more of girls' interest, while boys identified more readily with male characters while putting down the females. Further, in regard to the gendered nature of humor in a text, evidence was found in the children's reactions to the question of who is making fun of whom? For example, girls preferred scenes in which girls made fun of boys, and vice versa. Particularly interesting results came from the children's discussion of a "candid camera" segment that featured humorous slap-stick scenes. Despite the fact that girls' rated higher on an empathy test included in the study, we found that they had a preference for this program in all countries. At the same time, their enjoyment was masked by the expression of guilt feelings over the fun that other people's misery elicited. The emphasis in the paper to be presented is on the integrative discussion of the findings. In particular, we probe the finding that, while humor appeals to both boys and girls in similar ways, there are more latent ways in which they differ; for example, in preferences and/or discussion of such preferences. Further, we discuss how both girls and boys seem to "perform their gender" according to social expectations in reacting to television humor in social situations, such as those created at a research setting. Most of the commercial television programs available to children around the world do not offer opportunities for boys and girls to experiment with diverse forms of humour, as it seems to confine them to what is appropriate to one or the other genders and by making very stereotypical gendered jokes. Our analysis of the gendered-nature of these texts suggests that they lead children to make gendered interpretations of humor. The study demonstrates that there is a need for a much closer look at the nature of gendered humor on television, in general, and on children's television, in particular.

## **The messed-up femininity: Korean media and Chinese female identity since the 1990s**

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This paper examines the confusions between the “official” definition of women, the traditional understanding of women and the media represented women in contemporary Chinese society. This paper takes Korean media that have been shown in China since the early 1990s as a case to examine how above confusions impact the stereotypes of femininity in Chinese media and the understanding of femininity in Chinese society. Through analyzing the representation of female figures and their relationship with the male figures, this paper argues that Korean media are satisfying some Chinese audiences’ dream about an idealized female, as well as, causing confusion about females and femininity among certain types of Chinese audience, such as youth (or teenagers) and the radical adults. Through analysis, this paper argues that Korean media are playing the role of fairy tales in Chinese youth culture in constructing their early imagination and understanding of femininity and relationship. But because the femininity in traditional Chinese culture, Communism definition and the representation in Korean media are different (at least in degree), Chinese female identity has been a very difficult issue. Female identity is a hard issue in lots of cultures in contemporary world. There are common realizations about femininity, such as patriarchal suppression and the impact of consumer culture. But the cultural context of the suppression and the technology of consumerism are various. Right now, as this paper argues, Chinese femininity is messed up by many different but related factors, and Korean media are playing a very important role in this issue. This paper argues that pushed by Chinese media reform, Korean media are welcomed into Chinese media by both the government and audiences, which is decided by the political and economic situation. Female identity has already been confusing since the end of the Cultural Revolution when female writers started to complained what they lost as females in political movement. It has been getting serious since the economic reform, and now Korean media add more factors to mix up with the “old” ones, and make this issue much more complicated. Chinese femininity is messed up and we need to look at it critically. The confusing femininity adds more burdens to Chinese women who are both articulated as “the half of the heaven” and demanded to be “good wife and mother”.

### ***Posters***

#### **Violence against Women in the mass media agenda: an historical approach**

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“Today, women still are absent of the media. After more than one decade, the academic research continues showing that the women are clearly infra-represented by these mass media, and when they are there, they continue being described through a limited scale of stereotyped roles (...) This do not contribute to a democratic society ”. Though this statement was done more than ten years ago for the journalist Bettina Peters at UNESCO, I bring it here because today it finds wide force: the media industries, far from promoting a conscience on the respect to the human rights of women, to what its visibility tends is to the reproduction of stereotypes, that is on the base of the violence of gender. The information derived from numerous researches, reveals that there are multiple forms in which the integrity of women is violented, which has given us the possibility of observing the magnitude of this social problem and to start improving actions to make possible the life and freedom of women (Lagarde, 2006). One of the central points in the debate of solutions, has

to do with the adoption of necessary actions in the area of the education to eliminate the prejudices and the customary practices that, based on the idea of the inferiority of women and of the superiority of men, they contribute to the reproduction of the violence against women. In this sense, mass media and especially the television, they are routes of education that play a central role in this problem since they produce contents that allude to the discrimination and the violence against women, through different narrative discourses - advertising, movies, TV series, soap operas, news programs, magazines and the talk shows. The objective of this paper, moving on a gender perspective, is to review and to analyze the international research and theoretical work on the representation of violence against women in popular media, in order to reveal one of the most important faces of this problem and to advance strategies for change. Findings offer us fundamental information about the contribution of cultural industries to the reproduction of this social problem around the world. From the review of literacy, we know that media institutions tend to represent women with base in the construction of stereotypes since they portray them in the victim roles, sexual objects, weak sex and dominated figures. Also, that the mass media persist in representing the relations between women and men on the basis of relations of domination and subordination (IORTVE, 2002). As a conclusion, we think that research gives us the opportunity to intervene in the world to make it better. In this respect, we consider that it is necessary the debate, in most of the countries, about the social responsibility of mass media in the realization of an equal society, it is, a society that recognize and respect the human rights of women to live and to be free.

### **Projection of Tradition in Japanese Export Media: The Feminization of Japaneseness**

Tamara Swenson, Osaka Jogakuin College, Japan & University of Colorado-Boulder, USA

The positioning of women as the protectors of tradition in a number of cultures has been widely examined. In terms of the study of Japan, numerous researchers have considered the image of Japanese women in both the Japanese media and the Western media about Japan. This paper looks at the maintenance of national myths and the feminization of traditional Japanese society in externally directed media; that is, the paper will consider the images of Japanese women as portrayed in an English-language magazine of public diplomacy. Relying on the theoretical framework of propaganda provided by Jacques Ellul's work on the formation of attitudes and the creation of societal myths and symbols, particularly his focus on propaganda, this paper examines the images of women in *Look Japan* from 1964 to 1980, the period associated with Japan's rapid economic growth. *Look Japan* provides an opportunity to examine how national and traditional identity are projected and maintained in non-wartime propaganda. Additionally, examination of export media encourages scrutiny of the overlap between public diplomacy, public information, and propaganda. The role of Japan's externally directed media in maintaining the feminization of Japaneseness in Western images of Japan will be discussed.

### **Media Portrayal of First Ladies in Korea for the Past 40 Years**

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This paper is an empirical study that employs a content analysis to examine the roles and activities of first ladies in Korea as portrayed in the Korean media for past 40 years. The data gathering is now underway and the results are to be reported in the conference if the paper is

accepted for presentation. First lady scholarship burgeoned in 1970s in the United States and has become an interdisciplinary topic of interest since. The scholarly attention paid to the first ladyship by various disciplines as political science, history, gender studies, and media studies is largely due to the first lady's position as a person closest to presidential power and decision making. Scholars presume that although the first lady has no constitutional office, her "proximity to power" must have afforded direct and indirect influence on the Presidents and governmental policies. Especially, the first ladyship of Hillary Rodham Clinton with her visible policy-making role during the Clinton administration and her own political career as a U.S. Senator thereafter has spurred unprecedented interest in the roles and influences of the position. Since the founding of a modern nation in 1948, Korea has had nine Presidents and corresponding number of first ladies. Confidantes, life partners, and policy advisers for the Presidents of Korea, these women have become the symbol of Korean women of the times, sometimes representing their virtue and sometimes their vice. The present study distinguishes itself from previous studies on the same topic in Korea as it brings the media's role to the center stage. Korean first ladies have received a considerable amount of media attention because of their position as well as lack of other female role models, especially in the early phases of modern nation-building. Although political researchers occasionally included the episodic media depictions as a part of their data, there is little systematic research primarily devoted to examining how the media have portrayed the spouses of the most influential persons in the nation. Thus, the importance of this study lies in that the present study, to our knowledge, is the first empirical study that examines the roles and activities of first ladies as highlighted in the Korean media. McCombs and Bell (1996) say ordinary people view the world through the filter of the mass media. Given that most Koreans may have a limited direct contact with first ladies, it is safe to assume that they form their perceptions and attitudes toward first ladies from the information they receive from the mass media. More importantly, in cases where the media depictions of first ladies are one-dimensional such as emphasizing only social and cultural roles as in the United States, the public expectation of the proper behavior for the subsequent first ladies may not progress beyond those constrained, stereotypical roles. As Winfield (1997) observes, "the mass media have long both judged and relayed societal expectations of first lady behavior." By examining the media depictions, we may be able to get an insight into the media and public expectations and evaluations of first ladies in Korea.

### **Girl's Issues, Gender and the Media: Feminist Activisms in China**

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As Elisabeth Croll has pointed out, "there has been much interest and activity around the issues of women and gender but very rarely is this extended routinely to include girls." She adds that "there has been a great deal of attention to and progress in programmes to do with children, but very rarely are children either divided into boys and girls or seen to have different needs and interests in the family, community and society. It is presumed that work with children, like work with women, will benefit girls automatically. Yet the statistics show that there are vulnerable points in girls' lives different from those of boys or older women" (Croll, 1999: 9). The phenomenon that Croll describes has also been prevalent in the communication field in China. This paper therefore seeks to remedy this neglect of girls by bringing to the forefront the media representation of girls' issues in China. It also explores a model of feminist activisms for girls in China. China has undergone a rapid transformation in gender awareness and practice in the decade since the 1995 United Nations Women's Conference, which took place in Beijing. This paper will examine whether these changes

have affected perceptions on issues such as the imbalance in the sex ratio at birth, girls' education, trafficking of girls and women, and violence against girls and others in society, particularly as these issues are presented in the mass media. It will also explore whether new methods have emerged to promote gender issues and gender sensitivity in the media and what challenges remain. In the first part of this paper I will provide an overview of current gender issues/inequalities in relation to media representation. Based on gender theory, I will then examine how mass media reporting on crucial issues related to girls' development in China is gendered, including girls' education, the sex ratio imbalance at birth, and violence against girls. I will next discuss recent activisms aimed at achieving change in the Chinese media's reporting on gender. Here I will use a model of women's media action suggested by Carolyn M. Byerly and Karen Ross that includes four paths:

- politics to media;
- media profession to politics;
- advocate change agent; and
- women's media enterprises (2006, p.124-126).

In the Chinese context, participatory gender training for media workers has become one of the most important instruments for changing the mass media. Finally, the limitations of such activisms and future challenges will be outlined.

### **Women's Leadership in Mass Media Organizations in China**

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Compared to the majority of feminist media studies, which are mainly concerned with the representation of women in media content, research on women media practitioners are relatively few, not to mention the status of women in the power center of media industry. Being entrusted to UNESCO, a survey on women journalists in China was carried out right before the Fourth World Women Conference in Beijing in 1995. The most disturbing problem reported by Chinese women journalists in the survey was the lack of opportunity to enter decision-making positions in mass media organizations. This finding was echoed by several research projects funded by UNESCO and researchers in some other countries. How has this situation of women's leadership in mass organizations in China evolved while Chinese media industry has experienced profound transformation over the decade? Based on relevant western-oriented theories addressing gender and media, this study interviewed twenty-two women leaders and ten men media professionals in various ranks in mass media organizations in the third-largest city in China, Guangzhou, where media reform is said to be most thorough and pioneering in China. The study finds out that the pattern of career advancement between women and men leaders in mass media organizations in China is rather different. It then explores multiple reasons behind the difference. In general, the transformation of Chinese society and Chinese media industry over the decade in whole has affected women's leadership situation in mass media organizations, which is related to the gender shift in journalism education and media profession as well as the increase of women readership and viewership. Though mainly investigating women's leadership, this study tries to unravel the complexity of the transformation of Chinese media industry in a reform age from a feminism perspective. It also inevitably reflects profound social change and the shift of social value defining personal success during China's rapid uprising development over the decade. The study concludes that the historical and societal situation on media and gender in China is very different from those in Western countries. It is the author's hope that

alternative theories based on various practice in different countries will be further developed with the collective endeavor of feminist scholars in the field.

### **Beyond Biological Sex: Exploring the Relationships among Sex, Gender Roles, and Media Use Preferences**

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Although the fundamental distinction between individuals' biological sex (male vs. female) and their socialization-based gender roles (masculinity vs. femininity) was introduced decades ago (Bem, 1974; Stets & Burke, 2000), it has been largely ignored in traditional communication research, with few exceptions (e.g., Mundorf, Weaver & Zillmann, 1989, Oliver, Sargent & Weaver, 1998). Investigations typically have incorporated respondents' biological sex as standard demographic measure, but neglected gender roles that also guide human thoughts and behavior (Stets & Burke, 2000; Frable & Bern, 1985). In any case, research designs overlooking gender roles as mediator or moderator (Baron & Kenny, 1986) of human activities may lead to misleading conclusions, independent of whether sex differences are observed or not. The purpose of this study is to investigate the relative relationships between media use and two indicators of gender: gender role and biological sex. Which of both is more strongly related to media use? Do sex differences in media use and appreciation still emerge when gender roles are taken into consideration? Addressing these questions from a psychological point of view, the current investigation also aimed to overcome some of the theoretical and methodological limitations that were outlined above. A survey of 276 German university students (87 males, 180 females) was conducted. Respondents were asked to indicate their news and entertainment media use and the importance they personally assign to a range of mass media characteristics. Individual gender roles were measured with a revised and translated and shortened version of Bem's (1974) sex-role inventory that yielded sufficient reliability ( $\alpha = .80$  for femininity,  $.86$  for masculinity). Consistent with previous research, respondents were then categorized as either sex-typed (respondents above the median of the gender-congruent and below the median of the gender-incongruent scale), cross-sex typed (opposite pattern), androgynous (above the medians of both scales), and undifferentiated (below the medians of both scales). Results indicate that media preferences and use are partly influenced by both, gender role orientation and biological sex. Some sex differences emerged for the frequency of use of radio and print magazines and the importance assigned to radio and television magazines. Gender role orientation influenced the frequency of using certain media genres (e.g., reading business news, watching documentaries and health magazines). In some cases, biological sex and gender role interacted in predicting media use patterns.

### **Changes in the Image of Corporal Beauty In Spanish Female Teen Magazines**

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The teen magazines reflect what is more important for the private domain; constructs the reader's reality. In 2000 this reality concerned basically about physical image. But six years later, the question is: things have changed? This investigation is the second phase of the content analysis on the Spanish youthful magazines that already appeared in the conference of the IAMCR of the 2004 in Porto Alegre. In that occasion the study analyzed the corporal image of the magazines. This new study compares the evolution of contents in the same magazines. At this moment, the current research is in its final phase. In this sense, the proposal is to present the results in the Paris IAMCR conference. The Spanish female teen magazines investigated are *Ragazza*, *You* and *Mujer 21*. In 2000, this magazine reduces the

complexity of adolescent life to a unique worry: the importance of corporal beauty. This beauty was communicated in these magazines as something that must be achieved not so much for oneself, but to please boys. The research wants to know if this objective has changed and which role occupy the corporeal image in the new generation. The study tries to know if the traditional role of women continues in Spanish women's magazines. And by the other hand, to analyze the evolution processing eating disorders. Six years ago some of the symptoms of this illnesses were omnipresent (the care of the body, sacrifice, narcissism, sport, recognition of the other, and, especially, self control). The research compare contents, tone of the textual language, illustrations and advertising and advertising advice between theses two periods.

## HISTORY

### **Comparative History of communication studies: France and Germany**

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The aim is to outline general differences in two academic cultures, considering historic perspectives: German “Kommunikationswissenschaft” with its roots in “Publizistik-“ and “Zeitungswissenschaft” and French “Sciences de l’information et de la communication” with its roots in semiotics and cultural views on communication. There are different internal and external (societal and political) means which influenced the development of communication studies and theories in each of the two countries. The Sciences de l’information et de la communication (SIC) gained their academic acceptance in France in 1975 which under international comparison was late. One strong external moment of the institutionalization of SIC was the political aim to modernize the French University for the so called “information society”. While rethinking the status of communication studies since Paul F. Lazarsfeld, the French researchers developed their own focus. Semio-pragmatics and social constructivism are two basic theoretical orientations which, after the end of the limiting structuralistic paradigm of the 1960<sup>ths</sup>, lead to a fruitful connection of the analysis of the micro and the meso-level of communication processes. Thus, Pragmatics and Symbolic Interactionism played an important role in French SIC much earlier than in Germany. German communication studies are rooted in “Zeitungswissenschaft” (since 1916), “Publizistikwissenschaft” (since 1945) and in “Kommunikationswissenschaft” as an empirical social science (since the 1970<sup>ths</sup>). Consequently they are predominantly dealing with public, mass media mediated communication. One strong external moment to institutionalize the “Zeitungswissenschaft” was the “failure of the Press” in World War I. The Nazi past of German “Zeitungswissenschaft” caused a rejection of epistemological reflections over nearly three decades and at the same time a strong focus of scholars on effects, influence, political communication and power.

### **The IAMCR International Conference at Navarra (Spain) in April 1968. A Little History**

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The School of Journalism of the University of Navarra was the venue of the International Conference that took place between April 24 and 26, 1968. This School had been created only ten years before and the University of Navarra was the first one in Spain providing studies on Journalism. The general theme of the Conference was focused on “Teaching Journalism”. The freedom of the press had increased with a new Press Law enacted in 1966, but there was not complete at all under General Francisco Franco’s dictatorship. The IAMCR conference gathered over fifty scholars from seventeen countries, including various from Eastern Europe, then dominated by communist regimes. During the days of the Conference the flags of those countries were publicly waving in front of the façade of the Central Building where the different sessions took place. Some controversies were arisen during one of the sessions dedicated to the press freedom in Spain. As some of the opinions were somewhat critical with the official policy with regard to that issue, the chair, as a civil servant with a high-position in the Ministry of Information, decided to break the discussion. Other non-academic activities were developed during those days of the conference, including a “capea” (i.e., to fight a young calf in a bullring located in a small village close to Pamplona). There the president of



the IAMCR, Jacques Bourquin, helped by some students, dared to face up to bullfight for some minutes. This paper is an attempt to recall those first steps of IAMCR through the little story of the first conference held in Spain under the uncertain limits of an authoritarian regime but with the openness represented by a non-official School of Journalism that tried to frame the discussion within the academic field although some political consequences were eventually unavoidable.

### **Identifying a Discipline's Identity: Interviews with professors of communication studies in German speaking countries**

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Celebrating 50 years of international media and communication research offers the unique opportunity to reflect on the identity of international and national communication studies. Due to its outstandingly rapid growth during the last 30 years, the discussion about the discipline's missing coherence is still virulent. One reason for this state of affairs is the heterogeneous academic background of the scholars participating in this academic field. Nowadays, however, there seems to be a trend of "professionalization": In a recent survey amongst ICA members almost two out of three members have earned their academic merits within the borders of the discipline proper. This paper will examine in what way the academic socialisation of scholars for communication studies is related to the discipline's identity. The main focus of the analysis is to identify patterns describing the relation between the "access" to the discipline and the understanding of the latter. I would like to demonstrate how efficient Pierre Bourdieu's field theory is for my research project and how his concepts of *field*, *illusio*, *habitus* und *capital* have shaped my empirical work. Complying with the fact that professors are indeed the most important and central representatives of a discipline, I have conducted interviews with professors of communication studies in German speaking countries. The evaluation of my interviews has shown that in addition to the differences between the heterogeneously socialized scholars, there is also an important similarity between intra-disciplinary professors of communication studies (scholars who have been majored in communication studies) and inter-disciplinary professors (scholars who have been graduated in communication studies). They 'believe' in this field and they 'fight' for the further improvement of the discipline's image and reputation. Thus, they differ from extra-disciplinary professors (scholars who have been completely socialized in another discipline). Considering the upcoming generation turn, this observation might be vital.

### **The Rise of Empirical Research and the European History of Communication Studies. A Content Analysis of the West German Journal "Publizistik"**

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We would like to contribute to the historiography of communication studies in Western Europe by taking a look at the 1950s, 1960s and 1970s. Neopositivism, "objectivist" methodologies and empirical social scientific research vehemently entered the European research agenda during this period. The reasons offered to explain the increasing significance of empirical social research in the middle of the 20 th century were: the past experience of totalitarian propaganda and the needs of complex welfare states in the heyday of capitalism. But how strongly did the new trend of empirical research affect communication studies at European universities? Can one speak of a shift of paradigm with an empirical social scientific approach taking the place of the then dominating approach? The new trend can of course not be expected to have met with a homogenous reaction in the different European

countries. The aim of our paper is to consider the example of communication studies in the Federal Republic of Germany and to find out if and how intensely research practices have been affected and changed by positivism and empirical methodology at that time. We conducted a quantitative content analysis of the leading West German communication journal “Publizistik” and carried out a complete census of all scientific articles published between 1956 and 1980. Our analysis has shown that research practice has indeed changed under the influence of empirical-analytical research from humanities oriented research to empirical research. However, there has been no fundamental paradigm shift. The dominance of humanities-oriented research continued to exist during our research period, even though it became less definite. The distance between humanities-oriented and empirical research has become much smaller with the years 1968 and 1969 marking a definite turning point. From that point in time on, a growing part of empirical and a decreasing amount of humanities-oriented research have been carried out.

### **Mass Communication History in Spain: Future of the Past**

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Montero, Julio, Universidad Complutense de Madrid, Spain

This paper analyses the current situation of Mass Communication History in Spain, analyzing the main studies and perspectives developed until this moment in this country. In Spain, investigation into this area has acquired high relevance in the academic field, not only in Media departments but also in Contemporary History departments. This analysis defines fundamental tendencies and periods, as well as their evolution. From this starting point, arises a more general reflection: the most influential formulations are defined and those underrated aspects which need further attention by Spanish scholars are remarked. Finally, this revision of the past proposes new future perspectives in the complex relations between Mass Media and Society: new methodological instruments for new approaches.

### **From an “emerging” to an “established” science. The development of communication research as a university discipline in Germany**

Wilke, Jürgen, Institut für Publizistik, Johannes Gutenberg-Universität Mainz, Germany

The paper intends to describe the development of communication research as a university discipline in the Federal Republic of Germany after World War II. It is based on a model which Terry N. Clark, a sociologist of science, suggested. He distinguishes three stages in development of a scientific discipline, starting as an “emerging” discipline and moving to an “established” science. The third stage may be “big science”. After 1945 the former “Zeitungswissenschaft” (“Newspaper research”), which had only gradually grown in the 1920ies but then had been favored by the Nazi government, was renamed, using the terms “Publizistikwissenschaft” or “Kommunikationswissenschaft” (“Public/Communication Research”). This included an extension beyond solely the press as medium of communication. But the institutional basis for the discipline remained weak. There were still strong academic resistance against it. Only with the filling of positions in the early 1960ies and the beginning of the reception of the American research tradition a change began. Further stimulations came when academic journalism education was established more and more in the 1970ies. But the expansion to an “established” science did not happen before the 1980ies and 1990ies. Then a lot of new curricula were established and institutes for communication research were founded. Along with this the variety of approaches grew. At the same time the “media” have been detected as research objects by other disciplines. The result is that communication research is at the point to be a “big science”, but being confronted with a delimitation of its boundaries

and endangered by losing its identity. This development should be considered in an international perspective.

### **“Emancipating Disciplines: An Analysis of the Commodification of Automobiles and Advertisements in Colonial Malaya”**

Noor Bathi Badarudin and Shakila Yacob

This paper attempts to trace the positioning of automobile consumers by various western merchant firms and Chinese traders via print advertisements in colonial Malaya. Using the dual disciplinary approaches of cultural studies and social history and employing textual analysis, the researchers examine selected texts and automobile advertisements in the *Straits Times* and the *Straits Echo* (1909-1957). The purpose of the analysis is to reveal the construction of colonised subjectivities by western and non-western automobile agents cum advertisers and provide insights on the dialectics between culture, power and identity formation. The paper will begin with the premise that by liberating themselves from the shackles of a singular disciplinary approach, scholars are empowered by the fusion of conceptual and analytical tools that greatly enhanced their modes of data collection and interpretation. In the analysis of automobile advertisements in Colonial Malaya, it is evident that there is compatibility between Cultural Studies and Social History. Cultural Studies’ concerns with the power dynamics between culture and subjectivity match Social History’s interests in issues or groups that may be inadvertently erased or silenced by conventional scholarship.

### **The hybridization of the literary academic genre: a proposal for teaching history of advertising**

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Santarelli, Christiane, Univ. Sao Paulo, Brazil

Our aim with this work is to present a new didacticism to teach advertising. Instead of conventional texts that report the evolution of both advertising techniques and the media, we propose a hybridization of the academic and literary genre, thus offering a new way of transmitting knowledge for graduation, post-graduation students and professionals of the sector interested in knowing the history of advertising and mass communication phenomena.

We believe our proposal is in the still not explored threshold of production of new forms of thinking on the dissemination of academic knowledge. We propose the writing of a text with literary characteristics, with the performance of protagonist characters that shall embody the values of the time and of their culture. Such characters shall develop their actions within a plot full of historical and socio-cultural references and media and artistic-related techniques, characterized by the use of images to illustrate the verbal content. Such approach shall allow the reader to reach a new critical view on the academic content, thus stimulating new reflexive thoughts on the impact of communication.

We intend to unite knowledge and traditional bibliographic research to the fluidity of literature. We understand that, by using this kind of differentiated type of didactic text, the student will have a greater interest in the study of the history of advertising, being this way easier for him to keep the didactic content interspersed in the text. The teacher shall be a guide who will use passages from the text as a chance to explain the use of certain techniques and styles, and shall encourage the student to carry out other reflections and research. In order for us to demonstrate our method, we prepared a text, which theme is the “birth” of consumerist society at Belle-Époque and the advertising spirit of the posters.

## **Feature Story in Newspapers: Putting Theory into Practice Might Help the Circulation**

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In Slovenia, there seems to be a wide gap between the practitioners of journalism and its educators. Although the Department of Journalism celebrated its 40th anniversary in 2004, many of practicing journalists have never studied journalism. The implication of the lack of theoretical knowledge of journalism, communication and social sciences in general can be daily seen in Slovene media. In USA, for example, many studies have already shown that quality journalism writing in the form of well-written feature stories is one of the few true journalistic tools that help newspapers in their struggle against declining readership. In Slovenia, however, there is not much recognition of this. Few practicing journalists are familiar with the theory of journalistic forms, and most of them are not aware of the advantages of well-written sophisticated feature stories. In this paper, we shall focus ourselves on how the awareness of the advantages of well written feature stories might influence newspaper business. We would also like to show how on the other hand in the past, journalists intuitively used elements of narrative and novelistic techniques, despite the fact that nobody taught them how to nor why. At the time, journalism was already being thought at the university level, however not many journalists had the possibility to attend the courses. Besides, media scholarship was in an early stage and many schools and forms of journalism that were already established abroad were not known in Slovenia. Despite of that, journalists would have benefited from such knowledge immensely at the time.

## **Spectacle, Political Power, Communication Processes and Socialisation. The need to establish parallels between the classic Greek-Latin cultures and contemporary culture**

Peredo Castro, Francisco-Martin, UNAM-Mexico, Mexico

Horace, in his *Poetic Art*, reflected on the overindulgence incurred during theatrical representations in late Greek tragedies, and mainly in Roman spectacles, framing the phrase “*si foret in terris, rideret Democritus*”, which means “If Democritus would be on earth (if he were still alive), he would laugh”. Their misrepresentations and distortions of their ritualistic roots and civic foundations, neither hid, nor did they deny the political strategies behind the Greek tragedies or the Roman circus. Their evolution and growing complexity paralleled the display of political power, in such a way that *the processes of collective communication*, followed similar patterns to those in place today. Classic Greek drama left behind sound lessons (still relevant) for the study of *communication processes*. Then, it is important to reflect and to reassess, in an interdisciplinary way, traditional academic conceptions. The concept of *audiovisual communication*, coined by American researchers in the beginning of the thirties emphasises technologies over human capabilities and *communication processes* as such. But ancient Greek tragedies were based as spectacles on available technologies for *audiovisual perception*. Such a thesis can only be accepted taking into consideration that the feasibility of *audiovisual communication* lays not only on contemporary technological devices, but also on related human physiological skills and visual-sensorial-emotional processes. This presentation aims to analyse (from an historical perspective and in a comparative fashion) the parallels between communication processes in classic Greek drama and contemporary examples, particularly in films, focusing on issues such as: the roots of the relationship between spectacle, political powers and structures; the creation of a collective device to promote culture, socialisation, and identity processes, referred to the power structures making it possible and functional; the reflection on the tension between popular cultures and intellectual communities, and finally, on the study of the fulfilment (then and now) of communication functions.

## **A bibliometric analysis of the Canadian Journal of Communication and Communication's Methodological Evolution**

Ramirez, Karla, Université de Montréal, Canada

Many researchers argue that journal articles are a barometer of research trends and reflect the evolution of communication research. Moreover, for most mass communication scholars, journal articles are the main channel for reporting current research after convention and conference papers. Research journals provide a good data source to answer questions such as which methods are used most and least often? Which areas have been more or less studied? How does funding for research compare with that of other fields, and what kinds of studies are more or less likely to receive funding? But, one problem with generalizing from published journal articles to the whole mass communication field is that books, monographs, book chapters, and convention papers are excluded. Despite this drawback, several systematic reviews of mass communication journal articles have already been carried out since 1970s in the United States. This monitoring has been important in finding new insights for future research directions. However, there is not any research journal on the Canadian mass communication field. Thus, this study presents a bibliometric analysis of the articles published in the *Canadian Journal of Communication (CJC)* and *Communication* from 1974 to 2005. Its purpose is to trace the methodological contributions the journals have made to the *Canadian communication field* since its inception. After doing the bibliometric analysis of the articles, we found that quantitative research methods are less common than qualitative methods throughout the period analyzed. Most used content analysis as data gathering procedure. Few involved a second research method or extra-method data. Funding for research was relatively rare and the Social Sciences and Humanities Research Council (SSHRC) becomes the main source. The implications of such trends are discussed.

## **50 Years of Public Relations in Spain: From Advertising and Propaganda to Public Relations and Reputation Management**

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Gutiérrez-García, Elena, School of Communication, University of Navarra, Pamplona, Spain

It has been fifty years since Juan Beneyto first published *Mass Communications*, a seminal work in the field of communication theories in Spain. The book was the first to introduce the term “public relations” in the national literature. However, Spanish practitioners seemed to ignore those theories and started the profession only by chance and with previous training in advertising. Thus, in the very beginning, PR theories ran parallel to practices but did not converge. In addition, the profession, far from other European countries, started under a non-democratic regime in Spain. With the upcoming of democracy in the seventies, political and economic institutions started to truly communicate with their audiences. For the last three decades we have witnessed the growth of the profession. Particularly since the eighties, the practice of communication as a strategic management function in several organisations has made communication consultancies become one of the most important economic sectors. This recent professional growth has been again moving forward in parallel with academic research and university education. During the last decade of the twentieth century, Spanish universities introduced subjects related to PR in their curricula. More recently, postgraduate programmes on PR and communication management have also been offered. Despite this half century of history, the profession in Spain is still searching for an identity due to the wide gap between theory and practice. This paper aims to shed some light on the main stages of the development of PR, in order to address some of the questions that common literature poses regarding

whether PR are yet a profession in Spain. Methods employed in this research of the Spanish PR history include literature review of the first communication journals, oral interviews and documentary research of the unpublished professional archive of *Sociedad Anónima Española de RP*, the first Spanish public relations agency.

### **Website History: The Archived Website as Historical Document**

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Today no one would dispute that the internet has been an important part of our communicative infrastructure for some years now. Nevertheless internet history is a relatively blank sheet within media history, not to mention the sub-discipline of website history. This paper puts on the agenda some of the new and fundamental theoretical and methodological problems within the emerging field of website history. The focus will be on questions emanating from the specific being of one of the main sources: the website itself. The discussion will take as its starting point the research project entitled "The History of dr.dk 1996-2006" (the history of the website of Danmarks Radio, the Danish Public Service Broadcasting Corporation, which for some years now has been the most visited website in Denmark; the project is funded by the Danish Research Council for the Humanities and the Danish Ministry of Culture). Since websites are dynamic they must be archived in order to create a stable object of study, but we are confronted with a number of problems related to the use of archived websites. This paper discusses some of these problems with the following two questions as guide lines:

1. Are the problems involved in finding, collecting and preserving the website different from those characterizing the archiving of other types of traces, including other media types?
2. And if they are, how does this affect the task of the historian who later has to use the archived website as a source in his historical research?

### **Second World War has not finished yet. An approach to the reception of videogames like processes of historical simulation**

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The academic field of computer game research is one of the most promising interdisciplinary areas of research for mass communication researchers. Its social, cultural and technological importance is admitted without acquiring, at the moment, the consideration of being "something serious" from academic approaches. Mainly, studies focus their attention on the most negative aspects of this phenomenon. This communication displays the use of different instruments of analysis from other consolidated academic disciplines (history of cinema and television among others) to try to value the recreation possibilities and influences historical of this new media. It is an attempt to understand videogames like elements of understanding of certain historical processes. Second World War, the historical event to which greater attention has dedicated the industry of videogame, will be the touchstone for this analysis. One looks to analyze the messages about a concrete historical context has generated one of the main sources of entertainment of our time and, in this way, to provide a context of the possible limits of videogames like mass media in his relation with history.

## **Television, National Culture and Technology: Canada and Finland in a Comparative Historical Institutional Perspective**

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The organization of television has historically been closely bound to the nation state and associated with the sustaining of national identity and culture. The emergence of new media and communications technologies and transnational media markets began to put the idea of 'national television' into question in the late 1990s. Television policy as a separate policy field became marginalized when decision-makers turned their eyes on the global information and media economy. This paper discusses the challenge of new information and communication technologies to national television policies in two contrasting cases, Canada and Finland. New media policies were formulated in both countries during the 1990s within a framework of a society building on concepts such as convergence, access and innovation in the information and communication sector. During the policy formation and implementation processes, some of the basic elements informing previous policy were compromised, even abandoned while others were maintained. The analysis starts from the theoretical assumption of an indispensable link between the political arrangements of the nation state and the organization of broadcasting. The paper discusses the formation of digital policies in the light of institutional arrangements that have influenced broadcasting policies since the era of radio. The analysis, based on both primary and secondary sources, is focused on the factors enabling and constraining change. The study applies the historical institutionalist approach of political science to national policy responses to new television technology in order to understand continuity and change vis-à-vis previous policies. Institutional factors pertaining to formal and informal regulation, norms and cognitive perceptions are examined to discover the similarities and differences in adopted policy. The role of institutional determinants in shaping national media policies is discussed in conclusion, and their significance in the emerging 'post-sovereign' global information networks beyond the control of the institutions of the nation state.

## **Media, Oral History, Memory: A Discussion About Theory and Methodology**

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This paper explores oral historians' interest in the media and media scholars' interest in oral history. My presentation is grounded in what I argue is an increasing awareness by historians that the media are sources of information shaping people's histories. In other words, that it is hard to research histories and memories of individuals and communities without paying special attention to the role that the media play in these processes. On the other hand, oral history as methodology provides tools for analyzing how individuals interact with, use, consume, and make meaning of media texts. Oral history also allows for a better understanding of how the media (broadly defined to include television, film, popular music, websites, monuments, memorials, or street demonstrations) weaves with other sources of information such as formal education and intra- and inter-generational dialogue. My presentation outlines an analytical framework of the interconnections between media, oral history, and memory, considering conceptual, theoretical and epistemological perspectives. Several themes and questions guide my exploration, including the connections and collaborations that we can identify, and the potential areas of cooperation that we can forecast. The paper is organized as follows: The first part focuses on what I identify as people's concern with recording and documenting their memories, which has become more accessible due to the availability of media technology. The second part addresses the media role in shaping people's [hi]stories and memories. I conclude with some reflections on how to

incorporate the media in oral history research agendas and oral history as methodology for media research.

### **Photography and social communication**

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Traditionally, the studies of history of photography have been considered from methodologies of art's history. In the past decades this model has undergone a strong critic that purposed a "new history" based not as much on work like individual objects, but instead like the institutions that have produced them, and that have finally determined the reading of the works. This view purposed in this paper has two topics. The first question refers to the study subject: it is based on an approximation of the photography's history from the perspective of its media diffusion. Any photograph has multiple meanings. It is the context of the media which includes the photography in broader discourse and from which the photography gets a specific meaning. This insertion in the media determines, sometimes even in a radical way, the possible meanings of a photograph. The second question is already mentioned. A photograph's inclusion in a medium puts it in a new communicative order. In some cases, it supposes a simple illustration which identifies with the text's contents. In other cases it can lead to verify or refute a certain affirmation; it can acquire (independently from its immediate content) a symbolic capacity; or it can constitute a *photographic essay*. This fundamental difference between the ways to give meaning to isolated copies from the photography spread in the media allows the study of the media spread photography as a formally different object (although not independent) from the isolated photographic copies. When the photography becomes public, their meaning becomes media by the supports and their channels of distribution. This way one tries to study the photography's operation within the contemporary social communication's framework: what messages are spread by the photographs in the mass media.

### **The remote control and television's history of the present**

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The contemporary fragmentation of television calls for new historical approaches. This paper explores the position of the remote control as a material artefact in a revisionist television history. My argument is that the remote control is best understood not as an accessory device, peripheral and functionally unnecessary in the television broadcast system, but as a distinct, proliferating technology for television use, and one that has become central to the continuing attempts of users, broadcasters and the consumer electronics industry to organise and manage television viewing. The remote has played a critical role in slowly detaching television from broadcasting. This paper sketches two related themes in the history of the remote: the first tracing how, over a considerable period, obstacles to the diffusion of the remote are related to a host of practical and technical problems, and in particular a long-delayed physical disconnection from the television set. The other theme is the equally gradual disconnection between the software, or content, of broadcast television, and the hardware that presents it to its viewers. This paper follows these two themes through the remote's tangled and in places mythologised histories. They converge around the topical contemporary question of control over content, something the remote has made challenging for users, media industries and policy makers.



## **“The marvel of our time”: visions about radio broadcasting in the Flemish Catholic radio magazine ‘Radio’ (1923 – 1928)**

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The introduction of new information and communication technologies and the Internet was surrounded by utopian and dystopian visions concerning their societal impact. These rhetoric's not only puzzle media historians because of their media deterministic character, but also because they are a-historical. The introduction of new media in the past was also accompanied by optimistic and fearful predictions. Despite the fact that media historians have noticed these ambivalent popular feelings, studies that have systematically investigated the public debate about new media in the past are lacking. Writing a history ‘from below’ instead of one ‘from above’, an analysis of these past popular debates forces media historians to incorporate all too often ignored sources (newspapers, advertisements, magazines) that bear popular visions about new media into their research corpus. The case study will be the popular reception of radio broadcasting in Belgium by means of an analysis of the visions found in the articles of the Flemish catholic radio magazine ‘Radio’ between 1923 (year of the introduction of radio broadcasting in Belgium) and 1928 (year in which the founder and chief editor of ‘Radio’ died). First, we will give an overview of the societal developments and the technological history of radio that shaped the popular debate in Belgium. Secondly, within this contextual background, the specific character of ‘Radio’ and its journalists will be highlighted. The third section finally analyses the visions found in the articles and relate these to the journalists and the contextual perspectives developed in the two previous sections.

## **¿Where is the audience?: analysis tools to investigate in film audiences in the Spanish Civil War**

Cabeza San Deogracias, Jose, Universidad Rey Juan Carlos, Spain

A lot of researchers have studied in depth the importance of Spanish Civil War films as a mean of political persuasion. Undoubtedly, it is a classical topic, but, nevertheless, the bibliography has not covered yet audience's opinion. General speaking, the methodology has been focused on the study of production instead of exhibition. Moreover, the majority of the researchers have studied one another the propaganda films edited by political parties or unions. That's a paradox: not only we have paid more attention to any documental film edited by Socorro Rojo Internacional than *A night at the opera*, from Marx Brothers, that was screening incessantly in Madrid's theaters, but, moreover, we have assured that the first one was more influential than the second one. This paper uses different analysis tools (data base - 6.000 movies screened in Madrid during the Spanish Civil War, American and Spanish archives and critics from 8 different newspaper) to explore movie's real influence in audiences. This is a try to understand audiences as an active part in the film history as long as they decide what they want to see just buying a ticket. This choice makes a big first selection: some movies have the chance to influence in people more than others. So, we can reach a much more real context to learn which are the boundaries of film as mean of communication and avoid to figure out audience's desires and make statements which are quite difficult to prove. In summary, we analyze films as a real media: there is the one who make the message (issuer) and the one who has to understand the message (receiver). If we don't study both sides of communication process, we will take the risk to presume that issuer and receiver thinks equally. That is why it is usual to find research studies which turn the mere interpretation of part of the sources - the issuer and its messages- into final conclusions.

## **Narratives and temporalities: a Brazilian journalism's history through centenarian newspapers**

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Barbosa, Marialva, Universidade Federal Fluminense, Brazil

This paper presents an initial research on commemorative issues published by three centenarian newspapers of Rio de Janeiro on special dates. These special editions reveal how the longest lasting newspapers in the former capital inserted themselves into the temporal frameworks as vectors of progress. It is considered as a certain perception of rupture with the past and giving direction for the future. Instead of making an inventory of companies, their titles and dates of their bankruptcy, the purpose is to write a journalism history that takes in account the temporalization carried out by the news media. Making use of Paul Ricoeur's phenomenological perspective, this research attempts to show how these newspapers articulate through their narratives multiple temporalities, that is, socially shared notions of time. However, in a hegemonic way, these narratives lead to the future, configuring a demand for a radical rupture between past and future, as if between them there were no practical connections in the present. The still current newspapers *Jornal do Comercio* (180 year old), *O Fluminense* (129) and *Jornal do Brasil* (116) narratively chose their landmarks, relating them to Brazilian and world history, intertwining temporalities, saying what was the past, the present, and, above all, how the future should be. Not only did they help to make journalism something necessary to create and satisfy a desire for progress, but also contributed to a permanent disdain for alternative temporalities and rhythms, extending thus cognitive and social abysses through temporal distances produced daily, playing the role of organizing time, accentuating certain rhythms which favor certain forms of rationality and social organization.

## **Advertising as a communicative phenomenon during the Spanish Civil War. A research proposal: sources, methodology, and social implications.**

Rodríguez Mateos, Araceli, Universidad Rey Juan Carlos, Spain

Although Advertising is a communicative phenomenon of great social influence, there are few rigorous works that deepen into this topic with an historical perspective. It is necessary to understand the way in which Advertising has helped to articulate the societies of the twentieth-century within a model of economic development based on consumption. Precisely, this is the aim of this current work. It approaches the Spanish case, almost unknown hitherto. The Spanish Civil War has been chosen as an interesting period of time to observe the social projection of advertising discourse. Firstly, a research methodology concentrated in the advertisements broadcasted is approached. Its tools are written and audiovisual sources, considering the level of social penetration they had in that time, and its accessibility to nowadays researchers. According to the analysis of the Press, a model that combines quantitative and qualitative elements for different supports—magazines, posters, etc.—has been designed. First results have been obtained over a complete sample of the main newspapers edited. This methodology outlines the Advertising consolidation within the Spanish communicative context during the thirties. In addition to its commercial features, we are particular interested in three questions: firstly, the trace of Advertising on media; secondly, its relationship with political and military powers during the conflict; and thirdly, the social impact of the advertisements during those years, when the consumer appeared. Finally, our research uses many advertisements as a source to understand the society in that period: many details on daily life, morality, and habits can be found. Hence it is a better tool to understand the struggle for that life than the simple analysis of censored information on media.

### **Working on in-house documents and research departments' archives in newspaper companies. A study of three regional daily newspapers**

Rouger, Aude, Université Paris 3-Sorbonne nouvelle, France

Studying the newspapers' in-house documents can be very useful to the researcher working on the press. Collecting and analysing such archives in the newspaper companies is not, however, without difficulties, in terms of accessing as well as questioning the nature of this source material. In this contribution, we aim to address the question of the work on in-house archives in the press as a result of our doctoral research, which focuses on the transformations of the relations between the French daily regional press and territories, as well as on the changes in the press's treatment of local news. Our study is based on a comparative strategy between three regional daily newspapers: *Ouest-France* (Rennes, 1944-, first daily newspaper in France in terms of circulation); *Le Parisien* (Paris, 1944-); *Le Progrès* (Lyon, 1859-). It comprises several corpora: fifty interviews with editorial staff and people in charge of other services in the newspaper companies; a few observations within national and local editorial offices; newspaper files; and a more heterogeneous corpus constituted of in-house documents, which includes quantitative and qualitative data on the readership, style books aimed at the journalists and local correspondents, in-house notes, reports on working sessions between the journalists, etc. In this contribution, we will first mention the three newspapers' research departments, which present significant distinctions in terms of readership studies and in-house archives preservation. Then, we will present the different corpora studied in our thesis, and particularly our corpus of in-house documents, addressing the difficulty of analysing a corpus which is very heterogeneous quantitatively and qualitatively, due to the inequality of access to the source material in the different newspapers. Lastly, we will deal with the advantages and problems associated with the use of multiple corpora – especially problems of comparability between fields and corpora.

### **Anatomy of Political Cartoons: New Sources for a New History of Mass Communication**

Segado Boj, Francisco, Universidad Complutense de Madrid, Spain

Visual information in newspapers is not only provided by photographs but also by cartoons. Yet, those are considered as a mere visual proof or illustration of a concrete information or piece of news, cartoons themselves are treated as an independent section of the newspaper. Furthermore, they could be said that they are the most popular section in the newspaper itself, because they can be *read* in a fast and easy way. In addition, it is known that the readers are more influenced by cartoons, and they remain later in their memory. It should be also said that political cartoons are able to deal with almost any possible topic. So, political cartoons published in newspapers, should be focused as a useful resource for History, over all, for History of Mass Communication. Their ability to suggest and evoke collective representations and attitudes offers another aspect of social reality. Studying these cartoons allows deeply researching into commonly shared assessments of certain events, appreciations of public characters, prejudices... Yet, a scientific approach to this valuable material is needed. This paper offers a brief synthesis of the up to date developed methodologic proposals, taking it as a starting point to build a wide method of analysis able to decode graphic language and to set up interpretation procedures. Thus, comparisons and analysis in depth are made possible. This methodology is applied to a concrete case – Spanish transition to democracy – to check its efficiency. In conclusion, new and necessary researching lines are proposed in this field of History of Mass Communication, still little analyzed.

## **The images of 68 in the history of visual culture**

Varela, Mirta, University of Buenos Aires, Argentina

The '68 has been interpreted as a "capture of speech" which has taken place by very different medium. Pamphlets, graffiti, songs, photographs and documentary films have been seen as the place of expression for a new social subject. Television, on the contrary, has been excluded from the information media which could be used by the masses. Due to its institutional, political and economic structure, television has been seen as an agent of power and censorship against those whom were active agents of the political break. The title of the song that Gil Scott Heron registered in 1974 –"The Revolution will not be televised"- still reflects a generalized consensus, However, as we will demonstrate, the social movements of the late sixties were, in fact, broadcasted by TV. This paper proposes a study of images of '68 which we interpret as a turning point for the history of television. We will start from French images, but will also consider their global impact and the significance they have in a general transformation of the audiovisual culture of the period. In order to do so, we will propose three different approaches: the constitution of a television aesthetic for the representation of the masses, the meaning of those images in the audiovisual culture of the period, and the production and circulation condition of those images. The events of 1968 were inserted in television programming but, at the same time, they overwhelmed it in an unprecedented way. At the time, production experiences of images proliferated, such as cinematographical essays with a militant view or which tried to offer alternative view of the events, and were exhibited in alternative or clandestine circuits, depending on the case. Although television was seen as an official medium without any possible fissures, it was also a terrain of experiments.

## **Carmel Diaries: A Monopoly of Public Affairs on the Big Screen**

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In the age preceding the advent of television in Israel, the only source of visual news and information about public affairs (aside from photographs in newspapers) were film newsreels screened for movie-going audiences before feature presentations at movie theatres. These newsreels were called "Carmel Diaries," and they constituted a monopoly in the realm of informational narratives on the screen in an age when the movies were the leading form of entertainment for Israeli audiences. This paper describes the findings of a close analysis of the "Carmel Diaries" and concludes that under the guise of journalism, these newsreels were, really, a very powerful source of propaganda on film. Using a large range of techniques, the Diaries sidetracked problematic issues, presented false images of internal harmony and military might, and described the enemy using traditionally demeaning, yet fear-generating stereotypes. In short, the Carmel Newsreels were a powerful tool of the leading elite to control public opinion. The Diaries presented themselves as objective summaries of the week in Israel, yet they were highly political. Their "feel" was one of entertainment, and not by chance. They meant to paint a picture of a worry-less world for Israeli audiences, who coming out of the escapist theater, encountered a very worrisome and harsh reality. Even the word "Diaries" is misleading. It is the wrong metaphor. A writer of a diary reports to himself – or to posterity – what he or she deems important. Yet these were reports of what was not important, to disguise what was, and if the important or traumatic was reported, it was sanitized by style. In an age of eroding borders between television genres, borders between news and propaganda tend to also become eroded. This paper may throw some light on today's audience's ability (or lack thereof) to distinguish between information and propaganda.

## **"La Maison de la Presse" during the First World War**

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During the 1910s, "La Maison de la Presse" was a state institution originally conceived at the French Army and then particularly attached to the "Ministère des Affaires Etrangères". It was mainly composed by diplomats, politicians, journalists and "homes de letters". Though too barely studied, « La Maison de la Presse » is central to the understanding of the social and cultural French history because it basically fought to spread a very nationalistic vision of the allied goal during the Great War both at the national and the international levels. This paper will start with the political and military conditions surrounding the creation of "La Maison de la Presse" and the idea it had of itself, it will continue with its basic evolution and subsequent name changes to end with the ideology behind its activities of propaganda of each of its components i.e. Photography, Film, Press, etc. We'd wish to shed some light on the conceptualization of war the French government wanted to instill in the allied and neutral countries of Europe and elsewhere in the world. As a matter of fact, it tried not only to influence French public opinion in supporting « la bonne cause » but to get the foreign community to adhere to a certain idea of the enemy.

## **The Cultural Cold War and HLKZ: The First Korean Television Station**

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This study takes the perspective of the Cold War and American impact on 1950's Korean society as a historical 'constant,' which means 'a given condition,' operating on everyday life as well as institutional levels. From this perspective, this study examines how the first Korean commercial television was started and its historical meanings. Daily newspaper articles, broadcasting magazines published by the Information Division of Korean Government, USIA documents of NARA, oral history records of HLKZ broadcasters were used. Based on the analysis of these materials, this study argues that Global Television Network Project and Cultural Cold War policy, both which were strongly promoted by the U.S. government after the World War II, affected HLKZ's birth and its programs. The Korean peninsula was included in the Global Television Network Project, and RCA, which had already entered the Korean market as a military-industrial complex, invested in the HLKZ. USIS Korea, a local branch of USIA, played a crucial and active role from the beginning in the programming, production, and use of AFKN-TV's airtime later. USIS programs explicitly and implicitly contained American liberalism as well as new American life styles. In this regard, this study concludes that Cold War and U.S.-induced propaganda policies affected the landscape of Korean broadcasting. However, this study does not simply assert that HLKZ was a mere tool of the Cold War, but that it transformed itself to a unique variation made by local activities.

## **The role of the local and international press during the events in Macedonia (March-August 2001)**

Karameti, Aurora, University of Paris 3-Sorbonne Nouvelle, France

This paper is about international and local press representation of the crises of 2001 in Macedonia, which led to a change in the country's constitution followed by ramifications for the multiethnic population. The author takes in analyze four local and international papers during six months of the intense crises to offer an insight about the role of the press in shaping the crises and supporting different options for solution of the last Balkan crises. It results that

the local press was divided on ethnic affiliation line during the six intensive months of the crises. The Albanian language paper influenced the unity of the Albanian political factor in Macedonia and the Macedonian language paper was supporting the government's position towards the crises. The naming of the "other" and the options they served shaped the whole ethnically divided public opinion perception of what was going on, creating so a triangle circle of influence; politics-press-public opinion. In the same time, all this was in a certain rapport with the international papers' messages towards which, they had different feelings. The international news agenda showed the interest of the Western policy agenda towards the Balkans, which was declared for a political solution influencing so the sense of responsibility to the local politics. International papers alerted about human rights issues which in Macedonia were covered for years and about which the western public opinion and democratic countries care. Both local and international press, step by step, mobilized the ethnic Macedonian and Albanian people's opinion to accept the improvement of the democratic mentality, to believe more in the international policy and don't let crises to escalate in a civil war.

### **Foreign News and Contemporary History in the First Hebrew Newspapers in Europe** Kouts, Gideon, Université Paris 8-Vincennes à Saint-Denis, France

Foreign news in the Hebrew press of the 19<sup>th</sup> century can be considered as an important step of evolution of this press on its way towards structural and professional modernization and secularisation, which should be examined according to appropriate criteria. On the other hand it is also an important chapter in the consolidation of historical awareness among Jews of the new era, since the periodicals of the period were the chief distributors of knowledge as well as of ideas and values. Hebrew periodicals tended not confine themselves to "dry" reportage of foreign news and combined information with analysis which itself was anchored in a comprehensive world view and a well-grounded historic perception. It transpires from this that the importance of the news was also in the way in which the editor or the correspondent chose to present them, and the overall historical mold into which the news were integrated and which gave them their significance. The integration of foreign news into the 19<sup>th</sup> century Hebrew press is here examined via *Hamagid*, the first Hebrew weekly, that appeared in the town of Lyck in eastern Prussia from 1856 on. *Hamagid*, which introduced the terminology of "News" into the Hebrew press, did not abandon the Jewish affairs, but was alert to the importance of the period and to the core issues of the new era. It wrote extensively on general politics and international affaires, such as war in Asia, exploration in Africa, on technological innovations and stock exchange reports. The paper, for evident reasons of censorship refrained from writing on political problems in Prussia and Czarist Russia- where most of its readers lived. Its main competitor *Halevanon* (Paris, than Mainz and London) had to make some arrangements with the French censorship and bureaucracy in order to start publishing its own foreign news section.

### **Spanish Transition to Democracy (1975-1978): Press as Collaborator of Political Power**

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This paper analyses the behaviour and attitudes adopted by the Spanish press during the first period of the transition to democracy (since November 1975 to December 1978), when the most relevant political and institutional changes were accomplished. We can understand the

special characteristics of this interesting case of collaboration between political and press powers, including some exceptions from extreme right and Basque nationalist sectors.

- “The Conversion of the Old Dailies to Democracy” The process to democracy was also possible thanks to the fact that almost all the dailies that peacefully coexisted with Franco’s dictatorship will join the newest in order to pursue the same aims. This process, very similar to that happened within politicians coming from the old regime, favoured a wide journalistic consensus.

- “The New Democratic Press” They adopted a centre-left tendency, hardly occupied until then due to the control of the press by the dictatorship. They gave voice to sectors of readers eager to find newspapers according to their political ideas. Such were the cases of *El País* and *Diario 16*.

- “The Adversarial Press from the Extreme Right Sectors” One of them, *El Alcázar*, experienced a remarkable increasing of circulation taking advantage of the public displeasure derived from important problems not solved like terrorism, economic crisis and devolution of power to some regions.

- “The Nationalist Exception: the Basque Country” Other sector did not follow the journalistic consensus about the way the transition was carried out: the new nationalist dailies founded in the Basque Country in 1977 and 1978: *Deia* and *Egin*. In their opinion, the recognition of the Basque national identity was not guaranteed in the new political frame, so that the problem of a democratic Spain was still under suspicion. In contrast, Catalan nationalist newspapers assumed the basic guidelines of the transition and its final results.

### **The role of the press in the formation of the international agreement at the time of the League of Nations**

Wierzchowiecka, Iwona, University of Szczecin, Poland

The Assembly of the League of Nations entrusted the organization of intellectual cooperation with studying the question of the « intellectual role of the press ». This issue differentiated in one of its commissions, into the « collaboration of the press to this organization of peace ». The Assembly estimated that this commission was more especially qualified with examining this subject. The idea was to know whether the press was playing the educative role of general interest that was due to it, and whether it gave to its readers the most complete elements of appreciation to improve their ability to judge and understand. One wondered if it was possible to raise the intellectual level of the people thanks to the press, and how to do it. To answer to the assembly’s request, the institute of intellectual cooperation thought it was useful to consult skilled journalists and to publish their suggestions. As a consequence, it applied to the editors of *la Nacion de Buenos Aires*, *Matin*, *New Statesman and Nation*, *Daily News*, *Frankfurter Zeitung*, etc. The journalists have given their opinion on the way to develop all kinds of information on the foreign nations, by giving a bigger importance to the culture and to all what makes the civilizations progress. The analysis of the enquiry’s results and the synthesis allow showing a very interesting perspective on one of the essential aspects of the collaboration of the press to the international agreement and its role in the progress of the civilization. This enquiry brings the instrument that shows the role of the contemporary press. We used the analysis method applied to the critical spirit so as to treat the great number of facts in the opinions of the journalists, and to give the results of the enquiry.

## **Media trends from a historical perspective**

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By looking at the ways the media has responded to history it is possible to point towards a near-future trend regarding formats. The purpose of this article is to compare the various historic moments that have marked the 20th and 21st centuries to the development of media technologies. We understand that media changes are associated to a certain context and become the answer to the questions posed in these different scenarios. Such observation and the description of present time characteristics lead to the possibility of pointing to or justifying the technological features of the media. Going over the 20<sup>th</sup> century is justified by the fact that such period concentrated the most relevant communication-oriented inventions: radio, television and the internet, and further strengthened the print media. The coexistence of different formats turns the 20th century into a hallmark for any investigation. The beginning of the century, marked by the demand for long-distance transmissions, finds in radio an answer that will evolve into mobile communications as society starts seeking mobility. The appreciation of vision and image, resulting from the bustling life in big cities, results in the consolidation of television. The hypermodern, egotistic society of the 21<sup>st</sup> century sees the expansion of cell phones as a support to mobile internet and the merging of communication languages.

## **Illustrated Postcard: from the old medium to e-cards and blog posts**

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Oliveira, Madalena, Universidade do Minho, Portugal

Singular ethnographic register of the peoples, the illustrated postcards had crossed Modernity related to the closest forms of interpersonal communication. Absolutely popular phenomena, they were inclusively instruments of touristic promotion and advertising. However, it is in the fixation of memory that these means of communication become really important. Either illustrating landscapes, monuments, and places or illustrating type-figures, the postcards are not only an historical mean of communication but also a repertory of images that make the history of a people or community. Preceding present electronic postcards, the illustrated postcards belong to the history of communication and concern the history of technologies of information by image. Between the illustration rudimentarily engraved in cards and the image of digital nature is a little bit more than a century, marked by profound transformations in the modes of communication. More immediate than the illustrated postcards, the electronic cards are still maintaining, however, its typical characters: a brief writing anchored in illustrated, ethnographic, geographic or advertising images. Marking a specific way to see or the production of a look, the illustrated postcards are, therefore, an inexhaustible field of interdisciplinary analysis of its languages: on the one hand, of the iconic language that defines its visual dimension, where we search for the image one given culture may have of itself and, by the other, of the epistolary language that disclose the originality of a private space of communication. To make the history of illustrated postcards is a way to understand the specific evolution of marginal supports as important to communicational studies as the press or the audiovisual media. Searching for the history of this old medium, we pretend to improve a speculative approach on the way illustrated postcards – that played an important role in the construction of popular *imaginarium* – were displaced by new practices.



## **Media Martyrdoms: Amplifications, Elaborations and Reverberations**

Mitchell, Jolyon, The University of Edinburgh, Scotland, UK

In this illustrated presentation I will trace the historical biographies of several media martyrdoms. Through these case studies, I first analyse how and where mediated representations of martyrdoms are *amplified*. In this context I investigate some of the social, political and religious significance of these amplifications. Second, I consider how and where specific stories or images of martyrdoms are *elaborated* in not only a creative and imaginative fashion, but also in order to promote forms of violence or peacemaking. I therefore demonstrate how this process of elaboration allows martyrdoms to become sites of celebration, persuasion and contest. Third, I explore how the processes of amplification and elaboration contribute to the ways in which recent martyrdoms *reverberate* across various cultural and religious settings. My analysis of concrete historical examples will be balanced by my interpretation of vivid contemporary examples (found on television news, on the internet, or in newspapers) of portrayals relating to particular instances of martyrdom. This will include scrutiny of the different ways in which historical re-presentations of martyrdom are used to frame, represent and interpret contemporaneous instances of martyrdom. I will examine how the concept of martyrdom has evolved and is broadening through different recent media uses. One aim of this presentation is to illuminate the importance of understanding the complex media histories and resonances of specific martyrdoms for the development of peacemaking practices.

## **“The Cosmopolitanization of News”**

Rantanen, Terhi, London School of Economics, UK

In this article I argue that, in contrast to earlier research on the relationship between ‘national’ and ‘international’ news, news was not originally ‘national’ or ‘international’, but rather cosmopolitan, between cities rather than nation-states. Introducing cities as a starting point for analysis opens up new ways to understand empirical materials that have previously been theorized by using the national-international framework. I explore the birth and development of news exchange in and between major cities in Europe, and how this has changed with the use of new communications technology such as the printing press and the telegraph. I argue that the transmission of news is connected to territorial transformation, changing these cities into world cities.

## **Transnational Film Violence: Rethinking Approaches to Violence in Post-World War II Cinemas**

Slocum, J. David, New York University, USA

Film violence has predominantly been classified and analyzed according to national cinemas and generic formations. The paper will use illustrative moments in film history since 1945 to re-examine conceptions of the “transnational,” “film,” and “violence.” First, the realities of film production, distribution, exhibition, and reception after World War II suggest a more nuanced understanding of the national and transnational. From 1950s and 1960s art cinemas through Hong Kong action films a decade later, to more recent film festivals enabling wide circulation of images of brutalities in the global South, a more supple analytical category of the transnational will be advanced. Second, film has changed technologically, industrially, and, for producers and consumers alike, politically. The Third Cinema of the 1960s, Hollywood’s spectacles of bloodletting since the 1970s, and contemporary digital platforms and formats call for closer attention to the social roles and significance of film and the

violence it communicates. Thirdly, violence has accrued shifting meanings. While the sociological distinction between legitimate and illegitimate violence (or physical force) is largely culturally determined, images and narratives of violation need to be analyzed according to differences and commonalities beyond the national. Examples range from the violence and disorder of borderlands in film noir to renderings of monstrosity in horror films around the world to the truth claims regarding physical injury and death in documentaries. The paper will examine the intersection of the transnational, film, and violence as a variable post-World War II social practice. That practice, understood like violence itself both to effect and contain social change, relies on both the crossing and maintenance of multi-dimensional national borders. The significance of transnational film violence during the period, it will be proposed, has been to visualize and sometimes contribute to the ongoing historical negotiations of various boundaries of difference and relations of power.

### **Comparing media systems: The development of analytical tools and theoretical concepts over the last 50 years**

Thomass, Barbara, Institute for Media Studies, University of Bochum, Germany

Comparative media studies are meanwhile a central research area within academic media research. International comparison of media systems has undergone an impressive development in the last 50 years. The year of the celebration of 50 years of IAMCR is as well the 51th year of publication of the "Four theories on the press". The contribution will analyse the analytical tools and theoretical concepts of international comparisons of media systems in order to find out the desiderata and perspectives. Starting with Siebert, Peterson und Schramm (1956), it will look mainly at Wiiio (1983); Altschull (1984), Weischenberg (1992), (Kleinsteuber 2003), Hallin/Mancini 2004 and Blum (2005) and analyse which part of the world the models include, which categories of comparison they use, which elements of media systems they consider, what is the ratio of normative and descriptive approach and which notion of media system with which theoretical foundation they used. The findings of the analytical tools and theoretical concepts of comparing media systems will be confronted with the conceptualisation of media globalisation. The main question is if the traditionally nationally based consideration of media systems is still valid or if globalisation of media systems requires a new theoretical frame which is able to model the transnationalisation of existing media systems. Until now theories of media globalisation and a national media system approach coexisted without exchange and confrontation. Therefore the contribution will ask as well for the new theoretical grounds which have to be broken, in order to model the way how the paradigm shift from national media system comparison to the identification of different constituted media systems, as they are formed by markets, technologies, cultures or politics, can be accomplished.

### **Communication and Empire: Rethinking Global Media History, circa 1860-1910**

Winseck, Dwayne, Carleton University, Ottawa, Ontario, Canada

This paper focuses on the formation of the 'global media system' from 1860 to 1910. It begins with a critique of conventional knowledge in international communication and focuses on three themes: first, the rise of the global media; second, how markets, states and imperialism shaped the global media; lastly, how the global media developed as a series of multinational cartels -- powerful 'private structures of control' through which corporate and national foreign policy objectives were pursued. We critique the strong tendency in the literature to conflate the history of the global media with the history of imperialism and to exaggerate the extent to which *powerful nations* struggled constantly with one another to control world

communication. Over and against this ‘struggle for control of international communication’ model our concept of empire combines classical theories of imperialism with one of *capitalist imperialism*. Within this context, the global media evolved as part of a project of creating a worldwide system of accumulation and modernization. Lastly, we show that the global media—in terms of ownership, alliances, corporate identity, international and national laws, views of modernization and imperial strategy—were more global and organized as a *system* than often assumed.

### **The Improper Muslim: The Danish Cartoon Crisis and Globalized Spaces**

Tarik Ahmed Elseewi, University of Texas at Austin, USA

This paper argues that reactions to the Danish cartoon crisis can be seen as reactions to a new kind of globalized space that disturbingly blurs older concepts of space based on physical proximity. These reactions, both from West and East, unfolded in new global electronic places (the television, the internet, telephones) that, together with the political, cultural, and economic narratives that play out on and through them, threaten long-understood conceptions of Western identity.

### **The Western media and the Israeli-Palestinian conflict: history of a changing relation**

Bourdon, Jérôme, Tel Aviv University, Israel

This paper will put the vivid controversy about the coverage of the Second Intifada in historical perspective, relying on testimonies, books, and interviews with media professionals of several Western countries, mostly France, the UK and the US. This will bring a new take on the notion of neutrality and objectivity, which vary across time according to powerful, nationally based cultural representations. We will start from the exceptionally favorable image which Israel has enjoyed until the Six-Day war, with the exception of the Communist world. The post-war discovery of the genocide, a negative—colonialist and paternalist—view of the Arab world, diplomatic alliances, explain this. From 1967 onwards, the media have gradually adopted a more critical stance about Israel. In Europe, the Palestinian cause, despite the use of terrorism in the 70s (another loaded word) has gradually become exemplary, especially among left-wing circles previously closer to Israel. Israel has become a nation of settlers in occupied territories and a more religious nation, a problematic image in a post-colonial world and a more secular one. A former group of local bi-national correspondents has been replaced by mostly foreign correspondents, who see the occupation as the central "story"—in lieu of the heroic narrative of the new State. Beyond changes, there is permanence: Israel (and the Israeli-Arab-Palestinian conflict) has always remained, in the long term, a major if not the major item in international news coverage—it seems that the hypercriticism inflicted on - or the extreme sympathy enjoyed by - both sides of at different times also are the two faces of the same coin. Both sympathy and criticism bring together media critics who take to task the "biased media" but are not less "biased" and committed in a conflict which allows strong identifications.

### **A different perspective: narratives of violence in literary journalism**

Fontana, Monica, Federal University of Pernambuco / Faculdades Integradas Barros Melo, Brazil

The attention given by the media to violent crime in big cities usually fails to do justice to the complexity of the issue. In contrast to the mainstream press, the journalistic novel seeks to uncover other facets of the problem, by aiming to immerse itself in the real world of urban crime

and go beyond the presentation of violence as spectacle. By tracing events brought about by the rise of violent crime in big cities, using narrative techniques borrowed from literature, the journalistic novel is capable of revealing the broader social reality through the multiplicity of voices present in the text. The Brazilian press frequently covers violent and organized crime, but knows little of the ins and outs of the subject. To a greater or lesser degree, it promotes the stigmatizing point of view the police, the State, the middle classes and the social elites adopt with regard to people living in poverty and the favelas they inhabit. In contrast to the mainstream press, literary journalism immerses itself in real-life situations where drug-barons hold sway and succeeds in transcending a simplistic spectacle of violence and the glamorization of its perpetrators. By way of extensive and detailed investigation, it sets events in their proper context, and reveals the reality —unfamiliar to most of those who do not live on favelas — that lies behind the distortions and omissions of the mass media.

**Comparing Swiss press agency and Associated Press coverage in Switzerland and in Israel about the Holocaust heirless assets stored in Swiss banks affair (1995-2005): a way to define the time-scales of a contemporary historical event?**

Herfroy-Mischler, Alexandra E., Université Paris 3-Sorbonne Nouvelle, France

In the 90's, media focused on a historical debate concerning the attitude of Swiss banks towards ill-gotten Jewish assets during and after World War II. Between 1995 and 2002, journalists found themselves in a paradoxical situation: they became part of the construction of the « Historical Truth » concerning economical consequences of the Holocaust. Nevertheless they had to wait the end of the crisis between Switzerland, the US and the Jewish Organisation to have access to historical facts published by several commissions (on Swiss banks: Volcker committee, published on December 1999; on Swiss history during WWII: Bergier Commission published in March 2002). This crisis showed, among other things, that there are tensions between the temporality of the historical event itself and the temporality of the story related within the international media scene. How can this be explained? Why media had to play the role of historians? Media Sciences allow to cross methodological tools; participant observation in agencies desk, investigation work in the archives, interviews of journalists and main actors of the story helped me to grasp the theoretical potential of conducting an analysis on the media coverage about a contemporary chapter of the Holocaust's history. The aim is to show how a contemporary event gets into the media international scene and stays newsworthy during ten years. To do so, I convey historical background and interviews conducted with Swiss, Israeli and American journalists in Switzerland and in Israel. This leads me to underline tensions due to a problematic articulation -within the narrative process- of time-scales together with pressures of immediacy specific to agency news production. I conclude putting in perspective the actual boundaries between media sciences and History.

**An imperial information community? The Empire Press Union, Imperial press conferences and India**

Kaul, Chandrika, Department of Modern History, University of St Andrews, Scotland, UK

In 1961, the Commonwealth (formerly Empire) Press Union held its first Conference in South Asia since its formation in 1909. Jointly hosted by India and Pakistan, this gathering of the Commonwealth's press gave an impression of a shared journalistic ethos that transcended the momentous political transition of decolonisation which had occurred but 15 years before. This paper seeks to examine the role of the Imperial Press conferences and the EPU with reference to the creation of this journalistic ethos and its implications *for India before Independence* in

1947. It will examine the attempts of Indian and Anglo-Indian journalists to forge an independent identity on the imperial stage and assess the degree to which they were able to attain autonomy vis-à-vis the imperial authorities. In answering this question attention will be given to their success in negotiating substantial policy concessions with regard to British-Indian communications and their ability to assert parity of status with the Dominion representatives in advance of any such concession within the political and constitutional sphere. The EPU will be shown to be a dynamic and unexpectedly problematic element within the British-Indian colonial relationship, predicated, as it was, upon assumptions of journalistic freedom and the importance of informational exchange within the Empire. As such, this study of press relations in the context of the future of India in the 20<sup>th</sup> century will also throw new light on the nature of imperial rule and the responsiveness of the Raj to the new parameters that were being created by the rapidly evolving communication environment. This paper is part of an ongoing research project on the history of the EPU being undertaken by the author.

### **News agency coverage of the Spanish civil war**

Palmer, Michael, University Paris III-Sorbonne nouvelle, France

This article asks: what light can historians of news agencies shed on media coverage of the Spanish civil war? It focuses on the coverage of certain events by the Havas and Reuters agencies. Material from agency company archives is supplemented by evidence from Foreign Affairs archives, journalists memoirs and historical studies. Career patterns of correspondents of The Times, Havas and Reuters and the coverage of controversial events – including the bombing of Guernica and the circumstances of the death of three journalists covering the battle of Teruel-, are reviewed.

### **Telegraphy, mass media, and mobilisation: How Australians went to war in the Sudan in 1885**

Putnis, Peter, University of Canberra, Australia

On learning of the death of the British general, Charles Gordon, in Khartoum in February 1885, the New South Wales colonial government cabled the British government offering troops to assist the British in a further military campaign against indigenous Sudanese forces led by Muhammad Ahmad, who called himself the Mahdi. The offer was subsequently accepted and a force of some seven hundred and fifty men was duly assembled and dispatched from Sydney for Sudan's Red Sea port of Suakin on 3 March 1885. This was the first time that an Australian government had sent troops overseas to fight in an imperial war. This paper examines this event from the perspective of communication history. It considers the crucial role of the telegraph in 'constructing simultaneity' across the British Empire and enabling speedy Empire-wide mobilisations. It is noteworthy that a journalist at the time remarked that 'the magic submarine cable' had made Australia 'as much a part of the Empire as Yorkshire' and that its introduction was 'like the division between ancient and modern colonial history.' The paper also analyses the role of the Sydney press in promoting New South Wales' participation in the war. More generally, it explores links between the history of communication and British imperial history.

### *Session I: Special panel: "Winners and Losers: Media Discourses on Globalization in China, India, USA and UK."*

The past decade has seen a rapid and vast rise in the “globalization of discourses” and the “discourses of globalization.” Under the auspices of the Center for Communication Research at the City University of Hong Kong, we have assembled a diverse group of scholars—in terms of their academic specialty, experience, and cultural background—to compare media discourses on globalization in four countries. The quartet includes United States as the architect of the post-cold war neoliberal global order and the United Kingdom as its “junior partner” on the one hand, while on the other hand China and India are seen as chief (economic) benefactors of globalization (a far cry from being main ideological detractors of the western camp during the cold war). Our sample includes editorials and commentaries from the major newspapers in these four countries from 1996 to 2006. This sample encompasses major newspapers across the entire range of ideological spectrum in each country; the only exception being China, where no ideological variation is allowed. Our analysis will focus on some of the following questions:

- How are various (political, economic, and cultural) dimensions of “globalization” constructed by media discourses in each country? How are the rich, complex and possibly contradictory layers of meanings elucidated?
- Is there a sense of dialogue or contestation between the US/UK media and the Chinese/Indian media? What are the focal points of such a dialogue or contestation?
- What are the topics and opinions on which they converge?
- Do the US/UK media view the rise of China and India as a threat to national security, jobs, or global competitiveness? Or do they consider the new international division of labor “universally” beneficial?
- In contrast, since both China and India had pursued a “socialist” pathway to modernization during the cold war, how do the media justify their countries’ capitalist turn? Do they perceive the new global order as fair, “inevitable,” or as reinforcing western dominance?
- If there should be international discursive contestation, who set the media agendas? Do the Chinese and Indian media primarily interpret their national priorities and perspectives or do they respond to the issues defined by the US and UK?
- In defining “globalization,” how do the media perceive winners and losers between and within countries? In this process, who are perceived to be “the other”? It is likely that China may look up to the United States as a model, whereas India may view China as a competitor and a model.
- To what extent is media discourse on globalization a “national project,” oriented toward official policy agendas and state-defined national interest? To what extent do the media give a voice to the NGOs, to the groups that are marginalized or victimized by globalization, or to publicly unauthorized opinions? In each of the four countries, what is the “dominant” reading of the media discourse vis-à-vis the “alternative” and “oppositional” readings?
- If media globalization discourse is a “national” project, is it valid to claim that between-nation differences are greater than within-nation differences due to press ideology? That is, the common ideological ground based on “national interest” would be so strong as to render internal media differences less significant.

### **China: Bound to Rise**

Sik-Hung Ng, City, University of Hong Kong, Hong-Kong

The Chinese media view globalization as advantageous to western dominance at the expense of the Third World countries, but China should actively participate in this process for it stands to gain. The primary concern is oriented toward the United States as a stumbling block to China's "peaceful rise" to the world stage. China has promulgated the concept of a "harmonious world" as a counter-ideology to western hegemony.

### **India: Globalization and Outsourcing of Professional Services**

Bhatia, Vijay, City University of Hong Kong, Hong-Kong

As a consequence of India's protectionist policies under its socialist economic system for more than five decades, on the one hand, and the recent benefits of economic liberalization, in particular the outsourcing of IT related services, on the other, public opinion in the country seems to be divided on issues related to globalization. Interestingly enough, a similar divide is also seen on the international plane as well, where two of the largest democracies in the so-called globalized world, the costs and benefits of economic globalization are viewed rather differently. In the US, outsourcing of IT services, seen as one of the consequences of globalization, is having a negative impact on electoral outcomes, whereas in India, the same phenomenon seems to be having a positive impact. Based on a critical discourse analytical study of a corpus of media discourse from Indian newspapers, this paper will discuss how the media has constructed, represented, interpreted, and exploited varying perceptions and interpretations of globalization and economic liberalization, especially in the context of the outsourcing of professional services.

### **The United States: Bound to Lead**

Chin-Chuan Lee, City University of Hong Kong, Hong-Kong

It is hypothesized that the elite U.S. press--including the New York Times the Washington Post, and Wall Street Journal--views globalization as universally beneficial. It upholds national interest by endorsing (a) neo-liberal economic order through deregulation, and (b) spread of democracy. These are the basic premises that justify the United States as the only superpower "bound to lead" the world in the post-cold war era. However, the press is also expected to support or criticize the administration's policy in terms of how well national interest is served or implemented.

### **Britain: Expressing the contrary view**

Flowerdew, John, City University of Hong Kong, Hong Kong

A content analysis of four quality British newspapers over a period of ten years identifies The Times, The Financial Times and The Daily Telegraph as for the most part taking a pro-globalization editorial line. The Guardian, on the other hand is much more skeptical. Employing both content and discourse analysis, this paper analyses how this anti-globalization stance is realized.

### **Transactional Venues on the Web: The Case of UNDP**

Chitty, Naren, Macquarie University (Australia)

This paper will elaborate on a multi-venue 'global'-local framework informed by Gilbert

Simondon's mediation/transduction dynamic. To do so in concrete terms it will develop a methodology for the analysis of web sites of international organizations with multi local presences. Specifically it will examine headquarters, regional, sub-regional and national level websites of the United Nations Development Program, to demonstrate the nature of governance that the sites facilitate, identifying the transaction types privileged by the organization. The framework will be used in an exploratory manner to (1) see how UNDP's web architecture aligns with transactional venues in the global-local matrix, (2) see what avenues connect the various transactional web venues, (3) identify the types of the transactions (including the type of individuation through mediation/transduction that is suggested by the content) that the web venues host, (4) identify imputed readerships as suggested by web content and (5) see how the various transactional arenas are linked.

### **Exploiting the Potential of FOSS for Promoting Widespread Media and Communications**

Riaz Bajwa, Fouad, International Free and Open Software Foundation, USA

Information and Communication Technology has given developed nations a far exceeding advantage in both sustainable development and socio-economic stability as compared to nations of the developing world. This advantage has formed a divide that is commonly termed as the Digital Divide meaning the visible gap that exists between those who have and those who do not have access to technology including telephones, computers, Internet access and related services. An important part of the digital divide that is usually hidden from the bare eye is computer software. Software is the program or set of instructions that controls the operation of a computer and distinguishes from the actual hardware of the computer. Today there are various forms of Software that differ from each other in the way or through the process that they are developed, distributed, modified and licensed under the copyright laws and intellectual property protection regimes. The most prominent types of software are Proprietary Software, Free Software, Open Source Software and a combination of the last two, Free and Open Source Software usually termed simply as FOSS. FOSS has facilitated the convergence of low cost software making available the tools for supporting media and communications worldwide even for stakeholders belonging to the developing or disadvantaged regions of the world. This paper takes into account strategies for understanding how FOSS can be exploited to harness the potential of ICTs promoting media and communications.

### **World Meet World: Does Internet Enable a Change to the Media-Foreign Policy Monopoly**

Polson, Erika Penn State University, USA

Before ubiquitous Internet, citizens could know almost nothing of what was happening outside their borders other than what they learned from the press. Democratic governments could not conduct open international relations without the support of the voters, which created a government-media-public triangle around issues of foreign policy. Models of the news and foreign policy relationship evolved during and after the Cold War, particularly with the rise of 24-hour news cycles, but the three variables of the triangle did not change. Today's Internet users, however, may circumvent the press and access foreign information more directly. The War in Iraq has provided many examples that challenge the traditional model: YouTube videos showed Al-Qaeda fighting American soldiers in the streets of Baghdad. Iraqi citizens publish their own blogs, many of which include explicit critiques of how media have covered specific local events. Soldiers put their diaries online. The Internet allows for the government-



media-public triangle to change forms, as publics speak to publics for the first time. This paper examines the practical and theoretical consequences of this radically new opportunity for national publics to connect to the world outside and asks: are they actually doing it? A review of Internet use statistics, blogger posts/responses, and news articles show that challenges to increased direct interaction between world publics include perceptions and suspicions regarding source legitimacy; government pressure on Internet providers to censor content; language barriers; technological access/capabilities; and simple lack of information and initiative. Still, the existence of increased opportunities for direct communication does allow a new more cosmopolitan model to be considered.

**The Diffusion of Telecommunications Projects in the United Arab Emirates: A Case Study of the Diffusion of Dubai Media City, Dubai Internet City and Knowledge Village**  
Qais Al-Tameemi, United Arab Emirates University, United Arab Emirates

The United Arab Emirates has passed the era of importing telecommunications services. This has led the country to establish its own media, telecommunications, and educational facilities in the 21st century. Thus, the main aim of this particular conference paper is to shed light on the diffusion of modern telecommunications projects in the United Arab Emirates. These projects include Dubai Media City (DMC), Dubai Internet City (DIC) and Knowledge Village (KV). This is a descriptive study of these telecommunications projects. An important feature of the 20th century in mass communication has been the explosion of communication technologies that enabled individuals, organizations, and nations to acquire information whenever and wherever they want. Severin and Tankard (1992) support such an idea by saying that the mass communications were greatly influenced by the introduction of new mass communications technologies. They contended that the advent of new communication technologies has provided mass communication users more control over their communication behavior/pattern. Because of this communication pattern, there is an urgent need to revise, re evaluate, and developed mass communication theories in order to keep pace with the changes. The top down model of communication cannot and will not work well in contemporary societies of the 20th century because new communications technologies have multiple directions of communication rather than a unidirectional course. Thus, the multiplicity of communications indicates that new communication technologies operate at different levels and directions; i.e., three or more levels/directions, whereas a unidirectional course is seen as top down communication pattern. As we have witnessed from the history of the diffusion of innovations, the theory has been long standing as an overarching approach when studying the diffusion of innovations in different settings. Further, there has been a number of scholars contributed with great deal to the diffusion research. Everett Rogers and associates have conducted hundreds of studies under the marketing of the diffusion of innovations and revised the theory in terms of its directionality. In this context, the old theory of the diffusion of innovations was characterized as having a unidirectional communication pattern (top down). However, shifted the emphasis from a unidirectional communication pattern to information exchange among participants in a communication process.

**Towards a User-Generated Content Regime for Public Service Broadcasters in Europe**  
Lunt, Scott L., Brigham Young University, USA and Central European University, Hungary

User-generated content can provide a unique new method of facilitating a dialogue between citizens, especially among young audiences. The 16-24 age group has shown less interest in public service content, yet at the same time, is the main contributor for user-generated content online. For public service broadcasters to truly fulfill their stated goals, they must seriously

consider incorporating user-generated content into their remit. This paper will draw from accounts showing the profile of these trends. While noting the doctrinal goals of public service broadcasters, I suggest that they look seriously at the use of user-generated programming. Using the BBC specially as a case study, I will outline how this kind of change might fit within its current broadcast mission and goals in ways that cannot be fulfilled otherwise.

### **UNESCO's Communication Policies 1975-2005**

Leye, Veva, University of Gent, Belgium

The post-structural approach of viewing development as discourse conceptualizes development as an interconnected ensemble of languages and practices which form a modernist regime where knowledge and disciplinary power are articulated. It especially focuses on the texts of development, because the reports, papers, articles, assessments, etc. concerning development use specific vocabularies to construe and construct the management and intervention which the world needs, imply what expertise and knowledge is authoritative (and what not) and endorse and reproduce specific power relations. The United Nations Educational, Scientific and Cultural Organization (UNESCO), since about 1960 a de facto development agency focusing on operational activities, is usually perceived as a more liberal, counterbalancing international organization that gives attention to traditionally weaker actors and neglected themes in the international arena. This commonly held vision obscures the fact that UNESCO is in fact part and parcel of what J. Ferguson called "the development machine." A representational as well as an instrumental approach to textual analysis informs a literature review covering various approaches to communication and development and to international communication, namely: modernization; dependency and political economy; cultural perspectives and ICT4D/information society, which are historically situated because every piece of theoretical knowledge is a man-made construction serving man defined purposes. The literature review is the basis for the construction of a grid, which contains the different aspects of the various theoretical approaches. This grid is then applied to different UNESCO documents (development texts) through close textual reading in order to examine which strands of theoretical paradigms on communication and development are present in the organization's policies (while also paying attention to the fact that there is a dialectic relationship between discursivity and materiality). In this paper I would like to succinctly situate this research and present the results of the application of the grid to UNESCO's biennial program and budget (C/5 documents) and medium term strategies (C/4 documents) concerning communication from 1975 until 2005. (Later I will confront these findings with those of the application of the grid to other documents, like articles concerning communication in the UNESCO Courier or the proceedings of the general policy debate, which takes place during every biennial General Conference and which offers all member states the opportunity to make a general statement).

### **Disrobing the Imperial Press, or the Press Emperor Has No Clothes**

Dente Ross, Susan, Washington State University, USA

A generation of mass communication scholarship has solidly established the role of the press in tying public attention to the goals and priorities of government and economic elites. Guided by diverse and plentiful empirical data, theoretical models of strong and direct media effects largely have given way to more sophisticated and critical understandings of media as but one of a myriad of elite resources that construct publics and shape public opinion. At the same time, increasingly nuanced insights into the partial, perpetual, and contested construction of

meaning through the media have provided fertile ground in which to cultivate myths of press responsibility and public accountability, and its democratic function as a public sphere. Founded on the faulty assumption that a free press can and should advance societal goals other than—and beyond—the enlightened self-interest of capital and power, media myths in turn give rise to misguided “solutions” to media performance “problems.” Relying on long-standing research as well as contemporary studies of the role of the press in international conflict, the author argues that academic, professional, and public initiatives to “re-form” a moral, democratic mainstream press are misguided and counter-productive. In place of increased social justice and reduced global conflict, mainstream press initiatives lead to co-optation and increased power concentration. Progress toward a democratic public sphere must begin with rejection of the concept of a “responsible press.” Increased transparency about the press as an elite megaphone and a profit maximizer makes clear that alternatives to the mainstream media must serve as vehicles for social change and power redistribution. The author suggests directions for future research and information distribution options that are more likely to advance goals of social participation, open dialogue, and conflict transformation.

### **The New Kids on the Transnational News Block: Al-Jazeera, France 24 and Tele Sur and Their Challenge to Anglo-American World News Management**

Christopher D. Tulloch, International University of Catalonia, Spain

Carmina Crusafon, International University of Catalonia, Spain

The heralded arrival of Al Jazeera English and the France 24 network show just how the-times-they-are-a-changin' in the mapamundi of global news flow. This present article considers this phenomenon from a dual standpoint, both journalistic and industrial. On the one hand, the authors consider how the consolidation of Al-Jazeera, or Latin America's Tele Sur, are outdating the debates surrounding east-west and north-south news currents as they examine the birth of a third major change in the production and worldwide broadcasting of international news: the so-called south-south communication led by proactive agents who are no longer passive receptors of anglo-american generated news material and which is leading to an increasing do-it-yourself mentality in many newsrooms in the southern hemisphere. What unites the Arab world's project with the French network operation is the decision taken on both sides to enter into what President Chirac has referred to as the "global battle of images" or, in other words, to contest the Anglo-American news management of world events. In this respect we intend to study the success of this new initiatives before analyzing their implications for the transnational communication circuit. The proof of how global television is changing can be seen in the fact that some traditionally peripheral countries are beginning to consolidate themselves as exporters of audiovisual products whilst Western conglomerates are being forced to modify their products in order to respond to the needs of local markets, the Latin American version of Chinese Central television is a relevant example in this respect. The traffic of televisual products is no longer unidirectional -from the USA to the world- as Southern-based products are starting to enter into western markets thanks to the availability of affordable satellite technology and the consolidation of meta-linguistic communities that reach beyond national frontiers. The commercial and industrial implications are worthy of study as all five of the international news operations studied here--CNN, BBC World, Al-Jazeera, Tele Sur and France 24--respond to different models of financial management: CNN responding to classically US model of private backing, the BBC to public finding, Al-Jazeera depends on the Qatar royal family, Tele Sur is part-owned by five Latin American governments while France 24 to a curiously mixed public-funding, private-management model. How these diverse formulas for financing these global projects affects

news content, output and production brings the article to a close.

### **Attempting to Apprehend Immigrants' Unrest in the West Through the Transmission vs. Ritual Dimensions of Communication**

Ravault, René-Jean, Université du Québec à Montréal, Canada

The notion of immigration is taken very broadly to encompass any insertion attempt of a person into a community she did not belong to originally. It goes from a bourgeois incursion into the leading aristocracy of a kingdom to the inclusion of a Muslim Arab who came from the Middle East into a decision-making group of Christian or Atheist Westerners. The opposition of transmission and ritual aspects of communication is borrowed from James W. Carey who suggested that the United States are more concerned with the transmission aspects of communication such as transportation, stocking, processing, retrieval of signals, as well as the learning and use of a vehicular language such as transnational English, while Europe is more concerned with the rituals, the cultural aspects through which a society reproduces itself. There, emphasis is put upon vernacular languages, pronunciations, and appearances. As Carey acknowledged, this opposition owes a lot to Harold Innis concepts of space biased media opposed to time bonded media. And, to this dualism we can add Pierre Bourdieu's notion of linguistic and symbolic capital which we can oppose here to human network or social capital. It is contended here that immigrants frustrations appear when they find out that mastering the transmission dimensions of communication in the West (language, technologies, etc.) does not allow them access the cultural or ritualistic aspects of communication within the receiving society. To them, Modernity, which is supposed to warrant success according to the competency and ability to handle the transmission aspects of communication (e.g. Tönnies *gesellschaft*), seems to be betrayed by the hidden ritual dimensions of a *gemeinschaft*!

### **Popular Culture, the Audience and the State: The New Form of Regionalization in East Asia**

Hsin-Yen Yang, University of Iowa, USA

In recent years, scholars have begun to identify a new form of regionalization in East Asia, which is led, not by nation-states, but by popular culture and privately-owned media industries. Since the 1970s, East Asia has experienced tremendous economic growth—first in Japan, then in Hong Kong, Korea, Taiwan, and now in China. The booming economy soon created the rise of affluent consumer societies. Some said that the prevalence of Japanese popular culture since the 1970s and current intra-regional flows have created an “imagined community” and composed “the structure of feelings” for East Asians. The newly emerging regional media alliance further facilitates the transnational negotiation of a common identity, or a shared sense of “Asian-ness.” In previous mainstream regional studies (mainly within political science), researchers have tended to take a “top down” approach by looking at political actions and economic agreements between nation-states or formal institutions. However, since recent regional formation in East Asia has been led by the market and by regional popular cultures, in which the audience and media corporations both play crucial and active roles, the conventional model for regional studies now seems less relevant. I would argue that in the theorization of the “new form” of regionalization in East Asia, we must conduct an in-depth historical analysis to examine the relationships between the popular culture, the audience and the state. In addition, with its focus on identity formation, meaning production and social change, cultural studies has become an imperative tool to analyze this new form of region-making. My study will draw on the case of “Japan fever” in Taiwan in the 1990s, with a focus on the identity politics entangled in this seemingly mundane

consumption. I am particularly interested in the historical context in which Japanese TV dramas became popular yet controversial considering Taiwan's history of Japanese colonization, its unsettled relations with China, its domestic ethnic politics, and democratic development in the 1990s. My hope is that my study of the Japan fever in Taiwan will not only serve as preliminary research for future studies on regionalization in East Asia, but will also open up an intellectual dialogue between cultural studies and political science.

### **Let Many Journalisms Bloom: Cosmology, Orientalism and Freedom**

Gunaratne, Shelton, Minnesota State University, USA

The active attempts of the West to propagate the two-pronged model of liberal democracy and independent journalism presume the universal applicability of Westcentric secularized Judeo-Christian ideals. This presumption reflects a continuation of the practice of Orientalism, which the imperial West adopted to downgrade non-Western wisdom and justify colonialism. [Enlightenment philosophers (e.g., Hegel and Marx) saw no discrepancy between rule by authority (authoritarian bureaucracy) in the colonies and rule by the people's will (liberal democracy and Fourth Estate) in Europe.] Eastern onto-cosmology makes it very clear that diversity and unity (yin and yang) are complementary aspects of every material or mental aggregate. Moreover, the Buddhist doctrine of dependent co-arising asserts that nothing is permanent and everything is conditioned reciprocally by its environment. Therefore, there cannot be One Journalism or One System of Governance. Because science cannot verify such metaphysical concepts, we must rely on philosophy (and interpretive journalism) to impress on humanity that the wisdom of these two cultural aggregates (East and West) are complementary. Furthermore, the essay points out that although many genres of journalism inhabit the libertarian-authoritarian continuum, no consensus has yet emerged on the norms of socially responsible (or middle path) journalism. Norms based on Buddhist philosophy may provide the answer.

### **Constructing Friend or Foe: Visual Representation of North Korea in Korean and Japanese TV News**

Gwangho E., Keio University, Japan

It is no doubt that North Korea is one of the most "invisible" countries in the world. No foreign media are allowed to gather information freely in that country. Even entry to the country is hard to be accomplished. As a result, the amount of credible information about North Korea is extremely limited and foreign news media heavily rely on the information from North Korean media themselves which are severely controlled by the government, and/or from intelligence agencies of several countries. Since both sources of information have strong political intention, there exists much room for conjectures and subjective interpretations in making news on North Korea. There are also high possibilities for each country's foreign policies and national interests to have influence on North Korea reporting. The purpose of this study is to examine the usage of video materials in Korean and Japanese TV news to make the invisible country "visible". In quantitative content analysis of Korean and Japanese TV news coverage on North Korea from January to July 2004 conducted prior to the present study, it was found that there were several significant and meaningful differences in both countries' North Korea reporting. In terms of news topic, Japanese TV news put most emphasis (42.7% of all North Korea reporting) on the abduction of Japanese people by North Korea, while Korean TV news reported on the same topic only 9 times (2.5%). Korean TV news selected most frequently the explosion accident of North Korean cargo train at Ryoncheon station (31.7%) which attracted sympathy of Korean people, and

delivered significant amount of news on economic, cultural, and military interchanges between two Koreas which aroused reconciliation mood in Korea. The difference of relations and national emotions between South and North Korea and between Japan and North Korea at that time seemed to result in the above findings. Although some findings of the previous study indicated different ways of representation of North Korea, it did not consider important symbolic device of TV news, the visual representation. This study focuses on the objects and attributes of the objects which were represented as “North Korea’s” in TV news video both quantitatively and qualitatively. By analyzing visual representation of North Korea, this study will show how Korean and Japanese TV news constructed North Korea as a friend or a foe.

### **Globalization of Chinese Film Production: Changes in Narrative Mechanism**

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Since the 1980s, with globalization, Chinese film production debuted with its small-budget, “auteur-film” which won international acclaim and ushered the Chinese film industry into the global film market. In the process, the narrative mechanism of Chinese films have evolved from its focus on interior, literary narrative to an emphasis on the external, communication strategy, from individual artistic creation to mass production in the global film industry. This research project will examine the changes in narrative mechanism in the context of: the changing relationship between China and the world, the globalization of the cultural industry, and life biography of authors/directors. The above three have definitely contributed to the current status of the globalization of Chinese film production. Specifically, this project will research the films of three prominent Chinese directors: Zhang Yimou, Chen Kaige, and Jia Zhangke, as representative examples, to trace the changes in narrative mechanism. The authors will explore how Chinese film has lost the milieu for its in-depth humanistic concerns and its spirit; how the ideological tension has devalued as cultural capital; and how the validity of image has gained value as cultural capital. Finally, the authors will explore the challenges Chinese film production will face—the challenges of global market competence, norms, and convention—as filmmakers and the industry wrestle with its nostalgia for “auteur-film” and as they gradually lose the advantage of their earlier ideological edge.

### **Mild Conflict or a Severe Disaster? Confrontation and Struggle Between Korea and China in Media Coverage of the Occupied Northern Area of Korea**

Seon-Gi Baek, Sungkyukwan University, Korea

The purpose of this study was to investigate differences between Korean and China media coverage on the recent struggles of occupying the Northern area of Korean peninsula. Recently, Chinese government has proposed a controversial project, what’s called as ‘Northern border-project’ that arguably insisted the Northern part of Korean peninsula as her own property. But historically and culturally the area has been Korean own property. This kind of conflict would happen because Chinese government has been afraid of strong impact of Korean mass cultural products on this area, especially exceeding the Chinese property area. She might worried that the national and cultural identity of peoples of this area would be changed or confused. For a long time, this area has been occupied by either Korea or China from time to time. The author is concerned here mainly with what kinds of patterns each of nations cover such kind of controversial issue, what were differences between two countries’ media on handling it, What were controversial issues raised by two media and what kind of patterns of coping with them by them, and finally what would be best ways of resolving this kind of conflict between them? In order to answer these concerns, the author selected two media from each of these nations, two newspapers, and gathered news items of these two

newspapers. After then, he analyzed these news items with various semiotic research methods; 'categorical research method', 'presupposition research method,' 'syntagmatic research method', 'paradigmatic research method', 'mythical research method', etc. As results of this study, it was found, first, that there were big difference between two nations in handling this controversial issue; that is, each of countries tended to approach their own perspectives without understanding the other country's perspective. Secondly, each of two nations' media tended to approach this issue not from balanced covering principle but from biased covering one. Korean media focused on misleading of Chinese media for advocating Chinese governmental intention, while Chinese media argued that the Korean media tried to expand Korean power into this area. Thirdly, each of two countries' media tended to cover it with emotional treatment, not with rational one, so that peoples of each of countries could involve and understand this issue so emotionally. Fourthly, each of two nations' media has never tried to understand each other, but have ever tried to persuade its own position one-sidedly. Through this study, it was found that each of countries' media tended to deal with this issue on the basis of her country's intention, not on the basis of media coverage principles. With handling this issue, two countries' media could not apply for basic principles of reporting. Rather than it, each of them tended to stimulate and initiate its own people's anger against each other.

### **Beyond Political Rhetoric: Film as a Cultural Discourse in China and Taiwan**

Shu-Ling Berggreen, University of Colorado, USA

Robert M. Peaslee, University of Colorado, USA

Through textual analysis of films produced in Taiwan and in mainland China, we explore the role of film representations in creating the images and shaping viewers' understanding of their Chinese counterparts from across the Taiwan Strait. It has long been recognized that visual media stimulate and assist the transformation of the social imagination of space and place among their viewing audiences beyond their national borders. Such a transnational imagination has played a significant role within cultural China (or transnational China), especially between mainland China and Taiwan. Until the late 1980s, communication of any form was forbidden between citizens of these two societies. Media artifacts from black markets served as one of the few tangible, non-governmental references from which the Taiwanese Chinese and the mainland Chinese could construct images and understandings of each other. Even today, only a very small percentage of citizens have traveled across the strait. Television programs and films about and from both sides of the strait remain crucial sources from which people form such a trans-Chinese imagination. Through the analysis of *Ermo* (1994, People's Republic of China) and *Eat, Drink, Man, Woman* (1994, Taiwan, Republic of China), we explore how these two films project the concepts of modernity, gender relation and, most of all, the virtues and inflictions of being Chinese. A joint Trans-Chinese imagination emerges through these two separate films, despite the apparent political and ideological differences in these two societies. However, within this frame of reference, meanings and perceptions are constantly re-negotiated and re-constructed. For example, the social imagination and the meanings of Chinese identity, the Chinese nation-state and Chinese cultural memory could become unstable and contestable. Therefore, the analysis of trans-Chinese imagination also calls for an inquiry into the ways in which various forces, such as economic, social and political, come to facilitate or inhibit the formation of a particular kind of social imagination. In other words, this study aims to identify both the connection and disjuncture between trans-Chinese mobility and spatial imagination, as well as the ways in which place, space, home, nation, and meanings of being Chinese are narrated, understood and imaged through film production and consumption. We conclude the study by discussing

both the potential danger and the power of trans-Chinese imagination through media. As Taiwan and the mainland China (and other similar geopolitical situations around the globe) continue to negotiate their political future, we propose a cross-disciplined, contextual media education which includes popular culture, in this case film, as a tool for media pedagogy.

### **Gatekeeping International News: A Study of Two Local Newspapers in Beijing**

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Hao Xiaoming, International Communications College, China

Zu Jiayang, Nanyang Technological University, Singapore

News editors and their news organizations have long been held accountable for whether a news item will eventually reach its readers and in what form. Lewin first introduced the concept of “gatekeeper” and White pioneered the study of news selection patterns of newspaper wire editors. The gatekeeping research focuses primarily on the decision-making and information-filtering process of gatekeepers and the different levels of consideration they take when selecting certain news stories while rejecting others. The news selection process of China’s newspapers has remained understudied due to the strict government control of the media industry. Moreover, researchers in China tend to emphasize the extra-organizational factors such as the influences of political and business environments, ideological control, and national news policies on news selection. Little is known about the values and standards that individual editors may systematically apply in selecting the news in general and the international news in particular. This study attempts to identify various factors that determine which international news item reach the public and which does not by examining the practices of two newspapers in Beijing, Beijing Evening News and the Beijing News. A qualitative approach was adopted to seek an in-depth understanding of how internal and external factors shape the gatekeeping decisions. Field studies were conducted in October and November 2006, with in-depth interviews, participant observations and documentary analysis as the main data collection methods. The findings show that the production of international news by the two local newspapers can be best described as a multi-gated model of news selection. The structural factors such as the environment of public opinion, news policies, market niche, production cost, newsroom routines and restraints, and individual differences among journalists such as education background, knowledge and personal judgment of news values tend to work together to shape the final news product.

### **Cinema and Cultural Diversity: Current Debates and the Case of Two African Film Festivals**

Slocum, David J., New York University, USA

The increasing importance of cultural diversity as a global discourse for the 21st Century is predicated upon a thoughtful understanding of culture itself. Culture can be approached in terms of expressive or artistic production, the institutional structures that support this creativity, and the external practices that enable their consumption. Yet as a 2004 UNESCO report puts it, culture, particularly in reference to diversity, should also be “thought of more in terms of deeply internalized and identity-creating ways of thinking, feeling, perceiving, and being in the world.” This far-reaching conception relates culture to political participation and public life as well as to individual engagement with worlds local and distant. Thinking of culture in these terms also pushes us to expand our conception of cinema from being merely a medium of artistry and expression to an integral part of individual identities and social lives. Such an expansion of our definition of culture provokes the pressing issue of the very status of individual media, like cinema, and whether to approach them as cultural practice,



expressive form, and social, economic, and political institution. More generally, as sociologist Charles Tilly has observed, cinema can operate as a site, transmitter, and sometime instrument of struggles over prevailing social, political, and religious values and their related identity claims. As analysts, we must therefore seek to reconcile three contradictory views of cinema in society: as a recorder of the current national (or regional) moral and political climate(s); as a cohesion-promoting instrument of social control and privileging of specific identities; and as an identity-creating or affirming basis for public life and political participation. Implicit in such questions is the idea of an identifiable and cohesive public or civil society shaped or importantly inflected by cinema. Many of these spheres are Habermasian, that is, common spaces grounded in the cumulative and coherent participation in deliberative and ongoing dialogue and debate, the circulation of knowledge, and the construction of new models for citizenship and civic engagement furthered and oriented by mass-produced media. Often the dialogue and debate is importantly marked by a nationalist or regional discourse or social imaginary. Almost unavoidably, the reach of such an argument raises related questions: What other media or social (i.e., non-cinematic) developments contribute to the evolution of a public? Is the emergent sphere a more traditional Habermasian one? Or, as has been variously argued, an "alternative" or even oppositional public sphere? Either way, who are the central constituents? Defining a public or civil society in terms of rationality and communication cannot but squarely confront given categories and conceptions of diversity. Indeed, it begs the possibility of regionally specific, say African, models of diversity, public interaction, and political engagement that might be formulated to illuminate local cinemas and cultural conditions, identities and communities. For the presentation, two African film festivals, the Zanzibar International Film Festival (ZIFF) and Le Festival Panafricain du Cinéma et de la Télévision de Ouagadougou (FESPACO) will provide illuminating case studies for the exploration of these wide-ranging questions about cultural diversity and the relations of cinema to given social and political formations. In particular, the presentation will focus on the 10th anniversary installment of ZIFF in 2007 and its reflections on a decade of celebrating the "dhow culture" of the Indian Ocean world through cinema, and the UNDP-sponsored session at FESPACO 2005 dedicated to "Cinema and Cultural Diversity" and the subsequent festival program theme on that same topic at FESPACO 2007. While cinema is situated in these events as an integral medium expressing cultural freedom, encouraging diversity, and enabling fuller participation in society and public life, the goal of the presentation will be to illuminate and analyze how the different festivals position themselves vis-à-vis larger debates regarding cultural diversity shaped globally by UNESCO and UNDP.

### **Media in Mongolia--A Hard Journey Toward Democratization and Modernization**

Nielsen, Poul Erik, University of Aarhus, Denmark

Based on a comprehensive UNESCO media sector analysis of the Mongolian media landscape the paper analyzes the ambivalent role of the media in the second phase of democratization in Mongolia that can only be understood against the backdrop of the extremely politicized environment and corruption prone Mongolian society. Secondly, the paper in a local-global perspective will discuss the role of the media in the modernization process in the capital and the challenges to the traditional life style of the herders. The actual media output is impressive both in numbers and variety and freedom of expression has improved significantly since the Communist era, but even today there are considerable violations of freedom of expression in Mongolia and the media are to a large extent political and financial dependent. A plethora of local, national and transnational (global) media are available for an emerging urban middle class and with it a growing consumer market including a booming telecommunication market. This parallel democratization and

modernization process is complex in nature and creates social and cultural tensions. The rural population does not take part in this complex process. However, the rural population is increasingly exposed to the modern world through national and transnational satellite television, while there is limited if any access to local media.

### **Elements for a Critique of Connectic Reason in Africa**

Cishahayo, Fabien, University of Sudbury, Canada

Let us trace a study of "Connectic Reason" in Africa. After the failure of the modernization paradigm such as the one following WWII, new terms need to be used in the debate on development. The black continent, which missed the train on the industrial revolution, has an historic chance to catch the one for the information age. It has to sift through the digital fracture to profit from the opportunities offered by the Internet galaxy. The priests? of the new technical paradigm find in Africa evident advantages in this new Olympic race towards progress: its telecom infrastructure being obsolete, it will bypass copper lines to invest directly in fiber optic and digital networks. "Connectic Reason" imposes itself everywhere, with the strength of the evidence. The decision makers of the continent are suffering a sort of symbolic violence, technological violence. Obligated to integrate themselves into the network economy, African leaders (Abdoulaye Wade, Thabo Mbeki, Nelson Mandela, etc.) seem to be fascinated by the techno-speak that legitimizes their entry into the "third wave." How to bring critical thinking back to this intellectual landscape?

It's a step that's heuristically fertile, that restores to emerging technologies their historical *concrétude*? UNESCO has been in the 1980s the theater of confrontation the heart of which the geopolitics of international (tele) communications were debated. Newly independent countries called for a new world order of information and communication, so that their voices could be heard in the concert of sovereign nations. If the noise and furor of the cold war covered these voices, and in the end if the questions that were asked could not be heard, they remain whole. At the era of networks, they are even more hotly topical. A rereading of the authors who have sometimes in spite of themselves given theoretical weapons to partisans of the new world order (Mattelart, Hamelinck, Nordenstreng, Schiller, etc.), coupled with a reading of recent writings from certain of them (Mattelart, Hamelinck, Schiller, etc.), and others (Guédon, Godeluck, Cheneau-Loquay, Ntambue Tshimbulu, Bernard, etc.) can allow us to outline of a connectic reason in Africa, in order that the decision makers on the continent approach the digital era as "self-taught technological wonders, naive thinkers as seductive and refreshing as the naive painters, but ingenious faced with questions of an extreme complexity and novelty" as Hervé Fischer wrote on the topic of the posthumanist delirium of certain thinkers concerning digital technologies. A debate on the geopolitics of networks, begun notably by Godeluck, is necessary and urgent if we are not to be confined today, like yesterday, to a way of thinking that must be resolutely apolitical et which approaches the "safe micro-questions, exempt from all value judgments, from the positivists from the previous time, which, consciously or not served the good of the system." Must we repoliticize the debate over digital networks? No. It has never not been political!

### **Polish Media about the World: A Three-Periods Perspective on International Relations**

Radoslaw Sajna, Kazimierz Wielki University, Poland

Some historical analysis—related to the main subject of this Paris conference—of the international relations viewed from the Polish perspective contributes to the researches concentrated on the international communication. The role of the media in the creation of the world's images is undoubted. The Poles, like other nations, are media users that receive

images offered by the press, television, radio and ultimately also by the Internet. Although many people travel around the world, the images received through the media create some stereotypes and convictions that remain in the people's brains. Indeed, every nation has his 'national brain' forged by the national media. However, in the globalization age the world's images are more plural and individualized, thanks to the process of the demassification of the communication. Above all, the Internet has contributed to this new phenomenon. Thus, this study is concentrated on two main topics. Firstly, it analyses in general views the changes of the power of media in the creation of the world's images during XX Century. The second topic deals with the changes of the world's images created by the Polish media. Both the analyses are divided in three periods. First period is from 1918–when Poland regained the independence–to the II World War. The second period spans the years of the Communist regime and the third period starts in the 1989, when Poland, like other countries in the region, once again regained the independence. In the first period, then, the print press and – later – the radio were the most influent kinds of media. In the second period the television gained the technological leadership and in the third period–that is going on–the Internet invaded the public sphere, changing totally the earlier communication paradigms. So, the technological aspects as well as the political ones contributed to the changes of the world's images received by the Poles through the Polish media. The same countries that in one period were viewed as Polish enemies, in other period were viewed as Polish friends and vice versa. Nevertheless, during the Communist period, the official media presented strongly different world than the underground press did it. Without doubts, the Polish experience is one of the clearest examples of the dramatic changes of the world's images created by the media. The analysis of the concrete articles published in the Polish press or ultimately in the main Polish websites, as well as the radio and TV programs broadcasted during these three periods, proves the main thesis of the paper.

### **Social Problems on the Theory and Practice of Communication in Kazakhstan**

Sergey A. Zolotukhin and Vasilij V. Shakhhgulyar, Social and Humanitarian Institute and Al Farabi's Kazakh National University, Kazakhstan

Modern Kazakhstan society is changing very rapidly. All spheres of life are moving from totalitarian to humanity doctrines. The paradigm of social life changes often. It claims from participants of many social groups the flexible mind, skills of everyday and professional communication; to be ready to get non standard decisions for problems of life. Today, one of the main demands of Kazakhstan transfer society to a modern person is improving his skills in communication in society. Human activity basically relates with the special incentive motives for positive change in situations. Turning our society toward democratic tendencies of development give opportunity to develop an "open society" which direct contemporary Kazakhstan people to the new way of connecting--the communication way. A communicative paradigm has received no attention in Kazakhstan science for a long time. But today we can find in special science publications terms like "communication", "verbal communication", "communication behavior", "communicative education", etc. Unfortunately, scientists don't pay much attention in research to global communication problems. As we know communication is described as the process of transmission and reception of information. Some foreign authors observe communication as the process of interaction where each member of the process makes an impact. Sociologists mean as communication the social process when each member is an active subject of communication. He is as a dispatcher as well as a recipient of information in groups, classes, strata, in different intergroup contacts. We shall not fall into discourse about the theory and methodology of communication and mechanisms of realization of its activity even if these problems in Kazakhstan science have

not been touched until now. We are much more interested in social aspects of global communicational mechanisms. In this paper, we look at social information and communication functions of correlation. Russian social psychologist V. Druginin thinks that this function of interaction is fulfilled during the process of information exchange between two or more persons. First, we see two individuals where everyone is a very active subject of connection (we cannot see it in technique). Second, when we take in mind the exchange of information we think about interrelation of feelings, thoughts, and stereotypes of behavior of partners. Third, they belong to the same equal or similar system of codification/decodification of facts. Transfer of any information could be possible because of intermediate of plural sign systems. There are traditional verbal (speech as the sign) and non-verbal forms of communication. At the same time nonverbal communication has its own forms, such as kinetics (gestures, mimics, pantomimics); paralinguistics (vocal, sounds, pauses, cough); proksemics (norms and relationship in the space and time): visual contacts (peers contact). We have to say that certain system of smells of communicants also may have significant meaning in communication between persons. However, if scientists abroad are very interested in the theory and practice of communication, in Kazakhstan it is not so. This sphere of knowledge is outside the focus of sociologists, politologists, psychologists, pedagogists, etc. From our judgment, the process of communication is the global translator of significant information for the satisfaction of individual and social need of person in interaction. A person may have access to global information via different translators of information. So we may find much more global communication activity in *socium*. The problem of generating ideas has important meaning because of the unity of human efforts for saving the world from war, ecology, elemental, and other disasters, for global social prognosis. The world communicational sphere has a very significant role for the decision social environment problems. And global communication activity of a person today is obvious. In Kazakhstan, this understanding is moving very slowly. We may say that global communication action of a person is the special form of organization of interrelations. Yet, it is a necessary process of transferring, accessing and cultivating information for a person in his social and communicative life.

### **Lebanon's Cyberconflict: Reactivating the Geography of Anger**

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This paper argues first, that established mainstream media and their online equivalents usually support what different theorists call state-like, hierarchical, or vertebrate political forms of organization crucial to state/status quo survival. Second, that independent, alternative or peer-to-peer, networked media, usually support transnational, rhizomatic, cellular networks, such as ethno-religious and socio-political movements or diasporic minorities and dissident networks within. Third, that small states are especially vulnerable to both these modalities, as they are frequently too small, too new or too insignificant to have been adequately mass-mediated in the past, so any representations by the mass media are registered automatically as negotiated in the global public sphere. Further, by examining Lebanon's war coverage and online representations, the paper seeks to contribute empirically, to Appadurai's notion that a geography of anger is fuelled by the media, but its spark are the uncertainty about the enemy within and the anxiety about the always incomplete project of national purity so that 'these geographies are the spatial outcome of complex interactions between faraway events and proximate fears, between old histories and new provocations, between rewritten borders and unwritten orders'. As Jeanne Hey argues, despite of decades of study, no satisfactory definition has been found, rendering smallness useless as an analytical tool, as some scholars can have in mind microstates with a population of less than 1 million, small states in the

developed world, and small states in the third world, former colonies. Stereotyping small states, means conceptualising them insular, insecure, underdeveloped, unstable, vulnerable, limited in foreign policy, passive and reactive states, incapable of instigating change in the world system. Exceptions to these descriptions refer to the flexible, creative, networking/alliance building capacity and risky behavior, under specific locals and systemic opportunities some of these states display, such as Luxemburg. If we were to accept Hey's solution to this definitional problem and its repercussions, that 'if a state is perceived as small either by its own people or by others, it should be considered a small state', then we would have to rigorously engage with issues very much related to how some of these states are represented, perceived and mediated in the global public sphere; what that means for their capacity building capabilities; how their image is mediated by the global media and communications; what are the circumstances behind these representations on the systemic, global politico-economic climate of both international, transnational, regional and local levels of societies, corporations, cultures and individuals; and even more significantly for this particular discussion what are the structurational dynamics in relation to media networks and their current transformations due to competitions created through the new information communications technologies, for instance alternative or grassroots media, independent direct publishing, digitization, and copyright and financial challenges to name a few. Currently, states are asked to operate in an environment of importation logic, aggravated by the consequences of internal and external protest in the global scene as 'the protesting actor irrupts onto a scene that is already affected by a loss of meaning, that is destabilised and challenged by the crisis affecting the universality of political models', namely then from multi-variant tensions deriving from dependence and diffusion of the Western model of government. Following Badie's argument, individuals uncertain of the failure of states and their diplomatic and military monopoly, which already feels foreign, choose to ally themselves to networks of global solidarity, where citizenships, nationalities and identities converge, compete or collide. The weakening of the periphery of the periphery through westernization/importation 'accelerates the relativization of citizenship allegiances...[has] the unusual effect of reactivating transnational cultural actors' and this reactivation has much to do with 'the call of empty social spaces linked to the bankruptcy of imported states.' If 'traditional culture is associated with the media and encouraged politically to inflame the allegiance of the receiving public and to prevent the traditional culture from serving the ends of protest activity,' then to what extent is this successful in relation to smaller states, their representations and their cultures, especially under the current transformation of the global media due to the challenges of fast virtual communications and enhanced capabilities these afford the receiving public? This paper will engage with these questions by looking at online discourses and images produced by the global media, mainstream and independent/grassroots media, official/unofficial websites during and since the 2006 Lebanon Conflict. Methodologically and theoretically, this work expands research on ethno-religious and socio-political cyberconflicts (Karatzogianni, *The Politics of Cyberconflict*, 2006) through engaging the work of Arjun Appadurai's *Fear of Small Numbers* (2006).

**Developing Foreign News Coverage? An Empirical Analysis of the International News Coverage in The London Times, The New York Times, and El Pais during two decades**  
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In the discussions about the development of foreign news coverage, two contradicting basic observations can be ascertained: on the one hand (through new (tele-)communication means) an enhanced ability of (Western) journalism to monitor happenings around the globe, on the other hand both a quantitative and qualitative downturn in foreign news. Roughly, in

quantitative content analyses of foreign news three types of studies can be distinguished: those that analyze the coverage of a certain country or a certain type of event, those that measure the average share of foreign news over time, and those that analyze the predictive importance of news factors in the portrayal of the world different media at a certain point of time. Due to different sampling methods, small time-frames and operationalization, it remains difficult to judge upon the development of foreign news. In this computer-aided study the foreign news coverage in *The Times*, *The New York Times*, and *El País* between 1985 and 2004 has been analyzed on the basis of all articles published during the timeframe. The elite newspapers are seen as indicators for the best possible mainstream foreign news coverage in England, the US, etc.). The comparison of the different measures (diachronic distance, entropy) used to describe the distribution of attention shows that *The New York Times* provides the most 'complete' map of the world to its readers. Also concerning the geographical distribution of attention *The New York Times* is the most balanced newspaper: except for the Western European countries and those world regions with strong colonial ties to the home countries of the English and Spanish newspaper (Australia, New Zealand and South American countries, respectively), the rest of the world regions receive higher shares in *The New York Times*' coverage. But this statement is restricted by the amount of foreign coverage supplied in *The New York Times*. Whilst the two European newspapers since the end of the Cold War show a general trend to report more foreign news (about twice as much), in *The New York Times* there has generally been less coverage – only in those years more articles are concerned with other countries, when the United States participated in wars. Therefore, judging from the amount of foreign news supplied since the beginning nineties, the world is today far better represented in the European newspapers. A growing 'spotlight-kind' coverage can be ascertained when comparing the coverage during the Gulf, Kosovo, Afghanistan and Iraq War in *El País* and *The New York Times*.

### **The New International Circulation of Television**

Moran, Albert, Griffith University, Australia

In the past 20 years, distribution and production of format television programming has changed many of the ways in which television operates. Television systems in national territories-whether privately owned, public service, or state controlled-are increasingly merging into a transnational system which is more than the sum of its parts. Format programming is one of the principal mechanisms of this convergence. In this paper, I outline the history of this form and contrast its principal structural features with an earlier and more familiar form of programming that might be called canned. Format programming is itself a complex technology and I briefly analyze such features as its centralization of creation and development, its finances and marketing, and how it controls production arrangements in territories other than its original one. Altogether, this form of programming is highly significant for those interested in international television because of the new trans border patterns in distribution and production that it sets in place.

### **Transnational Media and National Public Spaces**

Mattelart, Tristan, Université Paris II-Assas, France

If the role played by transnational media has often been thought of as one of carrying threats to sovereignty and national identity, it has rarely been considered through the angle of their potential strategic character in countries where those in power, concerned about their political monopoly, try to maintain a strict control on the means of local communication. In this paper, we propose to see the action of these international media from the point of view of their

aptitude to get around policies of censure. Our paper, relying on literature about the internationalization of the media, shows how the transnational media have been able to, from the outside, feed national public spaces under surveillance. We wish to contribute in this way to open thought on the public space, too often thought of in largely national analytical frameworks. We will show then how research in communication has only recently begun to study the ways in which transnational audiovisual media have been able to feed, in different geopolitical contexts, the strategies of resistance from dissidents who have been banned from speaking in the official public sphere, or feed, in the same context the tactics of populations in order to have access to other representations of reality.

### **A Comparative Study of WSIS News Coverage and Framing**

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The present study examines WSIS-related news in major international media and news agencies. WSIS was arguably the most important international communication event of the past 25 years. Despite the relative importance, news media coverage appears to have differed markedly by nation. The paper continues and expands on a project first reported in a International Communication Division panel during the 2006 Cairo meeting. We were interested in similarities and differences found across our media and timeframe for observed uses and patterns via computer-assisted and framing analyses. We performed cluster analysis for detecting natural data clustering, word groupings and clusters, and multidimensional scaling (MDS) for views of pattern proximities or spatial structure across the data. Among our findings are that US media lacked meaningful coverage of issues and events surrounding WSIS. We further found clusters that emphasized a dichotomous split that appears to have supported the use of the negative, while framing relationships as conflicts rather than solution building. We additionally found a journalistic quest for Cooperation among parties, particularly from US news sources. Overall a nationalistically and ideologically-driven formula appears to have driven the news at the expense of more objective and balanced fact gathering and dissemination. Our findings support the notion that not all news media write stories in the same way, and despite a proclaimed journalist goal of “objectivity”, patriotism, militarism, nationalism and specific economic philosophies and objectives appears to dominate in news writing. Regarding framing, we found the most dominant frame to be conflict. Other frames identified in our sample media included—responsibility, human interest, economic consequences, morality, news portrait through sizing and the trivializing or marginalizing of “fringe” elements. New frames identified in this study were nationalism and showcasing. New frames specifically identified in this study were nationalism, yin-yang and showcasing. Nationalism is much more dominant than might be imagined, and directly restricts the journalistic quest for objectivity. The yin-yang frame of bi-polar opposites casts players and issues in extreme contention with one another while excluding other legitimate actors and interests. Yin-yang is a force working in concert with conflict to limit the number of players or issues considered for journalistic simplicity.

### **The Nation-State from International Newsization: International News Production, Content and Audience**

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Media globalization stems from international information transfer, or international newsization. In the current st(age) of international newsization, geographic borders are disappearing, basic definitions like those of identity and citizenship and evolving, and the nation-state’s future is being questioned. Studying international newsization is important and interesting for at least three inter-related reasons. First and foremost, it addresses the press

freedom and democracy relationship. Access to information connects the governed with government. Second and closely related, it addresses the nation-state's existence, let alone its functionality. McLuhan's dream of the Global Village is a reality through information transfer; television advances have brought the remote to remote locations, erasing borders and unfamiliarity with unknowns. Third, international newsization study connects media and audience power. World citizens can make decisions through access to an increasing number of news sources, genres and formats. A consideration of media globalization that only incorporates media technologies and conglomerates overdetermines media and capitalistic power, and only considering local perspectives underdetermines audience power. A combination of models by which to explain media and audience power is needed. This paper applies Appadurai's mediascapes to consider, in particular, what international news is through discussion of international news production, international news content considerations and the international news audience implications. Helpful ways to make sense of international news content include considering content construction, content topic, content components, and content effects. International news reception, interpretation and action comprise the international news audience, and individual news responsibility is a function of audience maturation. While study of the nation state is important, pursuit of truth is crucial.

### **Reconsidering the Concepts of Communication and Development and the Necessity of Ethics**

Brunet, Patrick, J., University of Ottawa, Canada

Globalization requires us to reconsider the concepts of development and communication and their relationships. Since development is related to the concepts of progress and growth inherent to the market economy, what is the role of communication in this issue? The reflection will show how the "all market and all consumption" liberal economical model evacuates the ethical foundations determining the human and social relationships. Mainly, the purpose is, first, to show the necessity of no more considering as central the techno-economical values, reinforced by the information and communication networks; second, to reform the ideas of progress, growth and development and, last, to change the economist and "developmentalist" vision. If, as suggested by Jacques Ellul, the future of modern societies requires us to reconsider or to reject the "technician system", what does it really mean? It means that a new way of thinking and imagining are necessary to fight illusion, blindness and resignation. It means considering human beings, with their subjective, unique and singular qualities, in the center of any project related to, what we call "development". For the last several decades, communication was considered a new science and university discipline, so how might it help to apprehend and investigate these issues in order to encourage a necessary change of mentalities. From the 1950's "developmentalist" vision, the 1960's "after-development", the NOMIC in 1980, to the convention of UNESCO in 2005 (on the protection of the diversity of the cultural contents and artistic expressions) and to the World Summit on the Information Society (WSIS) in 2003 and 2005, communication will demonstrate the necessity of considering the ethical issues surrounding the concepts of "communication and development".

### **Online Activism and Ethnopolitical Violence**

Terzis, Georgios, Vesalius College, Belgium

Cyberspace presents new domains of social interaction and so new environments for advocating political violence. This paper discusses the rising role of the net in the information management of contemporary ethnopolitical conflicts from non-state actors. It presents the



results of the study of online content created by Cypriot, Greek, and Turkish activists promoting ethno-political violence. The paper analyses the Who, What, When, Where, Why and How the internet is used for the information management of ethno-political conflicts and looks at the advantages and disadvantages that it has over offline media and how these open up opportunities and present barriers for online activists. "Internet will bring world peace by breaking down national borders", Nicholas Negroponte said during an information technology conference in Brussels in 1997. The Nobel Peace Prize awarded the same year to the International Campaign to Ban Landmines, is indeed recognition of the power of the Internet in mobilising and in enlisting worldwide support. From the small town of Putney, Vermont, Jody Williams used her e-mail account to co-ordinate the more than 700 organisations in over 60 countries that make up the coalition. Ten years later, two World Trade Centre towers down and bombings in Bali, London, Madrid and elsewhere, the use of the Internet by state and non-state actors might seem quite different. In a briefing given in late September 2001, Ronald Dick, assistant director of the FBI and head of the United States National Infrastructure Protection Center, told reporters that the hijackers of 9/11 had used the Internet, and "used it well", while Stephen Ulph, a scholar working for the Jamestown Foundation argues that 'the internet has replaced Afghanistan' as a source of training and inspiration for militant Muslims. After the Madrid bombings in March 2004, the EU Data Retention Directive was tabled and fast tracked under the British EU presidency after the London underground attacks in July 2004. Britain, France and Sweden have stressed the need to retain data in order to trace terrorists using modern technology. Despite strong protests from human rights groups and the industry, on 21<sup>st</sup> February 2005 in Brussels, EU justice and interior ministers approved the Data Retention Directive, forcing telephone operators and internet service providers to store data for six to 24 months in the fight against terrorism and organised crime [Directive 2006/24/EC published on 15 March 2006]. So was Nicholas Negroponte plainly wrong? Has really the Internet become a threat to the world peace? And shall governments and intergovernmental organizations take action to monitor and even prevent such use? Unfortunately, much of the work and publicity on cyberactivism depicts terrorists who type few commands and take over the critical infrastructure of entire nations. Our extensive literature research and the concrete case study of the Cyprus, Greece, and Turkey conflict concurs with the findings of previous studies that this 'James Bond' type of frightening scenario is not supported by evidence and that the reactions of governments and intergovernmental organisations such as the EU are not appropriate.

### **Children and Youth-led Community Radio Experiments from the Postcolonial World**

Asthana, Sanjay, Middle Tennessee State University, USA

The year 2004 marked 50 years of the transistor radio. Although the anniversary was celebrated by various institutions and organizations involved in social change, the mainstream, commercially dominant media took little notice of the event. Unquestionably, radio has had a powerful symbolic value in the everyday lives of the poor and laboring communities in the underdeveloped and developing regions of the world. As a broadcast media, radio has inherent advantages over print and visual-based media forms. Radio is best suited to enable participation and provide opportunities for an equal exchange of ideas, information and knowledge sharing. More importantly, radio is cost-effective, easily accessible and portable, which makes it a very popular media. With the rapid rise of new communications media, radio can indeed become available via the Internet and join people and communities from different nations into cross-cultural dialogues. This is something unique about radio to be local and global simultaneously. One important aspect of this can be glimpsed from the many community radio initiatives in several regions of the world. The

concept of “community radio,” popularized by UNESCO’s efforts in several low-income regions of the world during the 1960s, has been a significant success in tackling poverty, ill health, malnutrition and a number of social issues. UNESCO’s community radio experiments demonstrated that by involving people and local communities and creating a sense of belonging and participation could effect social change. Historically, radio as a broadcast medium, embedded as part of the state-controlled network in several underdeveloped and developing countries of the world, has been relatively effective in a range of developmental activities like agricultural and farm practices, health and hygiene related programs, not to mention the enormous role as an entertainment medium. Within the larger body of media studies, the role of radio in social change has not been theorized: rather, a grudging acknowledgement at best. Although there has been a recent increase in community radio initiatives, scholarship has not kept up with it. It is important to note that radio exemplifies connections between theory and practice and could illuminate what philosophers like Bertolt Brecht and Walter Benjamin believed radio as a participatory media was capable of doing. The various radio initiatives in the hands of children and young people explored in the paper present some interesting ideas toward sketching socially responsible theories of radio.

### **Blind Passion: Emotion and Media Audiences**

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Emotion in media is a neglected topic of study—with a few notable exceptions (e.g. terrorism in news, emotion in film studies, fear appeals in advertising, etc.). Are there any compelling reasons to make emotion a more central focus of media studies? Emotion theory generally has been largely dominated by psychology because emotions have been framed as psychological phenomena. Sociological interest has extended interest to mass emotions (e.g. “media panics” and “mass hysteria”). What are the implications of a shift to framing the mass media as an “emotion machine,” a term expounded by Todd Gitlin and Marvin Minsky, or, the so-called “media invigilation of emotion” (Walter, Littlewood & Pickering), and the “production of fear and danger” (Altheide). Drawing on functional insights, recent research has even approached such topics as the role of media in personal “mood management.” One of the main points to be raised is how the focus and content of media production of anxiety and fear shifts over time. The media role of emotion in internet and personal technologies will certainly be different than established genres. Is there any theoretical continuity in emotion and media? Even further, there is a range of positive emotions that seem to be engaged by media using an entirely different framework. Is the difference based on media dichotomies? Should different emotional responses be expected based on format and genre? Is there a larger theory of emotion around which the study of emotion and media can draw insight and direction? The paper draws insights into these questions from the work of Klaus Scherer.

### **Ethics of Spectatorship: The Politics of Suffering in Self-Immolations**

Young Cheon Cho, University of Iowa, USA

Empathy has recently emerged as a central issue across disciplines. Current surge of the interests in the topic of empathy goes with the diffusing conflicts across race, gender, class and culture. The imaginative reconstruction of someone else’s experience can be a first step to cope with the diverse ‘in-between’ conflicts, even though it might not be a neat solution. The recent interests in empathy are also linked with the failure of the project to resolve the dilemmas of the human condition through reason. Instead of resorting to reason (alone), theorists have come to view emotions as positive guidance for ethical action and deliberation. For example, Nussbaum asks what positive contribution emotions make to deliberation. Among other emotions,

Nussbaum sees compassion as “the emotion most frequently viewed with approval in the tradition, and most frequently taken to provide a good foundation for rational deliberation and appropriate action, in public as well as private life”, because compassion has the power to “push the boundaries of the self further outward than many types of love”. The earliest beneficiaries of humanitarian reform for compassion were animals, as “humanitarians began to call for an end to animal abuse, including such blood sports as cock fighting and cock throwing, bull and bear baiting, and stag hunting” (p. 319). The public infliction of pain or death on the bodies of criminal offenders also came under critique. Even ‘football’ was the object of reform concern (p. 320). The eighteenth century witnessed the power of sympathy that identified a wide range of formerly unquestioned social practices as unacceptable cruelties to be put an end. Eighteenth century moral philosophers paid particular attention to kin relationship between sight and sympathy. David Hume asserted that “virtue is distinguished by the pleasure, and vice by the pain, that any action, sentiment or character gives us by the mere view and contemplation. What is problematic with spectatorial sympathy was that sentimentality is entirely compatible with a taste for brutality. There is beauty in ruins. When the misfortune of others is before our eyes, it produces terror and pity as well as delight. The dubious privilege of being spectators, or even of declining to be spectators, of other people’s pain raises the question about the possible link between compassion and action. While Nussbaum (2001) asserts there is “a very strong connection” between compassion and beneficent action (p 335; p. 339), compassion might be an unstable emotion that withers unless translated into action. Wherever people feel safe, they will be easily indifferent (Sontag, 2003). In a famous passage concerning an earthquake, Adam Smith (1790/2000) shows how “a man of humanity in Europe” responds to the news of an earthquake in China: “If he was to lose his little finger tomorrow, he would not sleep to-night; but, provided he never saw them, he will snore with the most profound security over the ruin of a hundred millions of his brethren” (p. 193). Compassion does not necessarily dictate a course of action. We can and should wish distant sufferers well, but very often can offer nothing more. What is more problematic with the link between compassion and action is the hijacking of sympathy or “the articulation between moral virtues and political vices” (Peters, 2003, p. 2). We have witnessed how often moral command to have sympathy with the pain of others can be utilized by various political program of fighting. Bush and his cronies exemplify this; the moral imperatives to have compassion with suffering Iraqi women (or ‘people’) ties somehow to a war cry for the American military. Here we are confronted with the dilemma of ‘virtuous killer.’ The ‘tenderhearted’ Americans can turn into “fans of killing” while critics of war into cruel people. September 11 taught us the fatally dangerous link between the compassion and action. The task of this paper is two-fold. First, theoretically, this study aims to examine the locus of the body in pain in the realm of action. Second, historically, this study intends to explore the politics of suffering by examining the self-immolation suicide cases in Korea in 1991.

### **IPS, the Other Information, from NWICO to Civil Society**

Tupper, Patricio, Université de Paris 8-Vincennes à Saint-Denis, France

During the 1970s, the concept of "free flow of information" that emerged after World War II, was a controversial issue for the developing countries within UNESCO and for many professionals. They accused transnational news agencies (United Press International, Associated Press, REUTERS, AFP) of organizing a world news monopoly that conveyed an inappropriate view of their countries. More than 80 percent of the information dealt with and diffused by the agencies concerned north hemisphere countries and only 20 percent carried information about developing countries, particularly dramatic events (earthquakes, *coup d'état*, political assassinations, etc.) This arbitrary treatment was the main motive of protests of the non-aligned countries. Inter Press Service (IPS), today the fifth world news agency,

founded in Rome in 1964 by a group of Latin-American and European journalists, is the outcome of this situation. The network spread in Africa and in Asia as well as in the "decision makers" of the North. It has been a "laboratory" for many professionals and has played an important role in the debate of the New World Information and Communication Order (NWICO). It has also contributed to the creation of an alternative system of information within this international, unilateral and controlled media space. IPS's evolution has turned the agency into the most important news network dedicated to development and civil society. Through IPS, developing countries journalists have been giving information to the world about the Third World from their point of view. By opening a "new window" IPS has refused to submit to the "vertical", one-way information law; north towards south and top toward bottom of society. Its ambition has been and still is horizontal information, from community to community. The fall of the communist system, the success of western economic politics and ideology and globalization have forced IPS to examine its priorities in order to face the 21st Century. It had to include other "global people's issues" (women, human rights and environment) thus establishing alliances between people, not institutions, parties or states. IPS believes that in the process of North-South cooperation, actors from "civil society" are stronger and more dynamic than those of the States. The core activity of IPS is as a global news agency producing independent news and analysis about events and global processes affecting the economic, social and political development of people's and nations, especially in the South. IPS is the news agency of Civil Society and the South, Development issues, the Globalization Process and the people excluded from it. IPS has worked and is still working to install a "horizontal information mechanism" where different human groups and networks are able to participate in global information exchange and mutual understanding. If the 1970s utopia was impossible to attain at large because of lack of financial, and technical means and lack of a political system that enabled plurality and diversity in the world, today, thanks to new networks, technology and Internet, this ambition is possible. This is the IPS challenge for the next years to come and many research possibilities to explore.

***Session 1. 50 years of IAMCR – 50 years of the Law Section (Roundtable)***

The Law Section was among the four IAMCR Sections which has been established already during the founding IAMCR conference in Paris in 1957. Its first Chairman was Prof. Martin Löffler, a famous German Press Lawyer. Löffler chaired the Section until 1984, when he resigned for health reasons. In New Delhi in 1986 the Law Section was reestablished and Prof. Cees Hamelink was elected as the new Chair. When Hamelink became IAMCR president in Barcelona in 1988 Vice Chair Prof. Wolfgang Kleinwächter overtook the leadership of the section and headed it until 1998. In Glasgow in 1998 Prof. Andrei Richter was elected as IAMCR Law Section Chair. The Session will discuss the main areas of activities of the Law Section in the last 50 years - national media legislation, human rights, legal aspects of new ICT and Internet Law - and discuss the challenges of the future.

***Session II: International Efforts in Promoting Media Freedoms and Professional Standards Worldwide***

**Les limites des droits du citoyen « à l'information » et « à la communication », dans le cadre d'une conception « individualiste », de la liberté de communication**

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Cet exposé essaiera de répondre à la question de savoir, si, et dans quelle mesure, l'affirmation internationale du «droit à l'information», et, dans un stade ultérieur, celle du droit à la communication a aboutit, dans le temps, à la formation d'un cadre juridique, susceptible de protéger le citoyen contre le pouvoir des médias. Ces deux droits assurent-ils, à l'heure actuelle, l'accès du citoyen à la communication, ainsi que sa participation active au dialogue public mené par les médias ?

I. L'affirmation théorique du droit à l'information dans les années de l'Après Guerre a répondu à la nécessité de protéger la liberté de l'information, non seulement à l'égard de l'Etat, mais surtout, contre les médias eux mêmes, afin de rendre au citoyen l'exercice plein et entier de la liberté d'expression, et de son droit d'être informé tout en garantissant la formation d'une opinion publique capable d'orienter l'expression de la volonté politique. L'étude conteste l'efficacité de ce droit pour des raisons qui tiennent à la fois, à sa portée, à sa nature juridique, et à son statut philosophique. L'analyse théorique du droit à l'information est doublée d'une étude comparative et critique, de la jurisprudence hellénique et française, qui démontre, que ce droit bénéficie, en fait, beaucoup plus aux médias eux-mêmes (sujets de l'aspect actif de celui-ci) qu'à leur public, (sujet de l'aspect passif de celui-ci).

II. Cependant, la proposition de reconnaître le « droit de l'homme à la communication » (J.d'Arcy :1969) -qui imposerait à l'Etat d'intervenir, selon des règles qui garantissent sa neutralité, en vue d'une plus grande multiplicité des médias, de leur diversité et pluralité, ainsi que de leur plus grande accessibilité par les citoyens (F. Balle : 2001), tout en rendant compte de la possibilité de ces derniers de participer activement au processus de la communication-appelle des réserves semblables à celles, qui avaient suivi l'analyse du droit à l'information. La portée, ainsi que les limites de ce droit seront exposées, à la lumière de l'article 5A de la Constitution Hellénique, qui fut parmi les premières, à introduire, le « droit du citoyen à la communication électronique ». Les contradictions et impasses que laissent apparaître les analyses qui précèdent, nous permettent de conclure, que la simple reconnaissance et

superposition de droits protégeant le citoyen contre les médias, ne peut pas à elle seule conduire à la « Constitutionnalisation du pouvoir médiatique » en l'absence d'une redéfinition et d'une mise à jour de la conception traditionnelle de la liberté de communication, intimement liée à la liberté d'expression et à la liberté économique (J.M. Ferry :1994, 2000, B. Libois :1994).

**The Limits: Unexpected Dangers from the Free Flow of Information in the Digital Era**  
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Analysts and advocates involved with communication law and policy have historically focused on protecting and expanding expressive freedoms, based on the assumption that doing so would inherently and inevitably lead to positive and expected outcomes. While the basic premises regarding the nature of human rights, civil liberties, and the dependence of participatory political decision-making on the free flow of information remain sound, causal relations between expression and the exercise of political power take on new forms in the 21st century. In part this is a result of the transformation from the bureaucratic welfare state to the informational state (see Braman, *Change of State: Information, Policy, and Power*, MIT Press, 2006). In part, however, it is also a consequence of the inexorable use of new technological hammers that can be used to analyze communications in ways not previously possible. The result is that the very openness that has long been sought by proponents of freedom of expression today can result in political effects that may be the very opposite of those sought. This paper will examine threats to political efficacy that openness of expression and the free flow of information can yield in today's environment. These include the limits of diversity of expression when that expression is not effectively linked to decision-making, limits to the value of the sharing of facts and evidence in a political environment that has turned away from evidence-based decision-making, limits to the political valence of speech that result from the shift from a panopticon to a panspectron environment, limits to the effectiveness of public discourse surrounding political matters as a result of intellectual property rights, and limits to how facts themselves can be used for legal purposes. The paper concludes with an exploration of the implications of these developments for legal analysis, the development and implementation of communication policy proposals for today's environment, and for expressive practice.

**Advocating less government secrecy: some balance about balance**  
Goldberg, David, Consultant, Glasgow, Scotland

The 46 members Council of Europe adopted a "Declaration on freedom of expression and information in the media in the context of the fight against terrorism" in 2005. On June 1 this year, the Council of Europe Convention on the Prevention of Terrorism enters into force. Has the right constitutional balance between the public interest in maintaining the secrecy of security-related information and the public interest in disclosure been achieved? And, in any event, maybe political critics of government secrecy should heed theoretical analyses such as Georg Simmel's (1906 trans.) *The Secret and the Secret Societies* or Hood and Heald's 2006 critique of the absolute value of transparency (*Transparency: The Key to Better Governance?*)"

## **The Council of Europe's approach to minorities and the media: how the tortoise is catching up with the hare**

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The European Convention on Human Rights (ECHR) is the bedrock of human rights protection in Europe, but notwithstanding its general anti-discrimination provisions (Article 14 and more recently, Protocol 12), it does not contain any provisions dealing specifically with the rights of persons belonging to (national) minorities (cf. Article 27 of the International Covenant on Civil and Political Rights). Over the years, the Council of Europe (CoE) has witnessed a number of abortive attempts to mainstream minority rights, either by grafting a special protocol onto the ECHR, or by elaborating a separate, multilateral convention. In practice, however, political rhetoric in support of minority rights has generally not been matched by the adoption of legally-binding standards. The CoE's flagship treaty for the protection and promotion of minority rights, the Framework Convention for the Protection of National Minorities (FCNM), was only opened for signature in 1995 and entered into force in 1998. The means of implementation of the FCNM is a system of State-reporting, overseen by the CoE's Committee of Ministers (CM) and a specially-established Advisory Committee. Articles 6 and 9 are the mainstay of the FCNM's approach to media-related issues. In a short period of time, the monitoring process – now well into its second cycle – has built up considerable experience and expertise concerning minorities and the media. The essential axes of that experience can be summarised as follows:

Protection against “hate speech”, prejudicial reporting and negative stereotyping in the media;

Promotion of tolerance, intercultural understanding and dialogue via the media;

Promotion of (effective) access to different types of media:

- Mainstream (both public service and commercial) and minority-run/–oriented

- Traditional and new media

- Media using State/official languages and those using minority languages

The net effect of this comprehensive approach is to enhance the exercise by minorities of an array of interrelated rights: freedom of expression, freedom of information, dignity, equality/non-discrimination, effective participation in public life, maintenance and development of cultural identity and traditions, language, etc. It also serves to enhance the consolidation of various operative public values: democratic principles, pluralism (in societal and informational terms), understanding, tolerance, etc. Thus, after a faltering start, it can be said that the tortoise of minority rights is now steadily catching up with the hares of other human rights within the Council of Europe. This paper proposes to mount a critical evaluation of the accumulated experience of the FCNM monitoring process concerning freedom of expression and the role of the media therein, with a view to:

(i) assessing whether it really does offer added value to existing approaches within the CoE and under other international instruments;

(ii) determining whether its key features could viably be applied in other regions outside Europe, and

(iii) exploring the relevance of the Guidelines on the use of Minority Languages in the Broadcast Media (2003) for questions (i) and (ii). Available at: [http://www.osce.org/documents/hcnm/2003/10/2242\\_en.pdf](http://www.osce.org/documents/hcnm/2003/10/2242_en.pdf)

The Guidelines are introduced as an external yardstick on the basis that they draw inspiration from, and seek to crystallise, existing international legal and political standards dealing with relevant issues. Furthermore, their focus comprises overarching general (human rights) principles, policy, regulation (including licensing) and promotional measures. This provides a suitable analytical framework to explore the interplay between constitutional, legislative and

more programmatic measures, as well as the interpenetration of international, national and indeed, sub-national norms.

### **Defining and Implementing Professional Standards for Journalism in Transition Countries: Thresholds and Outcomes**

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This paper investigates the process of adoption of professional journalistic standards in the societies of the former Communist Bloc. The characteristics of the adoption process and the journalistic standards reflect the countries' shared, and their idiosyncratic own manner of identifying and solving problems, adhering to rules and self-binding values, acknowledging the autonomy of the journalistic profession, and defining functions of journalism for society. These aspects bear marks of the former status of journalism under totalitarian rule and the ongoing transition processes. The paper first discusses the interdisciplinary theoretical base, the relevance of the adoption process and it highlights predicted thresholds that transition on the one hand, and the procedure of defining and implementing professional standards on the other hand, will encounter. The inventory of outcomes encompasses a specific legal foundation, involvement of political and civil actors, the provenance, degree of autonomy and impact of professional associations, the argumentation used to adopt, reject or re-adjust standards, the resources for the enforcement of their implementation, and the topics and phrasing of the standards themselves. Second, the paper conducts a qualitative analysis of data collected in Russia, Armenia and Kyrgyzstan in interviews with journalists and representatives of professional associations; the latter's published statements, and official documents. Multitudes of present, comparative studies investigate common denominators of professional standards of journalism in the world's regions, and identify peculiar problems inherent in the media systems' constitution. Both, the path of transition of political and governance structures, as well as that of the transformation of the former notion of journalism to the limited variety of notions found in transition countries today, have a crucial impact on the nature and implications of professional standards. Journalism has evolved from a state-controlled instrument for the control of the public and the endorsement command-loyalty to the party, which operated by centralized rules without correspondence to regional idiosyncrasies within the communist realm. Today's post-communist journalism systems refer to a diversity of definitions of journalism as a profession, diverging grasps of its political and social functions, and variations on its economic sensitivity. It is therefore relevant to include the adoption process in theorizing and research. Transition theories, in particular the approaches emphasizing the process of separation of powers, the depoliticization of social systems to allow for the development of their peculiar functional logic, and perspectives conceptualizing requisites for the democratic consolidation of a society, predict that a social system like journalism will generally support democratization, although its investigative variant may at times bring about destabilization. Consolidation theories as well as perspectives on functions and standards of journalism underline the necessity of the adherence of regulators, professionals, and associations to stipulated rules, and the involvement of members from civil society to acknowledge their civil liberties and duties. The findings of the study conducted for this paper partly confirm these assumptions, and throw a light on the discrepancy between the vision behind the standards, and their poor observance due to the political and economic reality.



## **Role of European Organizations in Promoting Media Freedoms in the Former Soviet Union**

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The paper reviews the efforts of international organizations, in particular those of the Council of Europe (mostly through its Parliamentary Assembly) and the Organization for Security and Co-operation in Europe, in improving media freedoms in the post-Soviet countries. Upon accepting applications for membership to the Council of Europe the Parliamentary Assembly (PACE) concluded memoranda which stated that certain conditions to improve human rights should be met by the applicants. While in 1993-1996 (in relation to the Baltic States, Moldova, Russia and Ukraine) those conditions did not spread to press freedoms, memos adopted in 1999-2000 (with Armenia, Azerbaijan, and Georgia) enumerated demands to change national media law. Since then more than 30 resolutions and recommendations were adopted by the PACE based on the results of monitoring on the honouring of obligations and commitments by the post-Soviet states that touched upon the mass media field. They dealt with such issues as creation and functioning of public television, changes in licensing of broadcasters, denationalization of the press, censorship and assaults on journalists. Somewhat separately stand two recommendations and a resolution of PACE on persecution of the press in the Republic of Belarus, a non-CoE state. The paper studies effectiveness of such recommendations and resolutions. It points out that the demands from Strasbourg to Belarus were stricter than those to all other post-Soviet European states even with the same or similar media law and policy. Demands to the Transcaucasian states for a change in media law were stricter than those to Russia or Ukraine, where legal grounds for the press freedoms did not differ with the Caucasus. Local observers point out that the Council of Europe plays the role of the main teacher of democracy in the region. European pressure helps accelerate the activity of the governments to move closer to the global understanding of media freedoms. On the other hand, a certain confidentiality of expert evaluations of the draft legislation prevents national NGOs from interfering in the process of communications between the governments and the Council of Europe. As to the OSCE Representative on Freedom of the Media, his mandate goes to all post-Soviet countries including Central Asian. OSCE also goes further in its demands on media freedoms than PACE: they typically include law enforcement practice and personal appointments, for example in the administration of public television companies. In modern practice of relations in the post-Soviet region globalization proceeds mostly on the basis of Western values of human rights and freedoms. This process in media affairs is facilitated by such international organizations. The major source of influence for the Baltic States is the European Union, for the European countries of the Commonwealth of Independent States (CIS) it is the Council of Europe, and for Kazakhstan and Central Asia – the OSCE.

## **Free Expression and the Indian Public: Support for Free Speech and Media Rights in the World's Largest and Most Pluralistic Democracy**

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India is a nation stitched in time together by a democracy that seems nothing short of a miracle. This presentation is derived from the very first public comprehensive survey on free expression and media rights ever conducted in India. A measure of Indian support should thus prove invaluable as we seek to understand the varieties of democracies across the globe. In order to measure the support for media and speech rights in India, our first task was to determine whether a set of free expression questions developed in the United States—and

employed earlier in Hong Kong, Israel, and Russia as well—would be comprehensible to a diverse sample of Indians and would produce results that cohere with findings obtained in these countries. Our pretest employed a stratified convenience sample of 1,122 of Hyderabad's diverse residents. Interviewers reported that respondents struggled with some questions, seemed offended by various issues, and criticized the questionnaire for its Western orientation, and the number of refusals suggest as much. However, factor analysis and multidimensional scaling indicated that answers fell into coherent patterns. But, demographics associated with support for free expression—age, education, income, and gender—were only weak predictors in India. We differentiate between the means of individual expressive rights and means of media rights and evaluate a factor analysis of free speech rights along with predictors of the support for free expression. Overall, this first formal study in India reveals insights into a complex democracy and free-thinking public with interesting views on free and responsible media rights in an age of globalization. Conducting this research project in a multi-cultural, multi-lingual, multi-religious and demographically diverse populations of Hyderbadi neighborhoods was both a challenge and a lesson in international communication research.

### **Political Defamation and Free Speech in Singapore and China**

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Singapore and China have many similarities. They respect the same Chinese culture and the government in both countries maintains strict control of the media and free speech. Defamation law and defamation litigation have also been hot topics in these two countries. In Singapore, defamation litigation has been heavily relied upon by officials to suppress the dissent and been a major threat to free speech. In China, with the explosion of defamation suits since the late 1980s, there is also great concern about whether defamation law and defamation litigation will be new instruments for Chinese officials to suppress free speech. By comparing defamation laws and defamation litigations by officials in both countries, this paper argues that presumed damage and excessive damages in Singapore encouraged Singaporean officials to abuse defamation litigation to silence unwelcome speech. And Singaporean officials have heavily and successfully used defamation litigation to suppress unwelcome speeches. However, the Chinese defamation law provides less incentive for officials to do so. In China, no presumed damage is allowed. For remedies, non-monetary remedies are emphasized, and damages awarded are meant to compensate for actual economic loss and mental suffering. For compensation for mental suffering, the living standard of the local community and the paying capacity of the defendant will be assessed. Thus, in China, legal consequences of defamation suits generally are of less intimidating power. As there are not many marginal benefits for an abuse of defamation litigation for Chinese officials and they are more likely to be subject to the potential risks of greater exposure of their wrongdoings in defamation litigation, Chinese officials, especially high officials, seldom resort to defamation litigation to suppress unwelcome speech. This paper concludes by arguing that strict liability and no public figure concept in defamation law may not necessarily be against the media and free speech. This paper also recommends a reform of Singapore's defamation law to adopt the Chinese approach of no presumption of damage and damages control to reduce the chilling effect of Singapore's defamation law.

## **Broadcasting freedom in post-1997 Hong Kong**

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Article 10 of the European Convention on Human Rights stipulates that the authorities have the power to license broadcast media. On the other hand, the International Covenant on Civil and Political Rights does not expressly mention such a power. But Article 19(3) has been interpreted as allowing governments having such a power. Moreover, according to early European Court jurisprudence, individuals do not have a right to access the media. Time and circumstances have nonetheless changed. Convergence is opening up more and more delivery platforms for broadcast media, thus making traditional regulatory rationale for broadcast media less convincing. Alongside with this, broadcasting freedom is also gaining ground. In recent years, several intergovernmental organizations, the UNESCO and the Council of Europe in particular, have been actively promoting broadcasting freedom, setting norms and standards for governments in their broadcasting regulation and exploring possible mechanisms for effective self-regulation. Unfortunately, Hong Kong seems to be way behind in this area and has failed to keep pace with the international efforts to promote broadcasting freedom. This paper examines how broadcasting freedom has fared in post-1997 Hong Kong. In July 2007, Hong Kong has returned to China for exactly one decade. Convergence has not liberalized government control on broadcast media. No community broadcasting has been allowed in Hong Kong so far. It is highly unlikely that this will materialize in the near future. In 2005-6, a pirate radio station was launched and this led to prosecution of the operators. In addition, the Broadcasting Authority, the statutory regulator composed of members handpicked by the government, has repeatedly come up with controversial rulings in relation to content regulation. This leads to worries of broadcasting freedom being curbed. Indeed, conflicts in relation to broadcasting freedom have come to a head in the past couple of years. The incumbent public broadcaster, Radio Television Hong Kong, has been under increasingly attacks from the pro-Beijing camp for its critical programmes. In early 2006, the Hong Kong government appointed a committee to review public service broadcasting, thus intensifying the uncertainties which RTHK is facing. All these are not positive signs and more restrictive developments in the broadcasting scene are likely. This is despite the fact that the Basic Law, the post-1997 mini-constitution, stipulates that Hong Kong people will continue to enjoy rights and freedom in accordance with the ICCPR upon the territory's return to China, including the right to freedom of speech and of the press. This paper will further explore how broadcasting freedom in Hong Kong can be better protected, looking to experience overseas.

## **The challenge of introducing reform in media legislation and practice in Lebanon**

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In this paper, I will assess the various existing media laws in Lebanon in order to identify those areas that are in urgent need of reform if the country is to more effectively democratize its institutions and protect and promote freedom of expression. The assessment deals with the various stages of the policymaking process (mostly decision-making and the actual content of the legal texts, in addition to the implementation phase) and covers several media: terrestrial and satellite broadcasting, print media, and the internet. On the one hand, the purpose of the comparative analysis is to study the extent to which the various media laws protect freedom of expression, are compatible with each other, and are in tune with the latest technological developments in the field. On the other hand, the study of more than one phase of the policymaking process (e.g. the implementation phase in addition to the actual wording of the legal texts) is meant to identify the reasons that account for the serious lack of freedom of

expression in some instances, even when such freedoms are supposedly protected by law. The paper will deal with several case studies related to the different media, where the Lebanese authorities attempted (often successfully) to clamp down on freedom of expression: the licensing of private television stations in 1996, the police raid on an internet service provider in 2000, the closure of Murr TV following the 2002 elections, and the interruption of the satellite broadcast of New TV in 2003. The study will be carried out by analyzing primary sources (minutes of parliamentary sessions, broadcast application files, the texts of existing media laws, etc.) and newspaper reports, and by conducting qualitative interviews with legislators, government officials, administrators, and media practitioners.

### **Broadcast Media Law in Egypt: Barriers and a Future Proposed Model**

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Establishing regulatory frameworks have become a vital issue where the service given to the public needs to be organized and controlled. Any regulatory framework holds within itself economic, social and political dimensions. The broadcast sector was directly influenced by the state, yet with the opening up of the television market to the private players a new system of regulation, called deregulation was put in place. Deregulation holds two main aspects, a loose political control and an opened frequency spectrum to the commercial broadcasters. For these reasons, regulation in terms of monitoring media ownership and promoting competition among the private and the public broadcasters, become the main elements to the broadcast regulatory entities. As Egypt is a transitional democracy, where political, economic, social and media reform are taking place and as it happens in many of transitional democracies, the different media sectors must apply certain rules and regulations and operate within a certain framework that meets the international standards. Under the Egyptian broadcast law, the Egyptian Radio and Television Union (ERTU) falls completely under the control of the Egyptian government and it is set within a strict regulations which makes it difficult to be adapted according to the fast pace of the technological changes taking place right now. This governmental control considers an integral barrier against the establishment or the transformation of the Egyptian media system into a public service broadcasting system which cares mainly about the public interest. The methodology of this paper will be a comparative study explaining and displaying the different broadcast media law in different developed Western countries. It will mainly discuss the tasks, patterns of regulations and the structure of the regulatory entities required to enable the environment for a public service broadcasting system. Finally, the researcher will propose a law model whose patterns fit within the new era of fast pace technology and that can really provide a system that caters the public interest and promote the concept of social capital and preserve the independency of the broadcasting system.

### **Democratic development, communication policy, and regulation of public broadcasting: The case for Pluralism in Political Programming in Nigeria**

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Broadcasting in Nigeria, Africa's most populous nation, remained the exclusive monopoly of government for many years after independence. In those days broadcast stations helped in promoting social and economic development from agricultural programming to health care campaigns, but the stations' political programming was anything but pluralistic, partly and largely because of the nature of the military regimes that ruled for most of post-independence era. Following the deregulation of broadcasting industry in early 1990s, the National

Broadcasting Commission (NBC) issued dozens of licenses to new private radio and television broadcasters and many have since commenced operations thereby enhancing freedom of expression and expanding the public sphere by facilitating public participation through political programs such as call-in talk shows featuring politicians and elected officials. However, one feature of the broadcasting environment did not change: government of the federation and states still have more broadcast stations than all the private broadcasters combined. Unfortunately, such stations have remained, for the most part, inaccessible to dissenting voices in general and to opposition candidates during elections in particular. Rather than being public broadcasting serving public interest as they are funded by taxpayer money, the government-owned stations continue to serve only the incumbent regimes. The continued monopolization of public broadcasting by incumbent regimes/government and denial of access to opposition and dissenting voices not only seriously inhibits public trust in the largest media network in the country but it is also a great hindrance for freedom of expression and political pluralism, both of which are sine qua non for democratic development. An examination of Nigeria's Constitution, broadcast regulations, and the law establishing public broadcasting service reveal that although the first two offer ample legal justifications for pluralism in the political programming of both private and public broadcasting, the latter provided for total control of public broadcasting by the executive including the power to appoint and remove board members and management and the allocation of funding. Thus, adopting the framework provided by two studies commissioned by ITU/UNESCO and UNESCO<sup>2</sup> this paper argues that revised regulations should provide that public broadcasting be governed by non-partisan or multi-party independent boards whose members are appointed by the executive with the advice and consent of the legislature and their tenure be guaranteed and could only be removed on cause and with the consent of the legislature. Further, adequate funding should be appropriated by the legislature directly to the public broadcaster separate and independent of appropriations to any other branch of government.

notes:

1. Werner Rumphorst, Model public service broadcasting law and Aspects of Regulating Commercial Broadcasting. Geneva: ITU/UNESCO, 1999. Available online at: [http://portal.unesco.org/ci/en/file\\_download.php/5aaba93cbe249941a13c36a3000863a9Model+public+service+broadcasting+law.pdf](http://portal.unesco.org/ci/en/file_download.php/5aaba93cbe249941a13c36a3000863a9Model+public+service+broadcasting+law.pdf)
2. UNESCO, Public Service Broadcasting: A best practices sourcebook (edited by Indrajit Banerjee). Paris: UNESCO, 2005. Available online at: <http://unesdoc.unesco.org/images/0014/001415/141584E.pdf>

### **The political economy of democratization of mass media: an empirical and econometric analysis of the regulation of HDTV in Brazil**

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The research aims at following the ongoing discussion on HDTV regulation in Brazil, taking into account the need of the democratization of access and the increase in competition. The analogue Brazilian TV System has failed in assuring a democratic access to the mass media in Brazil. The limited range of frequency, associated to the development of a few national TV networks, curbed the development of regional or communal broadcasters, leaving outside the game NGO's, Universities, trade unions and all people wanting to take part in the public debate. As a consequence, only few groups connected with strong economic interests are represented. Indeed, the misuse of TV networks by pressure groups is a constant in Brazil. Episodes like the trying of a national TV to fraud the 1982's elections in Rio de Janeiro (the Proconsult case), the denying of the existence of a national movement demanding direct elections for president in 1984, or more recently the lobbying against gun control in 2005 are all sound examples of this partial access to the mass media. More importantly, this

concentration of the concessions in few companies has contributed to a misleading concept of human rights, sold as 'the rights for the criminals against the citizens'. A window of opportunity to change this is at place right now, with the discussion of the new standard for digital TV, the HDTV. If the monopolists' interest were to prevail, Brazil would adopt the Japanese standard, with a higher definition (inaccessible for the most majority of the people) and the same number of players, or the country could seize the opportunity and choose a system that can dramatically improve the number of players in the TV market. Behind a technical discussion we have truly a discussion about the democratization in mass media access, which shows the importance of the regulation in this case. The appointment of the former anchor of the largest Brazilian TV network, Mr. Hélio Costa, as minister of communications worsened the situation and blocked the debate. The article discusses the political economy behind the choosing of the HDTV standard, as well as the effects of media concentration in the assuring of civil liberties and the rights of minorities. Some of these hypotheses were tested by resource to regression analysis and preliminary results are supportive to the main ideas. The data used in those regressions relate to the degree of concentration in TV concessions, the presence of pressure groups and proxies for the awareness of the 'right to have rights' by population. At the end public policies and legislative initiatives are suggested to democratize the access to TV and increase popular participation.

### **Sacrificing Privacy for the Sake of Fame: How Television is helping to Erode Privacy in Israel**

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Rapid technological advances in the field of communications have changed the scope of reasonable expectations of privacy as well as the actual right to privacy. Television, particularly the new genre of reality and talk shows is helping to erode the borders between private and public domains. The Israeli public has proven to be no less vulnerable than the rest of the western world when it comes to trading personal privacy for a chance at fleeting fame on television. Reality shows on Israeli television are encouraging viewers to discard their inhibitions and to display themselves in all their intimate glory in front of hundreds of thousands of viewers on television. Television talk show hosts have abandoned traditional methods of interviewing and instead have adopted an artificial intimate coziness with their guests. The intrusion of the television camera that can enter one's life unexpectedly has altered the way Israeli society views the previously guarded notion of the right to privacy. Individual success is increasingly being measured by the degree of one's personal exposure to the rest of society. This paper analyzes the social and legal ramifications of these and similar trends on the individual and society in Israel as well as the more startling implications they have on the once highly prized value of privacy in Israel in particular. This paper fits perfectly to the conference theme and subject of "Professional standards for media and public trust."

### **Ideas, institutions, and e-volution : the Internet governance ecosystem**

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Using an ecosystem approach facilitates an analysis of recent innovations in the discussion of internet governance and the creation of dynamic coalitions related to the initial meeting of the Internet Governance Forum in Athens and the planning for the second such Forum. Work on ecosystems stems from the sciences. I use this term because it includes a focus not just on an organism or an organization or a group of organizations but also on participating organizations' own network environments plus the characteristics of such environments. It is

particularly powerful in capturing the dynamics of complex formal and informal networks or coalitions, their characteristics and knowledge transfer patterns over time. I focus on tracking and analyzing institutional change or as I call it, e-volution (institutional evolution with an emphasis on the "e") for two main reasons. First, this term captures the "e" or electronically-facilitated communication in internet governance dialogue. Second, it allows for international as well as national internet governance study over long periods of time and large geographic spaces. Highlighting a remarkable alteration in 'policy space' from a single U.S. government agency at the internet's inception to a fractal and global policy space today, I examine the first Internet Governance Forum and the planning for the second, focusing on the roles of international organizations and informal multistakeholder networks and the roles of ideas and knowledge transfer/utilization. The approach used is case study design and analysis. This case study of the initial Internet Governance Forum is based on quasi-ethnographic methods including content analysis of on-line documents and participant observation. It defines the boundaries of the Internet Governance Forum ecosystem and includes the many stakeholders and their organizations and interorganizational arrangements in the analysis. Based on interrelated concepts from organizational sociology, communication studies, and political science, my paper tracks multi-directional change at the individual, organizational and interorganizational levels against the backdrop of internet-related, e-technologies themselves. It builds on earlier and pioneering studies of change in the field of international communication which have traced the generation, transfer and adaptation of innovations and those which have traced change related to international organizations in the context of national and regional governments. Looking ahead, it also proposes a research agenda and related methods to cope with changing technologies, complex interorganizational and inter-sector dialogue (both face-to-face and via the internet), and turbulent environments marked by changing roles, power equations, ideas, and societal needs in developing nations.

### **Freedom of Expression, Private Controllers, and Internet Governance**

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Once upon a time, one had hailed the Internet to be the ideal public sphere, where unfettered discussion could take place. In the 21st century, the dreams are terribly dashed. The cautionary tale is that the seemingly safest forum is also one of the most intrusive and dangerous places. Governments in various countries have by now developed powerful surveillance devices to trace the contents of communications and discover the identity of users. William Staples noted that the Internet is quickly becoming "much like the rest of social life" and netizens actually live in "gated communities." Yet this tight grip of the Internet could not have been achieved without the help of Internet service providers (ISPs). The companies whose activity is to provide access to communication services to the public turn out to be powerful gatekeepers, storing the trail of data left by any users passing their "tollbooths." . In 2002, this efficient and centralized point of control has attracted more than 40 countries from Western democracies to Far Eastern regimes to restrict their citizens' Internet surfing capabilities at the level of ISPs. Not only can ISPs filter or censor information, some of them are also, willingly or unwillingly, informers of the governments. ISPs are facing increasing number of requests from the authorities to filter information, retain data, and to reveal the identities of users. Thus, the definitive role of ISPs in molding the democratic or counter-democratic culture on the Internet renders them comparable to or even more powerful than state institutions. Facing this mounting problem, efforts have been made by various scholars and politicians to impose human rights responsibility on ISPs, as non state actors, to uphold the standard of freedom of expression. This, however, proves to be an uphill

battle. The exposure of Internet users to the mercy of the ISPs in having their communications transmitted is mainly due to the fact that the legal relations between users and ISPs are governed by private law provisions. In contrast, the human right of freedom of expression is traditionally understood as right directed against activities of governmental bodies. In light of the dominating position of ISPs in Internet traffic the question arises whether such an understanding is still appropriate. Particularly, to what extent would it be justified to apply the right of freedom of expression against ISPs? And do human rights have at least in indirect impact on the legal position of a dominant ISP? The proposed paper aims to answer the above questions in the new emerging legal and social order on the Internet. Drawing on international human rights jurisprudence on freedom of information, the current discussion on the US Global Online Freedom Act of 2006, and the European Commission's guidelines on ISPs disclosure of personal data, the paper argues that under certain circumstances, ISPs should be subject to international human rights standard to respect freedom of expression for their unique powerful roles and their close affiliation to the ruling regime.

### **The WIPO Internet Treaties: Canada's position then and now**

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This paper will examine Canada's role at the World Intellectual Property Organization (WIPO)'s 1996 Diplomatic Conference on Certain Copyright and Neighbouring Rights Questions, which led to the adoption of the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty. These treaties, which Canada has yet to implement, represented an attempt by WIPO to add to the international copyright and neighbouring rights system new standards regarding use of the Internet and new technology. While much attention has been paid to the negotiation of the World Trade Organization agreement on intellectual property (TRIPs), little has been written about the negotiations leading to the two WIPO Internet treaties, or about Canada's role at WIPO generally. Section one of this paper will present an overview of the 1996 conference and the main issues and positions taken by parties. Section two of the paper will discuss the particular positions and actions taken by Canada during the negotiations, drawing on the records of the diplomatic conference and interviews with key players. Section three will ask how, in this case, Canada's actions and positions can be best understood, both with regard to the negotiation of the treaties and Canada's subsequent slowness in ratifying them. These actions and positions can be understood, I will argue, through a pluralist framework which takes into account the abilities of NGOs, business, or minority groups to enrol the power of states, the role of the international organization and secretariat in negotiated outcomes, and the role of conflicting interests within the state itself. In conclusion, I will argue that the shifting relative influence of various groups and ideas have caused Canada to adjust its position since the agreements were negotiated in 1996.

### **Hate speech on the internet. Case-study of Belgium, The Netherlands and France**

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The World Wide Web offers a wide pallet of possibilities for easy access to information. As such, it has become an important instrument to influence the public opinion. Although it is still far behind the traditional media, the impact of the Internet as an information channel has increasingly expanded since the mid-1990s. The use of Internet as an instrument for the dissemination of ideas and information is worldwide welcomed and recognized. On the other hand, we determine that the Internet is also used for purposes contrary to respect for human values, non-discrimination, respect for others and tolerance, including the propagation of racial hatred, xenophobia, right-wing extremist ideas and related intolerance. Research has



shown that racist discourse is a widespread phenomenon on the Internet. For example, Surf Control, a British-based web filtering company, reported that the hate and violence sites which they monitor increased with 300 percent from 2000 to april 2004 ([www.surfcontrol.com](http://www.surfcontrol.com)). Further, the Hate Directory handbook, compiled by Raymond Franklin and published every six months (last update January 15 2007) by the University of Michigan, contains 149 pages of sites of individuals and groups that, in the opinion of the author, advocate violence against, separation from, defamation of, deception about, or hostility toward others based upon race, religion, ethnicity, gender or sexual orientation. In other words, the number of racist sites has grown exponentially over the years and is considered as a serious problem. It is striking that not only the number of racist sites increases, also the number of complaints concerning racism and discrimination on the Internet is rising (CGKR, 2005, p.17-18). In this paper we discuss the main challenges related to combating racism while respecting the freedom of expression. Furthermore, we analyse the legal restrictions and the self-regulation initiatives against the misuse of the Internet in Belgium, The Netherlands and France and describe the jurisprudence concerning racist expression and hate speech in these three countries. Finally, we present the results of a content analysis of racist or xenophobic websites, weblogs, discussion groups, games... . In sum, this paper explores and discusses the dissemination of racist and discriminatory speech by means of the Internet and hopes to contribute to the discussion of finding the right balance between the protection of free speech on the one hand and the combating of hate speech on the other hand.

**A Study on Websites of Terrorist Organizations within the Context of Cyber Terrorism**  
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The importance attributed to the internet today is describing it as a third revolution following the invention of printing press and industry revolution. However, as the other communication media, the internet is a technological innovation that may cause social problems besides its positive and beneficial features. Thus, it is unfavourable to evaluate the internet technology totally good or bad. This study is interested in the use of internet in violation of legal and social norms while undenyng the potential power and social benefits it has as a communication medium. This study explores the ways in which the Internet is utilized by terrorist organizations and their supporters through analyzing the websites of such organizations that are active in Turkey. The exploration of terrorist individuals and groups as internet users is critical for determining potential implications of the use of the Internet for criminal purposes. Within the definition of cyber terrorism as a global issue, the study analyses 25 official and unofficial websites belonging to 12 terrorist organizations active in Turkey. Content analysis on these websites has been conducted against basic, visual and content focused criterion. The study concludes that the factors that differentiate and make the Internet superior to other communication tools, makes its use easier as a simple but effective propaganda mechanism by terrorist organizations and their supporters. It also reinforces the general perception that the Internet is currently viewed as an attractive communication tool. However, the results of the study outline that the Internet has the potential to be used as a dangerous global weapon by ill-meaning individuals and criminal groups. The most effective way of preventing cyber crime and fighting against cyber terrorism is legal regulations. Therefore, both international and national regulatory short-comings should be addressed within the realm of international law, and decisions on harmful and illegal internet publications should not be left to internet service providers, whose roles and responsibilities have not yet been determined.

### **Internet Surveillance: Regulations Post 9/11**

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The development of the Internet as a networked global communications medium has produced a qualitative change in the nature of communications, and in the nature and amount of information which is exposed to interception and surveillance. Many aspects of life are now captured and stored in digital form. Concern has been expressed that governments may use this information to conduct mass surveillance. Focusing on the U.S. context, this article examines national security and individual's privacy from government surveillance, in the context of the Internet post 9/11. The paper sets forth several hypotheses. First, the U.S. government, as all governments, maximizes their control under limits of institutional constraints. This hypothesis is supported through an analysis of the government's attempts to control and surveil information prior to 9/11. The second hypothesis is that the Internet is difficult to control based on technological and legal grounds. The paper discusses the technological characteristics, architecture and legal aspects of the Internet and surveys the control problems that the Internet poses for the government. The third hypothesis states that in seeking to maximize control, the U.S. government has tried to circumvent the aforementioned institutional limits in two ways: first, by changing legislations using social alarm, and second, by developing new technologies. The paper discusses the changes enacted by the Patriot Act and summarizes the developments of surveillance technologies. The September 11th terrorist attacks presented a window of opportunity to increase control, not just opportunities to increase security. The government used social alarm to enact legislation and to develop more technologies of surveillance. Hypothesis four proposes that the control of the Internet does not improve anti-terrorist policy. This is supported through examination of the limits of technology, (such as the algorithms used, structure of technologies, and problems of analysis of massive amounts of data) as well as with evidence that terrorists do not use the Internet to plan criminal activity. Finally, it is hypothesized that changes in legislation and technology in the context of Internet surveillance have led to unattended consequences, such as increased monitoring in the workplace, the effect on immigrants, and debates over civil liberties. While the Internet can be viewed as a global network, national governments have different views on the kind of information that should be lawfully available. The issue of national sovereignty and control of data protection is exacerbated by the Internet. While characteristics of the Internet appear to make this technology "borderless," our geo-political global makeup, the backbone of the law, remains delineated in terms of sovereign nations. These nations follow vastly different approaches in their attempt to regulate the Internet and the last section of the essay explores the cross-border variation in privacy protection norms in the United States and European Union, and discusses major regulatory initiatives implemented by both regions.

### **Reply Journalism and Its Contribution to Deliberation Democracy**

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Seung Sun Lee, Department of Communication, Chungnam National U., Korea

Recently, there have been heated debates over how to evaluate the journalism function of netizen replies to news articles. At the heart of the debates are questions whether remarks, as a form of expression of opinion, should be protected even if some expressions are undesirable. Or, whether they should be regulated in order to protect individual rights and assure the soundness of cyber environment. 'Internet real-name policy,' which requires users to provide their real names and IDs to log on to the Internet, and 'reply real-name policy,' which also requires real names in order to make replies to news articles, have been introduced as an

attempt to seek alternatives. This study examines the explosive growth of online replies, and their journalism function in building deliberation democracy. It further analyzes the online media liability incurred from replies of users by examining court cases and related laws. 'Reply journalism,' a budding pattern of online journalism enabled by interactive technology, has some legal and social implications. First, vulgar speech, wild rumors, or abusive language posted by users are surely undesirable, but using such types of language does not necessarily lead to regulatory measures nor provide a basis of advocacy for the unnecessariness of online replies. Second, reading replies is not less important than writing replies, and is an important interactive process for users. It is also used as a channel of gathering information. Replies serve as a conduit of exchanging opinions and a source of information. In addition, because replies provide not only facts for given stories but also collective individual opinions about the issues, reading replies of others can help perceive the public opinion. Third, the evaluation of user anonymity remains split. In other words, researchers provide different views on whether anonymity plays a positive role of revitalizing online public discussions. This indicates that the real name policy is not the sole and the best alternative to negative features of online replies. Fourth, it is highly possible that replies can be fabricated and monopolized by particular groups of people, and opinions and thoughts can be a platform of unproductive conflicts for differing groups. This may support an assertion that online sphere fails to function as a public forum or to enhance deliberate democracy. Fifth, to preclude problems of replies and minimize damages caused by such replies, both the Internet and portal media themselves ought to take active and precautionary measures. Attempting to analyze the issues of online replies with legal liability of the Internet media, this research concludes that 'reply journalism' should be treated with a new concept and standard different from those of the traditional public sphere. Although values of society to compromise through robust debates on various social issues between or among individuals should not be depreciated, it must be also recognized that the Internet with distinctive characteristics such as anonymity, interactive user participation, and openness is a medium composed of various kinds of netizens.

### **The Right of Reply on the Net: A Case of Korea**

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One of significant tasks in a democratic society is to make a balance among essential but conflicting social interests. Thus, a government is responsible for the harmonious adjustment of contending rights. It is also expected to establish legal standards to reconcile competing social interests by weighing their relative significance in the society. It also needs to provide its people with remedies when their rights are unlawfully infringed. Korea is not different. The Korean government has adopted the right of reply system since 1981 for the purpose of resolving libel problems, making a balance between the freedom of expression and a person's right to reputation. Under this system, when the report of the press is false, the press has an obligation to print or broadcast someone's full and fair statements of the reply. The right of reply system, even though there have been criticisms on the constitutionality of the system and the way that it functions, has been generally regarded as efficient to relieve the grief of Korean people. What is interesting is that by the newly enacted media law in 2005, the right of reply applies to the internet. About this, some scholars argue that requiring the right of reply can be a good strategy between the extremes of strict liability and total immunity on the net. However, as a matter of fact, the right of reply on the internet has been a critical issue for the last few years in other countries as well as in Korea. While the United States does not allow the right of reply any more as a result of the recent court cases, many European countries such as Germany and France, as the Council of Europe suggested, seem to adopt the right of reply system on the net. The United States argues that right of reply is a violation of

free speech right of internet users. In European countries, how the right of reply is implemented on the net varies country by country just like offline. Based on this understanding, this paper will shed a critical light on the issues of the right of reply system on the net under the Korean media law. It will mainly focus on: (1) whether the right of reply is unconstitutional; (2) whether the system serve the public interests; (3) what is the internet media to which the right of reply is applied; and (4) how the right of reply is implemented including length and replacement of reply statements. This paper will enhance the discussions on the right of reply system and contribute to finding a more efficient way to reconcile the competing rights on the net.

### **Making a law against the crimes of internet and informatics: a historical perspective to turkey's law making experiences against crime of Internet and informatics**

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The difference which is created by internet and its widen speed catch the governments unawares. And Turkey got her share from this development. This transformation proposed crimes of informatics for the agenda of security forces, lawmakers and jurists. Because of its technologic base, crimes of informatics is become an international problem and it makes impossible to find a solution in the national borders. Some countries which are standing at the front side in the informatics technology race were interested in crime of investigation as an prior subject. They produced some solutions and laws. As a first point of view, crimes of informatics are not different than the others, so solution is to make some little changes and arrangements in the current laws. Second point of view is offering totally new law. In a brief internet history of Turkey both of them were tested. Turkey met internet approximately at the same time whole world. Necessary law arrangements were done in those days. The first law arrangements against crime of informatics were done in Turkish Punishment Law in 1991. But this arrangement could have not cover internet. When it was noticed that internet can use as a crime instrument, a new law item add to press law in 2002. This law item which saw internet like a newspaper, was accepted in a short time as a stillbirth. When it is understood the adding item in the press law was not a solution, a new arrangement made in the higher council of radio and television law. With this arrangement The Higher council of Radio and Television was vested internet with authority. This arrangement got an interesting development started. The internet council which was established by government declared that they were against this arrangement because nobody consulted with them about internet. At the point Turkey arrived today, Turkish parliament is going to accept a new law which is regulating and describing crime of informatics and internet under the child porn discussion in the internet. In spite of new law text is better than the old law experiences, some items of this law still needed to discuss. This study will investigate internet law making efforts of Turkish public opinion from an historical perspective with a critical point of view. Appearing results will compare with other countries law arrangements about this subject and will discuss the ability of local arrangements to solve crime of informatics and internet as a global media.

### **The New Media Landscape in China**

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In the past fifty years, media freedom in China has presented a rich research topic within the academic and policy circles. With the growing use of the Internet and new communications technologies, significant changes, however, have emerged. Notwithstanding these changes, China remains a paradigmatic case for media censorship and control. In the legal and communications literature, for example, commentators have continued to use China to

illustrate how the Internet and new media have posed serious challenges to authoritarian regimes or how a country's leadership has used Internet regulation to co-opt technology to strengthen its political rule. This paper challenges these widely held views and argues that the proliferation of new communications technologies requires us to adopt new analytical perspectives and research strategies. Drawing on research at the intersection of law, communications and technology studies, this paper advances three major claims. First, the existing emphasis in the public debate on Internet regulation in China and its impact on freedom of expression and human rights is incomplete and misleading; commentators have overlooked important developments in the country in e-commerce, online chat rooms, and the use of other forms of socialware. Second, even if we are to focus primarily on media freedom in China, there is more freedom in the online discourse than commentators have recognized. Existing research tends to ignore what this paper has described as the "freedom of tacit expression." The understanding of this new concept is important not only to China or other countries that are subject to strong information control, but also to societies with high media concentration and heavy corporate censorship. Third, the Internet and new communications technologies provide the tools to facilitate tacit communication and semiotic democracy. Thus, it is vital that Internet regulation and policy are developed in a way that protects the political potential of these communications tools. This paper takes the view that a better understanding of online communication in China may provide insights into the worldwide protection of media freedom.

### **Contemporary Media Sport: De- or Re-Westernisation?**

Rowe, David, University of Western Sydney, New South Wales, Australia

Modern sports culture is conventionally seen as dominated by the West, spreading out across the world in various ways, such as along the paths of the former British Empire; by means of Americanisation and other forms of economic and cultural imperialism; and through a more diffuse process of globalisation that, nonetheless, has been substantially shaped by Western power structures. ‘Over production’ and saturation in Western media sport markets have encouraged the search for new territories to exploit, with the emergence of the ‘Asian tiger economies’ offering an inviting prospect. The 2008 Beijing Olympics, most notably, has come to encapsulate an unprecedented opportunity to install the ‘media sports cultural complex’ - extending from genres of sports journalism to new modes of sporting celebrity - more firmly in the world’s fastest growing economic region. Television, in particular, has been a key vehicle for the carriage of sport beyond the fixed spatial point of the stadium to the diffuse (inter)national realm. Sports television, once dominated by public broadcasting in Europe and commercial free-to-air networks in the USA, has shifted increasingly towards a subscription model that lends itself more readily to global circulation by major Western media corporations such as News Corporation and Disney. Western sports have been similarly mobile, with, for example, the English Premier League’s recent sale of global television rights (£635 million in 208 territories for three seasons commencing in August 2007) largely propelled by rising demand in Asia and the Middle East. Although intellectual property theft and counterfeiting have hampered the profitability of the associated merchandising of English football clubs like Manchester United and Chelsea, lucrative television rights sales in nations such as China and Malaysia strikingly indicate the developing importance of Asia as a site of media sport consumption. Such developments can be read in competing ways, with Asia’s rapidly expanding economies and middle classes creating greater consumptive market power, but not necessarily fostering a vibrant, viable productive sports capacity within the continent itself. Asia is, then, the subject of increasingly intensive marketing campaigns from outside, while local sports leagues and sport television suffer in comparison to their more glamorous, established Western counterparts. The domination of much pan-Asian sports broadcasting, management, ‘branding’ and marketing by Western corporations may be seen, therefore, to be retarding its ‘indigenous’ sports development. Yet, such trends are not entirely unilinear. Even the insular American sports market has in some ways begun to ‘discover’ regions like Asia through the ‘new international division of cultural labour’ that delivered, for example, the iconic Chinese basketballer Yao Ming to the Houston Rockets. In cricket, the centre of geo-political power is gravitating towards the vast, passionately committed Indian sub-continent. Given the crucial importance of the media to sport, control over its representation is closely aligned with dominance over its entire institutional formation. It is within these shifting power relations between regions, continents, nations, sports and media that clues can be found to the future of a global media sports cultural complex.

### **Casualising Sport, Feeding the Nation: Japanese TV’s presentation of sport stars**

Ito, Rie, Tohoku University, Kawauchi, Aoba-ku, Sendai, Japan

This presentation explores the Japanese media’s activity of creating and increasing nationalism through the presentation of sport stars. I employ content analysis of mass mediations—especially, TV broadcasting—of Japanese athletes performing on international

stages. Among the athletes I sample and analyze are those who attended the 2004 and 2006 Olympics and the players traveling abroad, particularly baseball players in the American “Major League” and Europe-based footballers. Doing so, I wish to show how the Japanese media use athletes as a tool for stimulating feelings of national unification among their audience, as well as expressing national pride under conditions of globalization. It is often said that sport provides both media and public with the opportunity to express nationalism – even if in a-political ways. This is especially true in Japan during famous international competitions, such as the Olympics and the football’s World Cup. Athletes serve as one major medium for this activity. The same analysis can be applied to the presentation by Japanese media of players from abroad. Under the condition of sport globalization (e.g. Hirai 2001; Maguire 1999; Miller et al. 2001)—one, which Japan is experiencing in a form of “*sport export/media reimport*” (Holden 2003)—the Japanese media use foreign-based stars as a tool for embodying Japan’s international prestige. In this presentation, I observe how the media combines and supports such nationalist expression with/by an intentional strategy: cultivating or emphasizing familiarity, intimacy and emotional close-ness between audience and athletes. It is just this strategy, I will argue, that feeds the audience’s interests, and motivates them to support and sympathize with the players; ultimately this intimacy produces a greater sense of national unification. One thing that seems to be behind this phenomenon is the condition of increasing alliances between sport and media—especially, television. For TV, sport more and more becomes a product to sell; something packaged to be more enjoyable and attract attention and popularity from the larger audience (beyond regular sport fans). One indication of this is the use of a strategy I call “sport casualisation”. In accord with this strategy, sport broadcasts become something closer to entertainment, as represented, for instance, by the appearance of celebrity “casters”. Importantly, the casualisation strategy has come to exert an impact on the way that athletes get presented: they now receive media attention not only because of their professional talents, careers and achievements, but also due to their personalities. For the media, especially television, it is very important that an athlete contributes to the creation of good, entertaining broadcasts, rather than simply showing of athletic skills. Searching for entertaining elements, topics and episodes, television also makes the athletes’ “*true*”, *private* faces publicly known. Taken together, and above all, this presentation reveals the political impact that arises when the media transforms sport into a focal point of popular culture. By transforming athletes into popular personalities, the media is able to use them as tools to serve the interests of the nation.

### **Dreams and New Values in Sports Culture David Douillet the B.F.G.: Construction of a Pop Icon**

Recours, Robin, Faculté des Sciences du Sport, Montpellier, France

This communication, following the dynamical and philosophical research framework shaped by Gaston Bachelard, argues that i) pure creation of new values is a myth: new values are reformulations of old archetypal values produced by the imagination in order to transform reality and render it more accessible to the individual; ii) the construction of values is not linear from the media to the spectator: the spectator becomes also - in an unconscious manner - the producer of the images in which he is involved. The present article analyzes some of the values associated by spectators with one of the two most popular sportsmen in France. The essence of the champion's image was elicited by questioning 878 adolescents in the region of Provence (France), about the archetypes and symbols which appear in their imagination. David Douillet, even if he reinforced some actual modern (work, success, distinction) and post-modern (sociability) values, was first characterized by a symbolism that is not new, but rather a dream symbolism which can be interpreted as the symbolism of Earth. This judoka,

through his sporting practice, his personality, his body, represents strength, immovability, the durability and permanence of a rock or a mountain. The authors further argue that when researchers analyze the affection of spectators by the images and values of contemporary society, rather than talking about the creation of new values, they might use another terms like 'eclipses' or 'resurgences' of extant archetypal values (or elementary values).

### **From National Hero to Liquid Star: Identity and Discourse in transnational sports consumption**

Sandvoss, Cornel, University of Surrey, UK

The way in which audiences and fans maintain an emotional bond with sports stars has undergone far reaching transformations in the dialectical process between social and cultural macro transformations and their micro manifestations in the changing lifeworlds of modernity. The way in which the representation and appropriation of stars has changed throughout of the 20th century—impacting in turn on the nature of public discourses—thus reflects of how we, as communities and societies, construct and imagine ourselves. This paper assesses forms of political discourse and participation in the consumption of sport stars in transnational sports consumption. Drawing on Zygmunt Bauman's (2005) analysis of liquid modernity the paper traces the shifting context of sport stars' representation and reading in the public sphere arguing that the frames of stars' perception have shifted from a Fordist model of national sporting heroes to transnational liquid stars, largely devoid of the denotative core that allowed Fordist sporting heroes to become rallying points of collective identifications and imaginations encompassing nationality, ethnicity, class and gender. The paper thus suggests that the proliferation and globalisation of sports stardom as much as of the wider cultural phenomenon of celebrity are manifestations of the forces of liquid life, and thus deepen the entrenchment of our lifeworlds in the driving forces of global capitalism and consumerism. Rather than focusing on the inevitable fragmentation of collective identities that is the most often lamented aspect of these transformations, the paper explores the consequences of the amorphous semiotic state of sporting celebrity in liquid life which threaten to eliminate political discourses that have accompanied the position of modern professional sports at the heart of popular culture in industrialised societies.

### **Towards a sporting multitude: Global Village Basketball as prototype**

Smith, Sean, European Graduate School, Switzerland

When Baron Pierre de Coubertin catalyzed the modern reintroduction of the Olympic Games in 1896, he could scarcely have imagined what his project would resemble a little over a century later: a laboratory proving ground for remarkable advances in the biophysical sciences; a highly disciplined, surveillant, and militarized sporting landscape; and a strong aggregator of global capital—all facilitated by the spectacle of global television. When this global television audience is estimated at one billion viewers, it might even be said that television has become the *raison d'être* of the Olympics themselves, and that the International Olympic Committee has become primarily a marketing agency concerned with the creation, protection and sale of broadcast rights and other intellectual properties. Indeed, with so relatively few participants and so many passive viewers, one wonders to what degree Baron de Coubertin's (2000) original vision for the Olympic Movement as "a balanced whole [of] the qualities of body, mind and will" remains intact. But media technologies change, and thus the way we communicate changes along with them. A panoply of new media devices have emerged in combination with telecommunication networks and protocols to challenge the hegemony of the broadcast television paradigm. In response, we may ask: can the tenets of



Coubertin's Olympism focusing on equality, individual effort, and the body be excavated and reframed for the late modern moment of the information age? This paper synthesizes Hardt and Negri's (2004) concept of the "multitude", Deleuze and Guattari's (1987) "rhizomatics", and Virilio's (2002) "city of the instant" to consider a prototype for such a sporting meta-event. Global Village Basketball uses score and imagery as a means to connect athletes over a large distributed geography into one game: imagine thousands and millions of pickup basketball games simultaneously occurring around the world, each with a Blue and White team. The players do not know the score at their own particular location; rather, it is being transmitted digitally to a central database server, from which an aggregated *meta-score* is sent back to each of the local sites of play around the world—all of the Blue scores against all of the White scores. That is, score as a technology of *competition* gets taken to its logical conclusion: a reversal into a technology of *cooperation*, in which the de facto goal becomes trying to get as many local game cells going around the world to push the meta-score ever higher. Meanwhile, athletes "communicate" with their teammates around the world via photo, voice and video from their geo-tagged laptop, cell phone, or handheld device. In essence, Global Village Basketball constitutes a radical decentralization of the space of sport (re)production, in which the bodies-athletic in motion are simultaneously participants and spectators, or producers and consumers, of a global sports spectacle. By favouring the embodied experiences of mass athletic participation over spectatorship, we thus (re)democratize the very concept of Olympism. In the city of the instant, we are all playing in the same game.

### **Seymour de Lotbiniere and the Formative Years of Modern Sports Commentary**

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Seymour de Lotbiniere was the BBC's director of outside broadcasting from 1935 to 1940 and again from 1945 to the mid-1950s. de Lotbiniere, known as 'Lobby', is recognised as developing the technique of sports commentary on radio and subsequently television. Although the BBC had innovated the technological capacity to broadcast from sporting events after receiving its Royal Charter in 1926, its commentators were largely untrained and often unskilled in the art of broadcasting. The use of maps and grids published in the *Radio Times* to assist the listener in imagining a conceptual impression of what was happening was a cumbersome and intrusive device, as a second voice interjected between the narrative of the main commentator interrupting the flow of his description of events. Lobby dispensed with this idea, instead innovating a new grammar of commentary that perpetuates in contemporary sports broadcasting. This paper analyses Lobby's innovative interventions in the codes and conventions of modern sports commentary, tracing the evolution of the genre and the formal properties of what some have called an 'art' and many recognise as a primary role within radio and television. The paper is based on biographical and autobiographical accounts of British sports broadcasters from the 1920s to the 1950s, as well as archival research of BBC literature and written archives. Although memoir presents some crucial methodological issues for media sports history, they nevertheless enable a way of understanding how the generic form of sports broadcasting has been culturally transformed.

### **Sex, Suds, and Sport: On the Dirty Trinity of the Beer Commercial in Television Sports**

Wenner, Lawrence A., Loyola Marymount University, Los Angeles, USA

Building on Wenner's (2006) "dirt theory" of narrative ethics, this study examines a series of beer commercials that mix beer and sport in the context of sexualized gender dynamics. The approach builds on a tripartite theoretical approach that considers the concept of communicative dirt as posed by Leach (1976) and Hartley (1984), embraces reader-oriented criticism centered on understandings of Fish's (1976) notion of interpretive community in considering the variant ways that texts attempt to control the reading act, and interrogates the dirt-reading dynamic from the perspective of ethical criticism as a way to deconstruct reading and understand constructions of gender identities. This analysis compares and contrasts ethical problematics in television commercials by major brewers. Special attention is given to the nature of the blurred and flawed ethical logics on display at the intersection of beer consumption, athleticism, fanship, sexual prowess and attractiveness and their collective impacts on gender identities.

### **Digitalized Consumption of Media Sport – Play on the Internet**

Turtiainen, Riikka, University of Turku, Finland

I am writing my doctoral thesis on digitalized consumption of media sport. In my opinion sport consumer can no longer be called as armchair supporter. Term has negative nuance. Meaning of it can be compared to couch potato. Therefore I introduce a virtual athlete which is my own concept. The virtual athlete is more than a spectator and something else than only a supporter. Virtual athlete is active when he/she follows sport and uses media of communication—including digital technology, particularly Internet. The Internet has changed sport consuming considerably. It offers for instance teams' homepages, web magazines, live score services, forums, games, online betting and possibility to be actually a producer. In this lecture I will bring forth especially the fantasy web leagues as an example of "new" sport consuming. Fantasy web leagues are games where fantasy owners build a team that competes against other fantasy owners based on the statistics generated by individual players of a professional sport. In these games the virtual sport and the real sport get mixed in an interesting way. As a digital research method I have created a topical weblog focused on my research theme. The blog contains for example a permanent main survey, other theme questionnaires which can be updated later and diary elements. This new digitally aided interactive method for collecting research material makes possible better interaction between researcher and informant. Online methods have certainly been used before – synchronous and asynchronous online focus groups, standardized interviews, email and web-page-based surveys etc. My multi-method approach mixes these elements. As result I have different kind of research material from technology diaries and sports fan memories to online discussions. Informants have for instance written why I should hire them to be the manager of my fantasy league team. I use discourse analysis to analyse this material. In future my method for collecting research material can be exploited in context of other research subjects.

### **Why Did That City Get the Olympic Games? An Analysis of the American Media's Recent and Growing Interest in Host Cities and in the International Olympic Committee Votes Determining the Games' Locations**

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The American media used to show little regard for the International Olympic Committee's votes determining which cities would serve as hosts of the Olympic Games. For example, in

1974, when the IOC selected Moscow to host the 1980 Summer Games, very little attention was paid to either the decision or its ramifications: by selecting Moscow, the IOC was placing the quadrennial event in a Communist nation for the first time. Now U.S.-based media appear to have a real interest in these IOC decisions and in the policies used to select host cities. By 2001, when Beijing was chosen as the site of the 2008 Summer Games, newspaper editors positioned the story on the front page, and television news producers mentioned the results early and prominently in their newscasts. Why? What caused these once-ignored decisions to become newsworthy? This paper identifies three potential reasons for the recent and growing attention: the entry of true professional athletes into the Olympic Games, the International Olympic Committee's inability to separate politics from sports and the commercialization of the Olympics. Viewed another way, as the Games began to take on a more business-like, 'professional' sports approach, the American media's interest in which cities would stage them appears to have intensified.

### **The 2012 London Olympic Games: A comparative study of UK national and local press coverage 2005 - 2007**

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News and image management, spin doctoring, and public relations have become key features in any major public policy undertaking in the UK. As a result media perceptions have become politically, culturally and economically vital in the staging of any major sporting event. When London gained the 2012 Olympic Games the coverage in the London based UK national press and the London local press was broadly celebratory. Newspapers in Scotland however were more questioning, raising concerns about the potential negative impact on the public funding of events in Scotland and the spin out benefits of a London games. Two years later, the issue of escalating costs has come to dominate the news agenda. The London based national press has kept returning to this story, with a growing foregrounding of critical comment about the Organising Committee and the Culture Secretary Tessa Jowell. The *Evening Standard*, London's local paper has steered a more complex line, as it tries to negotiate conflicting positions. It functions as a London booster, yet has a critical view of the Mayor, Ken Livingstone. It supports the Games but is critical of the financial position. The paper encompasses differing voices. This paper then uses case studies of UK and Scottish national and local newspapers as a means of mapping out the public discourses that surrounded London securing the 2012 Games in July 2005, placing them against a backdrop of work that looks at the role of mega events in cultural policy; the relationship between sporting and political discourse; and the role of the Games in urban regeneration. It examines the role played by the media in scrutinising the bid and how journalism helps to create a 'climate of opinion' facilitating such a process. The paper also looks at how stakeholders 'sell' the London bid to a UK wide audience and traces how the national and regional media's reporting of the 2012 project has shifted between July 05 to the present.

### **Personal or Mediated Attendance: New Technologies and New Trends of the Olympic Experience**

Panagiotopoulou, Roy, University of Athens, Greece

In the last decades, the interconnection of the media and sports has been intensified. In effect, sports organizers seem to follow the imperatives of the media, since their revenues have been largely depended on the TV rights. These conditions raise the demands of the television networks for technologically perfect audiovisual production and for the assurance of ideal

working conditions for journalists and technicians. Incidentally, continuous improvements in communication technology create new needs that involve the frequent replacement of infrastructure and technological equipment and make the organization of mega television sports events very costly and difficult operation. The Olympic Games and the Soccer World Cup are the sport events *par excellence*, which attract the worldwide interest of viewers. The improvement of the various new technological facilities in receiving information and image have ameliorated shooting and viewing conditions and, thus, they have made the TV watching of these mega sporting events an exiting experience. Although, the old observation -claiming that there is a considerable difference between the attending a sport event in the stadium and watching it on the TV- has not been rejected, it has decreased with respect to the technological dimension. New technological devices (internet, video streaming, bloggs, mobile telephony, et. al.) have sustained spectators' initiatives (to play the role of the "journalist" and to provide with individualised information. Many of the established media have turned to encourage this kind of journalism as a new way of information and communication. The Olympic Games may be an exception of this trend. This is because they offer the possibility for as many citizens as possible to participate in different areas of activity in their organization and realization. This is one of their main characteristics and, in effect, it keeps the Olympic Movement alive. The new ways of watching mega sporting events have caused a new issue, i.e., as to what extent the future of the Olympic Games or relevant mega events such as the Soccer World Cup will be able to ensure the large numbers of attendants as they used to do in the 1980s and 1990s. The case of Athens 2004 Games might be a silent indication of a future transformation in the field. This may lead to a 'silent' devaluation of the Games as concerns their social legitimacy, whereas the technological infrastructure and requirements have become more and more demanding. The question, therefore, is whether we have entered the age that the mega sporting TV events have reached their limit. This paper aims to discuss this issue and to exploit possible trends in this direction.

### **Media rights on sport events: An analysis of the European legal framework**

Van Damme, Sven, ICRI, K.U.LeuvenmugileB ,  
Gillis, Dieter, ICRI, K.U.Leuven ,Belgium

Given the prominent role of sports and television in society it is not surprising television (and other media) rights on sport events have great economic value as well as a great social significance. Most of the EU citizens are watching television on average about two hours per day and sports programmes in particular are very attractive. Therefore sport events, and in particular football games are qualified as premium content which forms an "essential input" for operators active in the delivery of audiovisual content. But also for the organizers of these events the media rights gained significance as the sale of these rights became their main source of income. The aim of the paper is to describe the legal framework for sports broadcasting in the European Union complemented by a critical assessment of these regulations. The paper starts by taking a closer look at the ownership and at the origin of TV rights on sports events. Since Member States are responsible for defining content, scope and ownership of rights to sport events as well as related exploitation rights, no harmonized regulations on ownership of sport rights can be found within the EU, which leads to a lack of clarity in some Member States. The origin of these rights will nonetheless influence the degree of protection owners of the rights will receive, while the determination of the ownership is of great economic significance. Further the restrictions competition law puts on the selling of broadcasting rights of sports events will be explained since the selling of these rights in the EU was often challenged on the basis of competition law. Over the last few years the Commission has adopted several important decisions concerning the broadcasting of

sports rights, which chart the course for the selling of media rights for football leagues in the Member States. The following principles could be deduced:

1. European competition law requires the selling of packaged football rights by way of a transparent and open tendering procedure and for a maximum duration of three years;
2. the highest bidder for every package does not automatically need to receive the package;
3. there is no objection to the selling of all packages to one party;
4. the bidders are allowed to pay a bonus in case they obtain multiple or all packages;
5. options and preemptive right are illegal or at least undesirable;
6. high value is attached to the fact that as many viewers as possible can see as much games as possible.

Finally the paper discusses and evaluates the restrictions media law imposes on the exclusive broadcasting of sport events. Given the democratic, integrative and social functions of sport as well as the right of the public to information, media regulations were introduced to guarantee access for the whole population to reports of these sport events. On EU level the Television without Frontiers Directive allows each Member State to take measures to ensure that broadcasters under its jurisdiction do not broadcast on an exclusive basis events of major importance for society. Some Member States however also adopted regulations on free gathering of information and short reporting, which will most probably be harmonized by the new Audiovisual Media Services Directive.

#### **“In it, not only on it“- The World cup 2006 in Germany: factual information or media entertainment?**

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Today, sport on television often comprises a good deal more than the mere mapping of the actual sporting event. The commercialization of sport and the media in the 1980ies effected a more genuine media-specific staging on television for grand sporting events such as the Football Worldcup 2006 in Germany. As a result, sport broadcasting is getting more interesting for the viewer and the entertainment value increases accordingly to the motto: “in it, not only on it”. Additional to the actual sport competition the program employs in pre-and post coverage which often alludes only slightly to the intrinsic topic. Especially this so-called “side coverage” points out how television, press and advertising nowadays try to exploit such sporting events commercially. Yet, the public broadcasting in Germany, namely ARD and ZDF, controvert the statement that these developments resemble their own programming work. Rather, so the conclusion of public broadcasting, the “side coverage” covers factual analyses, background information and interviews. To scrutinize these considerations a empirical study analyses the Worldcup program of ARD and ZDF, the private channel RTL and both German sportchannels Eurosport and DSF. The study examines the proportion of certain forms of presentation as well as the themes and topics which dominate the program aside the real sport. The Worldcup 2006 allowed the particular situation, that for the first time not only the public broadcasting displayed the competition live on television, but also the private channel RTL. The aim of our study was to demonstrate if and to what extend certain patterns of entertainization in the sport coverage can be detected. Additional, we tried to find out if and to what extend the coverage of ARD/ZDF on the one hand and RTL on the other hand differ from each other. Shows the ramification of a broadacsting channel which is financed by advertizing explicit or are the differneces to the public Broadcasting channels ARD and ZDF only marginal?

## **World Cup 2006 and the globalization of football**

Mikos, Lothar, U. of Film and Television Konrad Wolf, AV-Medienwissenschaft, Germany

The football World Cup is a global media event. More than 32 billion people all around the world have watched the matches on television. Since 1996 it was the policy of the International Football Federation (FIFA) using television for the global spread of this sporting game. The so called sport/media-complex is a global business which give profit not only to television but also to the (professional) clubs and the national and international federations. The matches of the English Premier League, the Spanish Primera Division, the Italian Serie A, the German Bundesliga and the French League are broadcasted in nearly every national TV all over the world, especially in Africa, Asia, Australia and Latin America. It is argued that this coverage is responsible for the growing success of teams from Africa whose stars are mainly under contract in Europe. Based on an empirical study of the players in the national squads at the World Cup 2006 in Germany and their employment with the clubs the paper deals with the circulation of players from Africa and Latin America in the European "Big Five"-Leagues in England, France, Germany, Italy and Spain. These leagues have the highest income from selling TV rights. Most of the players at the World Cup are employed with clubs in Europe. Therefore the World Cup is by other means a European Championship. The paper will conclude with some remarks on the consequences of the FIFA politics using the money from television to promote football in the so called developing countries. With this money young players in Africa, Asia and Latin America are trained, and when they have reached higher quality they were sold to Europe where the Clubs bought them with the money from television they received for the TV rights of the European Leagues. Therefore TV money lead to a concentration of power in Europe, mainly in the "Big-Five"-Leagues.

## **Germany vs. Germany: Television's Coverage of Football Matches between Teams from GDR and FRG**

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Up to a few exceptions Football matches between teams from the former GDR and FRG took place only in the frame of international tournaments (World Cup, Olympic Games – 3 matches) and of European cup competitions (32 matches). In both countries they were highlights for the media, esp. television and for the audiences. For the GDR—these competitions gave opportunity to the demonstration of sporty efficiency, even though their football was rather average, One could assume, that the centralised GDR media gave a political frame to these games (e.g. détente or confrontation between East and West, pros vs. amateurs). The meaning of the sport in the GDR cannot be explained at all without aspirations to demonstrate the system's superiority in the field of "peaceful competition". As well the government and party leadership of the GDR tried to gain political profit from it—in respect to their own population—and with look at international general public. Nevertheless, on account of the danger of the failure of own teams such a purpose position was full of risk. Our contribution tries to indicate mechanisms of the coping with this ambivalent situation through case studies of the reporting of the GDR television between 1973 and 1989.

## **Sports scandals as media scandals**

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The sports scandal is a particular kind of scandal that seems to confirm yet complicate the analysis of Thompson and others about media scandals. In particular, sports scandals threaten the place of sport as ritual and safe space. How do media react to revelations about sports scandals and do they disrupt the normal coverage of events on sports pages? This paper examines two major South African sporting scandals, noting in particular the importance of international sport in nation-building and South African identity, both before and after the end of apartheid. The first crisis was the revelation that South African cricket captain, Hansie Cronje, was guilty of influencing the course of matches for money and that he had bribed other players to collude with him. The trial of Cronje led to unprecedented media coverage. In the second event, media revealed that the South African rugby team had been subjected to humiliating, military style treatment at Kamp Staalraad in an attempt to build their morale before a Rugby World Cup. Photographs of what happened were leaked to the media and led to a strong reaction, given how reminiscent the camp was of apartheid-era military brainwashing attempts. Many rugby players who had been there denied what had happened or defended the coach and the person who leaked the photos subsequently committed suicide. What did media treatment at the time and subsequently tell us about modern South African sport and identity? The paper will then draw brief parallels with two ongoing crises in sports reporting: the question of illicit use of drugs in athletics and cycling; and the soccer bribery scandal in Italy. The paper examines the inability of South African – and other – media to confront the crisis facing sports reporting when it becomes clear that sports reporters can not or will not tell the full story of what is happening. It seems that if sports reporters became investigative journalists, their discourse and field of practice would disappear. Do we then need a new theory of media scandal to cope with sports scandals?

## **Football tabloid style: personification in sports coverage**

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*Relevance and theoretical foundation:* Ever since the sport magazine L'Equipe 1903 'invented' the Tour de France to have attractive content at its disposal, the formerly independent spheres of sport, economy and media are interwoven, with mediatised sport rendered a commodity. Since a sport event without media coverage is close to a non-event (Hoffmann-Riem, 1988, p. 12) the two have established a symbiotic relationship to promote mediatised sport. Publicity is the precondition when acquiring sponsorships or advertising money that enables the production of mediatised sport. In commercialized media, economically motivated strategies influence content and style of sports coverage. The proposed presentation analyzes the application of personified coverage as an outcome of commercialization and compares the level of personification in sports coverage of daily newspapers between 1980 and 2004, thus allowing to analyse the effect of the introduction of commercial TV (McQuail, 1998, p. 116-121, Meier & Jarren, 2001, p. 155). More media outlets compete for limited advertising budgets and economic issues gain importance over editorial objectives. The expansion of sport on television forces the press into a complementary role (Bourdieu, 1997; Hoffmann-Riem, 1988, p. 14), where the loss of topicality can be compensated. Loosen (1998, p. 145) could show that in this framework personification has the strongest structuring power of all elements of newsworthiness in sports coverage in the press. Another effect of commercialization is the popularization of journalism and the proliferation of tabloid style coverage (Hofer, Siegert, & Renger, 2001, p. 25; Kurtz, 1993). The mass appeal of sports coverage gained relevance in the process of

commercialization where hard political news is increasingly replaced by soft news that entertains a mass audience cost effectively (Esser, 1999; Picard, 2004; Saxer, 1991; Seifert, 2002).

*Research question and method:* Commercialized media use attractive sport content as selling points and means to increase circulation and reader loyalty. The increased competition through TV (live-) coverage challenges the attractiveness of sport as editorial newspaper content and calls for new grounds in coverage. Thus our research question: Do newspapers respond to commercialization with an increased use of personification when covering sport events? Three aspects of personification shall be analysed in more detail: 1) potential differences between types of newspapers, 2) the range of protagonists reported on, and 3) the relation to the actual sport event. We conducted a content analysis of two newspapers each representing the regional quality papers format and the tabloid format, respectively. Hereby we focus on the coverage of the European Football Championships in 1980 and 2004 as focal points of sports coverage, in order to analyse the degree of personification.

*Main findings:* We can confirm results from existing studies showing that the use of personalization has increased in the course of the commercialization of the media. Likewise, the style of covering sports in regional quality newspapers increasingly resembles that of tabloid newspapers. The range of protagonists reported on has been enlarged, while the actual sport event is widely neglected. Commercialized sport journalism is orientated towards entertainment, focussing on emotions and suspense. Economic constraints turn entertaining sport journalism into sporty entertainment by emphasizing personalization.

### **Pat Tillman: Sport hero/martyr as militaristic symbol of the Iraq/Afghanistan war**

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Pat Tillman first made headlines when he gave up an NFL football contract of \$3.6 million to enlist in the United States Army, serving first in Iraq and then being killed in Afghanistan. Soon, however, his death took on the tenor of controversy, as it was disclosed that it was the result of <sup>3</sup>friendly fire<sup>2</sup>, a revelation picked up by both the Tillman family and critics of the war for the fact that the Pentagon delayed it as a means of protecting its military image.

Situated within the wider issue of the militaristic language of sport (Fuller, 2006), this presentation includes a brief background on Tillman's upbringing, education, religious views, personal life, his attitude toward the war, and various media reports about him. Specifically, it involves a close reading of media such as Sports Illustrated, ESPN online, and both conservative and liberal media reactions. In microcosm, Pat Tillman's story, manipulated as it has been by the media, exemplifies so many strategies and truths about the Iraq/Afghanistan war.

### **ICT and Social Mobilization: The Spanish Case**

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Jordi Sopena Palomar, Universitat Autònoma de Barcelona, Spain

This paper deals with the creation of collective identities from the reception of sports contents of mass media. Maguire (1999) points out how sport mediated discourses increased, even more, the feeling of economic crisis in UK in 1993, when some sports failures on football and cricket happened. Maguire (1999) adds that sports discourses projected a feeling of nostalgia about glory days. But nowadays, the Spanish victory in the Basketball World Championship could be a good example to analyse how mass media used politically this success to reinforce the Spanish identity in the country, although Spain has several different identities. Therefore, our objective will be to study if the Spanish press used the success of the Spanish basketball



team to reinforce the Spanish identity. The paper is going to use the reception analyse and some audience investigations made by the authors of the Cultural Studies as the essential theoretical bases. In this sense, the idea of “negotiated reception” by Stuart Hall is very important. Hall points out that each person “negotiates” the meaning of a text when he/she receives it. The interpretation of each person depends on the cultural background and the conditions which influence the person directly. Hall’s model is part of the Incorporation-Resistance paradigm, but Abercrombie and Longhurst criticise it (Abercrombie & Longhurst; 1998). These scholars suggest that there are three types of audience depending on the historical conditions: simple audience, mass audience and diffuse audience. The main characteristic of the last one is the concept of “actuation”. These authors suggest that, nowadays, people act as audience all day. Therefore, this diffuse audience appears in sports spectacle, too. As Rinehart affirms, fans behaviour is important to create the atmosphere of a sports spectacle, becoming an integral part of the whole spectacle (Rinehart; 1998). Even, the Amsterdam Treaty emphasizes “the social significance of sport, in particular its role in forging identity and bringing people together” (Amsterdam Treaty; 1997, pag. 136). To analyse how the Spanish press treated the victory of the Spanish team in the last Basketball World Championship, we are going to use quantitative and qualitative tools. The content analysis of the news which appeared during the week before and after the final between Spain and Greece (3rd of September 2006) is going to show how and how many media discourses with contents related with the Spanish identity appeared in the press. But, our content analysis is going to be qualitative, too. It is necessary to verify the presence of concepts, words or topics in the selected contents.

### **Bnei Sakhnin through the Documentary Looking Glass: Telling the Story of Arab Football in a Jewish State**

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Mandelzis, Lea, School of Communications, Sapir Academic College, Israel

Hapoel Bnei Sakhnin Football Club, made history when it became the first Israeli club, representing an Arab town, to win the Israeli State Cup in May 2004. As part of our wider study, which examines the overall media coverage of this event and the stories surrounding, this paper looks at the documentary films produced in its aftermath. These include, most notably, Ram Levy's "Sakhnin, My Life" (2006), Suha Arraf's "Hard Ball" (2006) and Jerrold Kessel and Pierre Klochendler's "We Too Have No Other Land" (2006). All three use this story of a football Cinderella to draw a portrait of the complex Israeli reality and address the question of the identity and place of the Arab sector in Israel. Our analysis of these films will show how this unusual story highlights deeply embedded attitudes of the Jewish majority in Israel towards the Arab minority. It will further highlight the fact that Israeli football is intertwined with national aspects since Jewish-Arab tensions are never far removed from the long running and greater Arab/Palestinian-Israeli conflict and Israeli national identity is never far removed from a religious (Jewish) identity. Moreover, it will show how – in contrast to the daily media – these films underline the fact that what seemed as a moment of unity between the Jewish majority and Arab minority in Israeli society was in fact very temporary indeed and quickly fell back to the, by far more familiar, deep separation of the Israeli national collective. This although all three documentaries, in varying ways, express *hope* there might still be a chance of a brighter future for Israeli society.

## **Million Dollar Babies. The Media Sport Audiences**

Tobias Olsson, Växjö University, Sweden

Dino Viscovi, Växjö University, Sweden

Only two decades ago football was a rare occurrence in Swedish television channels. The games in the domestic league were presented in short summaries, far from all games with the national team were broadcasted, and from the international cups—such as the UEFA cup and the European cup, subsequently the Champions' League—only the finals were televised. Today we have a different situation. In Sweden, as in the rest of Europe, TV schedules are occupied by all kinds of sport in general and football in particular. Games from the domestic league, the European national leagues, the pan-European cups and games between national teams have all made their ways into primetime slots. Especially the commercial broadcasters quite obviously perceive sports in general, and football in particular, as reliable content in their efforts to attract large audiences. For instance, they strategically buy the exclusive but expensive broadcasting rights to attractive football. Hence, knowledge of the media sport audience is essential for our understanding of the dynamics in the global and increasingly commercial TV system. In the last instance, it is the spending power of this audience that attracts actors in the TV market; the media sports audience is sought for either as paying subscribers of the content they have on offer, or as targets for their advertisers. What constitutes the media sport audience, and what factors can help explain its interest in media sport? So far, media research gives meagre answers; our ambition with this article is to start compensating for this deficit by answering the following questions: What determines the sport media audience in terms of gender, class, education and age? And how do media sport preferences vary between different groups? The article is based on data from our national survey of the Swedish media audience, specifically focusing on issues of media sport. The data (an SRS of 1197 Swedes, out of 1971, at the age of 15-85) was collected during the autumn of 2005. Admittedly, there are studies related to the area; since decades, audience analysis is a lively field of study within media research. Surveys, however, are generally broadly focused, and collect data about the use of various media and various genres in different groups. Therefore, in this context, the media sport audience – which is crucial for the understanding of the dynamics of the global media industry – has received relatively scarce attention. Fortunately, there are some works with a closer focus on the media sport audience (Gantz et al 2006; Wenner & Gantz, 1998, Hammervold & Solberg, 2006). However, these, in many ways inventive and illuminating studies, are usually based on relatively small, regional samples of TV viewers in particular. Therefore, our knowledge about audience demographics is still limited. Further more, the works give scarce informations about the frequency and amount of time spent on media sport consumption. In this paper, we will be able to elaborate the knowledge about the media sport audience, e.g. preferences and use of media, types of programmes and sports, and how consumption varies between different groups.

## **UNESCO's Programme of Action for a Culture of Peace: the opportunity for media and sport**

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On the heels of a violent century which Eric Hobsbawm described as, “marked by war” or thoughts of war “even when the guns were silent,” the United Nations General Assembly declared 2001-2010 the International Decade for a Culture of Peace and Non-Violence for the Children of the World. Part of the comprehensive Programme of Action put forth by UNESCO, the lead agency in carrying out this Declaration, is to encourage the involvement of mass media in reaching young people with messages about “mutual understanding,

tolerance, active citizenship, human rights and the promotion of the culture of peace” (UN 1998). At the same time, scholars have emphasized the importance of locating peace education outside of formal education or mainstream political rhetoric and into more discrete ‘discursive spaces’ within the media (Bruck and Roach 1993) or actively channeled into the power of the ‘mundane’ (Fisk and Schellenberg 2000)—such as our daily interactions with religion, art, music, or sport. This paper addresses the question of whether it is possible for mediated sport—so burdened by commercial imperatives and structured by the media-sport routines of stereotyping and conflict – to embrace the UNESCO charge and promote a culture of peace. To do this, the paper first reviews the general (and often discouraging) prospects of the mass media as a promoter of peace. It then highlights a set of rhetorical and psychological attributes—derived from the literatures of communication, social psychology, and peace studies—that researchers have found fosters cooperative relations with international ‘Others’ and, if present over time, reduces the prospect of violence as a viable alternative for resolving conflict between groups. These attributes include: *cooperative framing, humanizing, ritualization, legitimization, equalization, and creating a mood of positive expectation*. The paper argues that these qualities are surprisingly compatible with the dynamics of international sports and, as such, open the possibility that the mediated sport might contribute to a culture of peace – although not without a conscious effort on the part of sports federations, peace organizations, and the media themselves. The final section of the paper offers a set of actual sports news and features, which embody the attributes noted above and serve exemplars of peace education through mediated sport.

### **Communication and education: teacher's formation and knowledge production**

Odair Citelli, Adilson, University of São Paulo, Brazil

This work is the result of a research-action project developed along with fundamental and middle public school teachers from the State of São Paulo. Its main objective is to show the necessity of a closer relationship between education and communication, proposing, for that reason, a reorientation of formation processes for teachers. The project's central perspective is to verify how production, circulation, and reception of knowledge and information takes place, considering the singularities of a complex society highly influenced by the communication medium.

### **Professional identity of the elementary level educator in Mexico**

Torres Herrera, Moisés, Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico

The phenomenon of professional identity is conceived as a dynamic process, conditioned by various internal and external factors. The objective of this study is to gain a comprehension of the Professional Identity of the Educator through the Life Cycles Theory. In this particular case, the focus is on the professional life cycles in the lives and professional careers of elementary level educators of different professional and biological ages. The methodological focus was of a qualitative nature through the integration of eight case studies. The results allowed for the identification of phases and reoccurring elements in the professional life of the elementary level educator including patterns of conduct, decision-making processes, expectations and concerns.

### **Promiscuous Research: Redeveloping Pedagogical Curriculum for 'New Media'**

Giuliana Cucinelli, Dana Salter, Photi Sotiropoulos, McGill University, Faculty of Education, Canada

Our students' worlds have become occupied with movies (Harry Potter), television (The O.C.), music (Promiscuous Girl), video games (Sim City), computers, iPods, and webcasting. According to Nielsen ratings, the average American watches more than 4 hours of TV each day (A.C. Nielsen Co.). 50% of all Americans play video games (Entertainment Software). 79% of Canadian children have internet access in their homes, with 4 out of 10 children stating that their parents are unaware of the content of their internet searches (Parental Awareness of Canadian Children's Internet Use, 2001). What does "being educated" mean in a world that offers hybrid identity formations in video games, shifts in roles between consumer and producer, and schools that continue to condemn televisual texts as threats to book learning? The presenters in this symposium explore the impact of media and technology on conceptualizations of curriculum. While these global media texts are recognized as sites of pedagogy in most faculties of education, our panel's objective in this interactive symposium is to advance research in media education in order to expand students' channels of learning through: 1) applying perspectives from disciplines outside of education, as varied as film theory, ludology, instructional technology, and popular culture studies, to closely examine the learning dynamics within these global media experiences; and 2) integrating historical, theoretical and production models in researching ways to help educators teach through new technologies and students read and produce media. Kincheloe (2004) calls for schools to move beyond their role as "intelligence-testing environment[s]" and address the living and learning

that takes place outside of schools (p. 14), identifying dominant cultural producers as the ‘new educators’ in contemporary society. The panelists will examine the shift to designing experience in connecting video games to curriculum and the reappropriation of media forms in YouTube. Within this context, the panelists undertake an inquiry into the needs of teacher education programs in developing critical and contemporary media teachers.

### **Audiovisual education: critical practices in search of a theory**

Martens, Hans, Research unit Visual Culture, University of Antwerp, Belgium

Following a small scale inventory of audiovisual education in primary and secondary schools in 2004, the government of the Dutch speaking part of Belgium initiated the INgeBEELD-project. Using three different trajectories, this project tries to provide teachers with practical audiovisual materials to help them improve media literacy of children and youngsters. One crucial aspect, however, remains invisible: the social nature of education as a reality *sui generis*. In other words: how is media education socially possible? In this paper, we first develop a critical model that can be implemented in media educational practice. Secondly, we analyze theoretically the social interaction that evolves during this media educational activity. These findings substantiate further empirical research. In search of theoretical and analytical rigor we first limit our scope. We focus on film education and construct a narrowly defined model based on four conceptual understandings: production, language, representation and audience. In this way we elaborate on the social theory of media literacy as proposed by David Buckingham (2003). Balancing between film theory and media theory we try to situate the film text within a more comprehensive understanding of how films operate. Transferred to the classroom context, this should result in a critical understanding of how ‘personal’ responses to audiovisual productions are inextricably embedded within the social, cultural and institutional contexts in which they occur. The (social) constructivism inherent in this view is subsequently called upon to problematize the critical model itself. We question the usability of holistic conceptual understandings for empirical analysis of the interaction order that crystallizes throughout the educational practice itself. Therefore we state that media education is no longer a theory in search of good practices. On the contrary: film education can be a good critical practice in search of a theory. Based on insights from the interpretive tradition within social sciences we point out that the constructed critical model neglects the specific social context of education. Film education is no linear communication process where critical information can be send from teacher to students. Rather it is a joint effort in searching and negotiating for shared understandings. We conclude that the meaning of these social interpretations can only be reconstructed when sufficient attention is given to the social interaction in which teachers and pupils participate. Therefore we plead for specific qualitative research methods (participative observation and in-depth interviews) in trying to describe, analyze and interpret the social mechanisms and tensions at work during film education.

### **Le rôle privilégié des médias en classe de FLE**

Moraes, Stela, Rio de Janeiro State University, Brazil

En partant des réflexions développées tout au long des années au sein de l'Alliance Française de Niterói, pionnière du réseau brésilien dans l'introduction des documents audiovisuels ainsi que des méthodes de FLE avec vidéo intégrée, cette communication a pour but de faire preuve d'un certain savoir-faire autour de l'usage de ce genre de ressources dans la discipline du Français Langue Étrangère où on cherche à intégrer les multimédias dans différentes méthodes. Qu'ils soient audio ou vidéo, fabriqués, didactisés ou authentiques, tels que des

extraits de films francophones récents ou pas, l'exploitation de documents médiatiques dans une classe de langue étrangère s'impose de plus en plus. Des années 50 jusqu'à nos jours, les changements de la didactique ont été considérables. Aujourd'hui, nous avons un éventail beaucoup plus élargi de contenus à faire faire aux apprenants et de supports qui peuvent y être employés. Les médias sont présents dans notre vie quotidienne en tant que moyen d'information et de loisir. On y accorde beaucoup d'importance, vu le foisonnement d'idées dont ils témoignent. Nous nous proposons donc de montrer des pistes de travaux pratiques à partir de quelques documents vidéo visant à la construction de dossiers thématiques, notamment à partir des documents disponibles, authentiques ou pas. Comme point de départ, nous avons l'intention de promouvoir des débats autour de l'usage des supports tels que les DVD, CD, diaporama, photo, vidéo, livre de lecture « parlant ». Nous allons présenter des idées pour travailler ces différents supports de manière à favoriser l'interaction en salle de classe. On utilisera aussi un extrait du film *Peau d'âne*, de Jacques Demy, comme document déclencheur en vue d'atteindre les objectifs communicatifs, linguistiques et culturels d'un cours de FLE, avec des démarches adaptées à tous les niveaux. Ce classique du cinéma français nous a menés à conduire une expérience qui vise à montrer que le fil cinématographique peut constituer un outil valable pour stimuler et impliquer l'apprenant dans un cours de FLE tout en atténuant la difficulté qu'on éprouve à introduire la grammaire dans l'enseignement d'une langue étrangère. Nous essaierons donc de répertorier et illustrer les diverses exploitations possibles d'une séquence du film *Peau d'âne* où il est question de préparer une recette : compréhension orale et écrite, recherches notamment sur Internet, aspects lexicaux et grammaticaux, l'universalité des contes de fée, extraits d'interviews de Catherine Deneuve, parmi d'autres. Il ne faut tout de même pas oublier que, dans un cadre précis, régi par des objectifs spécifiques, les enseignants ne disposent pas toujours de méthodes propres à développer toutes les compétences langagières dont ils ont besoin pour réussir leurs cours. D'autres, plus sceptiques, n'intègrent que très timidement les médias dans leur univers pédagogique. Alors, on espère bien que cette communication sera l'occasion de remettre en question nos pratiques pédagogiques et peut-être aussi d'éveiller la curiosité de la part des enseignants plutôt tournés vers des matériaux pédagogiques « traditionnels », comme les manuels et, éventuellement, les CD (ou cassettes-audio) qui les accompagnent, à travers des activités qui permettront aux participants d'être plus sensibles au sujet de l'exploitation des médias dans les pratiques pédagogiques quotidiennes.

### **Les interaction sociales scolaires dans la société de l'information: Des théories et des pratiques**

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La notion de société de l'information telle que l'a étudiée Armand Mattelart, « [...] entre dans les références académiques, politiques et économiques à partir de la fin des années soixante. » Ainsi, « La seconde moitié du XXe siècle nous fait assister [...] à la formation des croyances dans le pouvoir miraculeux des technologies informationnelles ». Ces utopies nourries par les fantasmes de la circulation illimitée et la transparence de l'information vont générer à leur tour divers phénomènes qui attireront l'attention des chercheurs des Sciences de l'information et de la communication, et c'est cette problématique qui a fait naître notre sujet de recherche. En théorie, le développement des Technologies de l'information et de la communication conduit à une abondance de l'information et même des échanges. Mais, dans la pratique, cela suffit-il à créer de la communication ? Comme Dominique Wolton l'a bien remarqué: "On peut être multibranché et désespérément seul." Donc, c'est la communication humaine qui attire notre attention dans la mesure où elle est la seule à former des êtres capables de se reconnaître comme individus et comme membres d'une société. Dans ce sens,

le rôle de l'éducation est déterminant. Ainsi, dans un contexte éducatif "technologisé", nous nous intéressons aux relations sociales des acteurs qui y interagissent. Pour approcher les interactions sociales, nous faisons un travail d'observation sur le terrain en France et au Mexique. Nous avons recours à "l'anthropologie de la communication".

**Preliminary Explorations of Thinking Skills Initiative in Higher Educational Institution: The Case of the Publishing Major/ Concentration Undergraduate Degree Program**

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In order to materialize the new K-Economy, Malaysia needs the combination of Information, Communication & Technology (ICT), critical thinking, knowledge transfer and sharing, information seeking, producing and utilizing information and knowledge into a whole array of applications including business. Since the publishing industry produces a product that helps transmit information, it is felt that the higher educational institution should be concerned with the publishing studies. Altbach and Mc Vey have pointed out that very little is known about publishing. Statistics are few and unreliable while histories, studies of the book trade, and chronicles of technical developments are rare. The paper is presented in two sections. In Section A, the paper explores the notion of Thinking Skills with reference to publishing of educational disciplines. In this section, the thoughts of authors and researchers who have explored various notions related to teaching and learning and societal as well as organizational change are referred in order to recognize the diversity and range of ideas directly and indirectly related to the academic disciplines which can be the subject of publishing in the education field. The discussions referred to include teaching-learning, thinking, technological innovations, and educational ideas. In Section B, the paper presents a preliminary attempt to discuss thinking skills at the undergraduate degree with special reference to the Bachelor of Mass Communication Program. The focus of the thinking skills pursuit is on concentration of Publishing. The work is work in progress. Much work needs to be done to integrate notions at the level of the terms, seminal concepts, theories and other perspectives into a coherent conceptual framework. On the one hand further integration could be conducted at the particular units of syntheses among the various subjects in the Publishing Major/ Concentration. On the other hand, beyond the degree program, scholars could apply the lessons learned to integrate and manage their own learning in formal, non formal and informal learning areas.

**Uses of the media in long distance education: The case of the professional and graduate programs in the Virtual University of the Tec de Monterrey**

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The objective of this study was to document and compare the use of technological tools in the Virtual University of the Tec de Monterrey using a sample of ten academic programs. The study analyzed the type of interaction generated in the electronic space, discussion forums, numbers and types of messages, techniques utilized to support the interaction process, teaching strategies used by the professors, incidents or complaints reported and the final grades given to the students. The results point to the under utilization of technological tools

and the existence of three different types of interaction models within the electronic spaces.

### **The hybridization of the literary academic genre: a proposal for teaching history of advertising**

João Anzanello Carrascoza & Christiane Paula Godinho Santarelli, University of São Paulo (USP), Brazil

Our aim with this work is to present a new didacticism to teach advertising. Instead of conventional texts that report the evolution of both advertising techniques and the media, we propose a hybridization of the academic and literary genre, thus offering a new way of transmitting knowledge for both post-graduation students and professionals of the sector interested in knowing the history of advertising and mass communication phenomena. We believe our proposal is in the still not explored threshold of production of new forms of thinking on the dissemination of academic knowledge. We propose the writing of a text with literary characteristics, with the performance of protagonist characters that shall embody the values of the time and of their culture. Such characters shall develop their actions within a plot full of historical and socio-cultural references and media- and artistic-related techniques, characterized by the use of images to illustrate the verbal content. Such approach shall allow the reader to reach a new critical view on the academic content, thus stimulating new reflexive thoughts on the impact of communication over the everyday life. We intend to unite knowledge and traditional bibliographic research to the fluidity of literature. We understand that, by using this kind of differentiated type of didactic text, the student will have a greater interest in the study of the history of advertising, being this way easier for him to keep the didactic content interspersed in the text. The teacher shall be a guide who will use passages from the text as a chance to explain the use of certain techniques and styles, and shall encourage the student to carry out other reflections and research. In order for us to demonstrate our method, we prepared a “pilot” text, which theme is the “birth” of consumerist society and the advertising spirit of the art of posters. Taking place in Belle-Époque Paris, we are going to travel the capital of European vanguard, pinnacle of modernity, occupied with its intense cultural life, social problems and a production capitalism which needed to stimulate the consumption of drinks, medicines, food and fun. This way, in the style of Baudelaire’s texts on the flaneurs, who used to walk around Paris city, finding the symbols of modernity, this text narrates the arrival of a foreigner early the 20th century in Paris and his tour around the French capital. In the course of one day, he will contact the work of important artists, such as Toulouse-Lautrec, Alphonse Mucha and Jules Chéret, who drew posters for shows, product packages, promotional leaflets, among other artistic manifestations explored by the then rising modern spirit. Similar to Umberto Eco’s novel, *The mysterious flame of Queen Loana*, which reproduces images of both pop and erudite culture in its narrative, the text follows the illustrate essay format, merging fiction with the real aspects of effervescent Belle-Époque Paris. Within our proposal, the text structure breaks free from the traditional genres of academic articles, presenting a reflexive content by means of characters and the engendered plot.

### **A Professor with a course of Visual Arts**

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This paper reports the teaching and learning actions in a new course of Visual Arts of Institute of Arts at São Paulo State University (UNESP). Methodology is based in New Media subjects blended with Fine Arts legacy. A professor with an art-media environment propitiates a better relationship among students than traditional class. In 2006, Lucas Oliveira, a beginning



student, created an internet community to explain how to prepare candidates to enter that course of Visual Arts. Main discussion is about the following phrase: a new kind of course needs a new kind of student and professor. This research is developed at "Art-Media Research Group" from Brazilian Research Council Directory ([www.cnpq.br](http://www.cnpq.br)).

### **Comprehension for the communication: didactical-pedagogical procedures for the communication teaching- a Brazilian experience**

Pessatte Azzolino, Adriana, Applied Sciences Institute of Limeira, São Paulo State, Brazil

This work is based on a didactical-pedagogical model that is substantiated on the comprehension for the communication. It implies, therefore, in demonstrating the way the comprehension for the communication has been revealed within a group of students of communication through activities that have been supported on the perspective of the theoretical model of the Cultural Studies and in considering that the person internalizes a determined group of signals when interacting with particular cultural groups, building, in this way, a type of comprehension on the world (Egan, 2002). This study contributes to the field of the communication since it is polarized for the improvement of the capability of the comprehension for the communication in the formation of Social Communication professionals by promoting, together with the graduating students, the exercise of the scientific investigation by involving them in discussions concerned to their own experiences, while individuals who are active in a society that is mediated by the means of mass communication. Ultimately, knowledge involves to seek for and to choose a direction, based on the experiences lived daily. When ones believe it is possible to reach determined purpose, ones' steps must be accurately registered. In this way, such exercise has wound up generating procedures-guidelines that have been applied to the teaching and learning of communication. The discussion on the idea of the comprehension for the communication, as the heart of the thought present in this work, has as a general objective that is to evoke discussions regarding a teaching practice that is articulated on the construction of the binomial-comprehension/communication–without forgetting to include in the reasoning the challenges of the modern education and the impact of the means of communication on the ways of comprehension that points out the urgent need to rethink about the methods of teaching for the formation of the professional of the communication field, specially for the Brazilian students that get to the graduation level having deficit on the educational basis. The proposal is to point out what units of analysis present situations in which the object of this research can be opened for reflection and discussion amongst other areas of knowledge. Because of this, the proposal is to understand the "problematization" as a "dialectical logic of the investigation". Therefore:

1. From the theoretical-methodological point of view, this study brings in its essence questions of pedagogical matters, since it is immerse in a specific context: the formation of social communicators, so it brings to the point matters that are subjacent to the teaching of Social Communication in Brazil.
2. The practical part is processed as of a theoretical-methodological model related to the Social Communication field that finds support on the models originated in the Social Sciences, more specifically under the perspective of the theoretical model of the Cultural Studies.
3. And, lastly, it is designed a reference chart for didactical-pedagogical purposes, that is constructed from the activities performed in the discipline Theories of the Communication in the Social Communication course in Brazil, specifically by the Applied Sciences Institute of Limeira, that proposes the comprehension for the communication together with the communication graduating students but is open for similar experiences from other teaching institutions that have the same profile.

### **Attitudes of Maltese and English teachers towards media education**

Lauri, Mary Anne, Dandria, Roberta, Joseph Borg, Joseph & Gillum, James, University of Malta, Malta

Media education forms part of the National Minimum Curriculum for both Maltese and English schools. Teacher-training courses however differ greatly in how teachers are taught and trained to teach media education. In this paper we shall investigate and compare the attitudes of a sample of schoolteachers trained in Malta with those trained in the UK in the last five years. We will also study whether the training teachers received in media education influenced their attitudes towards the subject. The data will be collected through an on-line structured questionnaire directed to teachers in Malta and England.

### **Reality TV Shows as Media Events: 'Big Brother' in Britain and India**

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During the final week of January 2007, two versions of the Endemol-owned format Big Brother were turned into media events, the first in Great Britain and the second in India. Channel Four's Celebrity Big Brother (CBB) brought together nine British celebrities and an Indian film actress for a month, while Sony's Entertainment Channel's Big Boss (BB) invited 13 small-time Indian film actors to live in a glass house in suburban Bombay for a three month period. The British version became an international media event during the final two weeks of the show, primarily because of the highly publicised 'racist' attacks on the Indian actress, Shilpa Shetty, from some of her white British house-mates. Over 40,000 complaints were made to Ofcom (Office of Communication), Britain's media watchdog. British and Indian political leaders roundly condemned the attacks, but the controversy died down only when Shetty emerged the winner of the show. It threatened to sully Indo-British political and trade relations. The incident was reported widely by the global print and electronic media, including the BBC, CNN, and Reuters. Sony's Indian version of Big Brother, however, remained a minor news event. It made no waves whatsoever in international media; even the Indian media virtually ignored the reality show. This paper will analyse the news coverage of these two versions of Big Brother from the perspective of 'media event theory' of Dayan and Katz (1994). It will offer an empirical analysis of the methods employed by the national and international media to hype the two reality TV shows so as to transform them from 'game shows' to media events.

### **Too Much or Too Little: Whither Educational News**

Kiron Bansal, the Electronic Media Production Centre at the Indira Gandhi National Open University, India

Education is a basic human right and pivotal issue on which entire development effort is based. The education sector in India is expanding at fast pace and new programmes and policies are planned to bring larger sections of the population in its fold. Globalization and privatization have ushered in various changes as well as complexities in the higher education sector in India. Mass media play a crucial role in highlighting issues related to education and development. During the past few decades, Indian media have grown exponentially as newspapers thrive in terms of circulation and readership and radio remains a popular medium for news and entertainment. A plethora of private television channels—some of them exclusively devoted to news—telecast programmes round the clock. New media such as computer technology, the Internet and mobile telephony have also taken great strides facilitating easier and faster communication. Apart from the increased access, Indian media

have taken up a proactive role by focusing attention against certain ills faced by our society leading to momentous changes. As regards education news coverage, it has been found that media is disseminating information relating to new policies, admissions, declaration of results, problems faced by students etc. Media professionals even claim that education news ranks fourth after political, sports and business news. Some newspapers bring out weekly educational supplements to focus on new courses of study, established and upcoming institutions and related events. However, such niche reporting is largely utilitarian in nature and serious issues related to education either are not reflected or get 'un-informed' coverage in media. Hence, it is important to empirically analyze the coverage of education issues in the India newspapers.

*Objectives:* Keeping this in view, a study will be conducted to explore media coverage of education with following objectives in mind:

- What is the extent of education news coverage in the newspapers studied?
- What are the various types of education news covered?
- What are the various generic categories of education news?
- How are these news placed on different pages?
- How many columns are devoted to education news? and
- How much actual space is allotted to education news?

*Research Design:* To meet the objectives a Content Analysis Study of four newspapers (two Hindi and English each) will be conducted for a comparative analysis. From three months reference period of January 1 to March 31, 2007, 12 issues of each newspaper (48 issues) will be selected randomly to make a representative sample. The unit of analysis will be news item as it can be easily counted and assigned to different categories. Appropriate indicators will be developed to analyse data and make connections between theory and practice.

*Conclusions:* The Study will empirically analyse newspaper content in relation to the extent, type, placement, categories and treatment of news. The inherent diversity of the Indian Press will be reflected through findings highlighting the variations between English and Hindi newspapers. Newspapers making people informed about various aspects and developments taking place in the field of education. However there is enough scope for highlight serious issues relating to education.

### **Media Education in a multilingual societies: From letter press to New Media**

Joshi, Hemant, Jamia Millia Islamia (National Islamic University), New Delhi, India

Media education in India is as old as UNESCO though there were a few places where journalism was taught before. Mass Communication world over is not a very old discipline and in India it came into existence only after the MacBride Commission's Report. Since then, it has come a long way. Initially it was a discipline that concentrated on the role of communication in development in the developing and underdeveloped countries. There was a revolutionary change in the early eighties when India expanded its television network and since then many new developments in the field of media have taken place. In the early nineties, India entered in the digital and satellite world in a big way and that paved the way for the web based new media and digital radio and television. All these development necessitated the human resource development in Mass Media that gave a new impetus to media education in India. As compared to 1967 when there was a single autonomous institute under the ministry of information and broadcasting, today there are numerous universities and institution giving post graduate degree and diplomas in journalism and Mass Communication. In Delhi alone there are nearly 140 odd institutions churning out around 2000 communicators every year. This paper describes and analyses the status of media education in India. It also

discusses the role of media's professional education in a pluralistic society like India and the requirement of multilingual media education keeping in mind the pluralistic nature of the Indian Society. The professional education in media today can not be conceived without its interconnections with technology, but the purpose of such education is not to produce the techies. A new phenomenon of market oriented media has increased the problems of media educators. The paper would also respond to the questions of professional morality and ethics, the role of people centric and market centric ideologies and their influence on media education. If democratization and knowledge societies are the key words for coming decades then media education alone is not going to serve the purpose of their realisation. Modern societies would not only have to include media literacy as an important subject in the curriculum of schools and colleges, but would have to find a place for it in the media and other communication processes to spread an understanding of media functioning among common citizen. The paper would also analyse this problem and suggest a plan for effective communication in India and similar societies.

### **A Three Dimensional Analysis**

Gabelas Barroso, José Antonio, Universidad Virtual, Spain

Since the 1980s when the concept of cyberspace came to light in the novel *Neuromancer* by William Gibson, great changes have taken place as regards human relations. Being present and virtuality have created a macrocontext that has revolutionised the concept of audience and intercommunication. Communication, regardless of the adjectives we wish to collocate, does not come to life in aseptic ground, it is weaved in a multiplicity of intercommunications among audiences, texts (audio, printed, audiovisual, digital) and its contexts. The phenomenology of screens (TV, cinema, video consoles, the Internet, mobile devices) consists of new scenarios that enable us to review the concept of reality, suggesting a crossroads of paths and meeting points. The possibilities and limitations of virtuality feed a symbiotic relationship with the present that converges into what we call reality. Our proposal is a reflection on the new communicative dimensions cyberspace offers within social and educational fields.

### **Communication/Education: the reception of advertising at Secondary Schools**

Maria Aparecida Baccega, Higher School of Publicity and Marketing (ESPM), São Paulo, Brazil

The construction of the social meanings is a result of the dispute between the most important socialization agencies: the school and the family, on the one side, and the media, on the other side. One must consider that the media seems to be taking a leading position. Its importance as the stronger string of the contemporary culture leads us to, instead of encouraging a dispute between the three agencies, propose the exchange among them, constituting the field of communication/education. This field has been the object of discussion and research, with reasonable academic bibliography and a high number of propositions by the society. On the one side, the importance of advertising in the establishment of the communication media and the importance of the consumption in the characterization of the contemporary society, together with the leading role that advertising/consumption exerts in the construction of the imaginary involving lifestyles, which include being happy, pretty, participative, and desired lead us try to verify within schools which is the understanding that 11th graders with ages from 15 to 17 and their teachers have about advertising and what importance do they attribute to it in terms of their daily life and in terms of the school process that builds citizens. To achieve that purpose, we combined methodological and quantitative procedures—a detailed

map of cultural consumption—and qualitative procedures: analyses of essays on advertising written by the students and verbal discussions of advertising pieces selected by the students as well as the outcomes of faculty discussion groups. To observe the interaction between cultural practices and the reception of the media products, three schools with different social and economical level were selected: two public schools, one of them well deprived in terms of its social and economic level and the other one with an average socioeconomic level. The third school, a school of the private school system, congregates students of the highest socioeconomic level. All schools are located in the city of São Paulo, Brazil.

### **Advertising without words: special case to analyze imagetic speech**

Mônica de Moraes Oliveira, University of São Paulo (USP), Brazil

This paper presents a very interesting special case to analyze imagetic speech. It's advertising without words, that is to say, without a redundant, explicative and verbal text. This kind of advertising is not common. In generally the verbal text and the images (non verbal text) are together to make sense. In other words, the union of the verbal and non verbal texts transmits the ideas to complete the full sense of the advertising pieces. This advertising was extract from a Brazilian magazine (VEJA). It was used as principal example to analyze the imagetic speech in a class of a specialization course for teachers of the teaching state net of São Paulo State. This class too place in August 2006, in Araraquara city (Brazil). The objective of this class was to present a kind of analyze (materials and methods) to the teachers to use in their classes.

### **Critical Reception of Printed Advertising in Students of High School**

Romero Servin, Veronica, Universidad Nacional Autónoma de México, Mexico

The advertising industry offers in our days a diversity of topics to analyze, we live in a plagued society of messages; individuals of all the ages, sexes, socioeconomic levels, political tendencies and religions are bombarded continually and through as much as I mediate of communication it is possible: television, radio, cinema, spectacular, newspapers, specialized magazines, Internet and direct mail, among others. Advertising has surpassed its primordial function of promotion of sales of products or services and it has become an important generator of fashions, lifestyles, expectations and until dreams and fantasies. A product is not acquired by its characteristics objective, many times it is bought by the symbolic value that is attributed to it through the advertising messages. In this context, is necessary to foment in the youths, through the formal education (high school), the critical reception of the advertisement; we would not win when trying to avoid the contact of these with the multiple and varied messages that are received through the different media, the ideal thing it would be that we teach them to be analytic and critical in front of the advertising messages, to try to discern which the intention of the message is and to try to differ the reality of the fantasy that we are presented in the advertising communication. We should teach them to value the advertising like commercial activity, to not only basing their purchase decisions on the symbolic attributes and the amaze that products promise. That goal won't be able to achieve if teachers have not conscience of the great importance of the consequences of living in a media world and in a consumption society; starting from this vision it is one way to be able to achieve that these two aspects (mass media and advertising) in to the school curriculum. This change could be attained if the study of the advertisement is not only an additional didactic instrument; it should be carried out a deep and critical analysis of the advertising messages, of its receiving publics, and of its premeditation effects that can produce in the behavior of the youths.

## **Education in Swiss Children's Television, a Fact?**

Signer, Sara, University of Zurich, Switzerland

Knowledge societies have different characteristics and they vary from author to author. The least common denominator is that knowledge is very important in the process of transformation for industrial societies. Three different functions of knowledge can be determined, even if the used terms vary: 1. Knowledge is a strategy resource, 2. the knowledge of the future is networked, peripheral and interdisciplinary, 3. the effective use of knowledge is the all-dominant successful ingredient in a knowledge society. Today children grow up in a knowledge society in which the role of the media is omnipresent. Knowledge is imparted on the one hand in a school context, on the other hand individually approaching, what can be difficult because knowledge is networked, peripheral und interdisciplinary. Particularly media are a place of knowledge transfer. Media literacy is a precondition to profit from this knowledge; therefore early media literacy is the essential competence to be competitive in the knowledge society. But children not only have to learn and enhance their media literacy, they also need an according media offer. The educational system in Switzerland is on a high level, therefore it's interesting to find out if the public service broadcasters offer educational programs to children? Public service broadcasters of Switzerland are legally bound on the educational mission (Bildungsauftrag), but it doesn't apply explicitly for children's television. The study explores the educational functions of children's television programs and the use of these programs by young people in the German part of Switzerland over the last 25 years.

## **"Your Museum": A new view of the Museums in São Paulo City**

Tânia Ribeiro Soares, São Paulo State University (Unesp), Brazil

The Project "Seu Museu" (or "Your Museum", in English) started at the Fine Arts Institute in 2007 is an educational action consisted in documenting the main Brazilian Museums Collections in video. The aim of this project is to bring the knowledge and, why not, the fun of the museum for those countryside schools who can't afford a trip to the capital cities. Describing in this way is nothing different of other similar attempts all over the Latin America, except that the eyes behind the cameras capturing the images and all the information are made by other students, who live or go to school near the museums. The first Museum to be documented is "Museu Paulista", where is the colonial history of the country, followed by the Art Museum of São Paulo (MASP), the Modern Art Museum (MAM) and the São Paulo State Pinacoteque. This way the teenagers have the chance to learn how the production a video documentary works, the importance of the museums even in our hi-tech society nowadays and also to express their point of view as young citizens. Part of the initial research "Artistical-scientific divulgement", presented last year during the IAMCR Conference in Cairo, this project is evolving to a Media Education program thanks to the exchange of ideas at this section and we believe that a second chance to do that will be really valuable once again.

## **Media education as a technology of citizenship: Studying media education in the process of making citizens**

Uusitalo, Niina, University of Tampere, Finland

Media literacy has in recent year's been attached to projects for active citizenship in Finland and other European countries. In a media society or information society citizens are seen to need media literacy to take part in society's operations and decision making. Media literacy is

considered a vital attribute of ideal citizenship and media education is often presented as a solution to attain this ideal citizenship. This point of view comes forward in state politico-administrative texts and school curriculums. There hasn't been critical research on how media education is used in the process of making citizens. The paper to be presented is part of my dissertation project which studies media education as a technology of citizenship in the Finnish context. Technologies of citizenship can be discourses, programs or other tactics aimed at making individuals politically active and capable of self-government. The concept refers to how individual subjects are transformed into citizens, a process laden with interests. The main characteristics of a technology of citizenship are setting a goal for citizenship and presenting means for achieving this goal. Technologies of citizenship are dispersed all over society and ultimately maintained by citizens themselves. In the paper to be presented I propose an approach for analyzing technologies of citizenship on different levels of society. I am interested in the state, the individual school and citizens themselves as upholders of technologies of citizenship. I concentrate on the methodological challenges of studying media education as a technology of citizenship on these different levels. I also present some findings from the analysis of state politico-administrative texts.

**Media and Young People: Media Education Projects in Two Portuguese Municipalities**  
Pereira, Sara, Márcia Bastos, Helena & Casanova, Francisco, University of Minho, Portugal

The aim of this paper is to describe and analyse the development of two media education projects which will be implemented, in the near future, in two Portuguese municipalities. The intention of these projects is to involve local communities in this important education level in order to provide citizens in general, and young people in particular, with an opportunity to reflect on the media, its construction processes and its influence in society. They also encourage participants to consider the importance of the media in their lives, to learn to deconstruct media messages and to develop critical thought. One project is directed at pre-school children and is centred on television; the other involves adolescents and young people and its focus is the internet. These projects are original in Portugal, a country where media education is not well developed. The principal innovation is the involvement of the municipalities with political and social responsibilities in society.

**Journalistic Writing for the Health Issues in Thai Women's Magazines: Message of Health for Mechanism of Well-being**

Nitida Sangsingkeo, Thammasat University, Thailand

It is considered that Women Magazine plays an important role in Thai health promotion, in particular, it is served as a channel to deliver health content to targeted readers. Apparently, health content in Thai women magazine presents the four elements of health: physical, mental, social and spiritual issues for well-being. Many health columns also use diverse journalistic writing style i.e., documentaries, articles, short stories, Q&A, etc. However, the writer's objective is merely to communicate the easy-to-read health information to readers. In addition, it is recovered that advertorial is sometimes found in Thai women magazine. Noticeably, writer tends to descriptively emphasize products' qualifications in order to merchandise products and services more than the intention to inform or educate readers about health. Examples of product used in advertorial are vitamin, skin moisturizer, air-purifier, etc. In this case, it should be aware that knowledge input in health and media literacy should be more focused in Thai educational system in near future, and the introduction of such concept is consistent with the finding that many of beauty stories are also included in health section in Thai women's magazine. Readers need to be equipped in media literacy in order to be an

active audience in health issues. Most health content in women magazines are relatively difficult to interpret for readers because they are full with technical terms. However, to solve this problem, experienced health columnists do not strictly adhere to health journalistic writing style, but simplify a difficult content to make it easier to understand by using “telling to readers” style. Besides, writing techniques that they use are feature writings articles and miscellaneous stories without excessive use of health terminology. In the future, it is convinced that women magazine will be another health information source for thai readers. Writing styles may need to be adjusted by focusing more on well-being and holistic issue. Since health columnists could be a health information sender who delivers health promotion and prevention messages to readers. Ministry of public health and other related organization may use this advantage to create health writer network. Health columnists in such network can be served as a communication tool to educate people about self treatment for healthy life. Finally, if the function fits well with thai culture and lifestyle, it is also possible for everyone to have a state of complete physical, mental and social well-being.

### **From theory to practice: Integration of social cognitive theory in soap operas for social development in Nigeria**

Yahaya, M.K, University of Ibadan, Nigeria

Edgal, M. E, University of Ibadan, Nigeria

Emerging developments in Entertainment Education (EE) scene in Nigeria reveals total acceptance of the strategy as a viable tool for social change programmes especially in many television stations. However, most of these programmes entertain the audience only, leaving out the educational aspect of the EE programme. This may be due to lack of proper integration and/or application of much desired cognitive theories. The main premise of Bandura's Social Cognitive theory is that, in addition to our own direct experience, human beings learn by observing others around us, including our parents, peers, and those portrayed through the media, and modelling our behaviour on what they do. Today, EE is growing as a field of practice in development and with an increasing number of scholars debating its theoretical standards. Therefore, this paper explored the role of soap operas as an articulator of social change, and in particular attempted to unravel the degree of its workability based on set standards and strategy utilise it for development purposes in Nigeria This is because a good theoretical-based EE programme can influence audience members' sense of efficacy, an effect that can lead them to reconsider their values and behaviour. Hence, we identified the elements of Bandura's social cognitive theory and investigated its integration into two (2) Nigerian soap operas namely: "Lion of Mogun" and "My Uncle, My Friend", both super story serials. The paper falls into two parts. First, we content-analysed the soap operas for the elements of social cognitive theory, then we determined the effects of these soaps on audience members' knowledge, attitude, practice of the pro-social themes in the soaps. Respondents were randomly sampled from a wide range of occupations. Revelations were such that the soap had positive and negative imparts on the respondents with attendant implications for producers of soap operas in Nigeria mass media.

### **Responsabilisation des lycéens grâce aux rubriques d'éducation aux médias dans le magazine *Citato***

Simon, Justine, University of Franche-Comté, Besançon, France

Le magazine *Citato* est un magazine d'information qui appartient à un genre nouveau. Il constitue ce qu'on pourrait appeler un filtre médiatique dans le sens où il présente d'une manière nouvelle des articles d'actualité (ciblant des adultes) aux lycéens. La sélection et la



présentation des articles cités (publiés intégralement ou partiellement) ont pour objectif de sensibiliser les jeunes à la presse d'actualité nationale et internationale. Ce magazine d'information présente de plus une particularité innovante, celle de consacrer deux rubriques d'éducation aux médias, rubriques étant sous la responsabilité non pas de journalistes mais d'universitaires. Ces deux rubriques ont d'après nous une visée d'éducation aux médias, de socialisation mais aussi de responsabilisation du futur citoyen. La première rubrique s'intitule « Analyse d'une image ». Elle est rédigée sous la responsabilité du professeur Frédéric Lambert, qui enseigne la sémiologie des images d'information et de communication à l'Institut français de presse. La deuxième rubrique s'intitule « L'œil d'Alice ». Elle est rédigée quand à elle par Alice Krieg-Planque qui, grâce à un discours plutôt ludique, sensibilise les jeunes à différentes pratiques médiatiques telles que le système de rubriquage, les publi-informations, le changement de formule, les différents supports (papier et en ligne), etc. Nous proposons d'analyser précisément en quoi ces nouvelles rubriques intégrées au discours journalistique permettent de responsabiliser les jeunes (apport de concepts des sciences de l'information et la communication; questionnements soulevés; formes d'avertissements; éclairage, vigilance, etc.). Nous considérons que tout discours a une dimension argumentative plus ou moins explicitement exprimée (Amossy, 2000). Nous nous demanderons en ce sens, en quoi ces rubriques donnent au discours d'information une nouvelle dimension argumentative.

### **To read or not to read. Or how the Flemish government helps to sustain the future newspaper reader market**

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Raeymaeckers, Karin, Ghent University, Flanders, Belgium

Hauttekeete, Laurence, Ghent University, Flanders, Belgium

For some time, European newspaper markets are confronted with decreasing circulation and readership figures. Research focussing on patterns of time consumption reveals that especially young people spend less time reading newspapers. To preserve the future readership publishers pay special attention to youngsters. Apart from adapting the newspaper content and styling, and integrating pages and appendixes addressed to those youngsters, readership socializing projects are another important option. This last strategy is since 2003 in Flanders supported by the government, as an alternative for press subsidizing which is more qualitative and long term oriented. The media policy of the Flemish government contains explicit stipulations on this topic: the Flemish government must create circumstances and conditions that encourage the satisfactory participation of every citizen in the information society. For that purpose the increase of the existing access to new as well as old media is one possibility. The project 'newspapers in education' has been relaunched in Flanders in 2003. This re-introduction was subsidized by the Flemish government with 500.000 euro. Furthermore, the government invested in scientific research on the reception of the project by the participating youngsters and teachers. The results of this study clearly showed the potential of projects like 'newspapers in education'. Because of the positive outcome the investment program of alternative press subsidy was continued. This time, the government decided to invest 600.000 euro. Since 2003, government and Flemish newspaper publishers distribute almost 1 million copies to schools. Each year, approximately 100.000 students participate in the 'newspapers in education' project. Recently government decided again to increase their subsidy to 1,2 million euro. Hence the target group (students 16-18 years) has been extended with other age groups and social segments, like the so called 'groups at risk'. Those 'groups at risk' are defined as non-Dutch speaking newcomers or adults in special education systems. The extension of the 'newspapers in education' project with groups at risk and other age groups

reveals the value en the growth potential of this kind of initiatives. The scientific research, done by Ghent University, Belgium, maps out the participants' shifts in attitude towards newspapers. In this paper we focus on the results of the participants in the third degree of secondary school education (16 till 18 years old students) for the period February-May 2005. The research proved that the project certainly had its impact on the youngsters.

## PARTICIPATORY COMMUNICATION RESEARCH

### **Development Communication, Globalization and Community Empowerment: Reconfiguring the Goals of Social Change in a 'Global' Society**

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Development Communication and its affiliated scholarship is going through a crisis. There is a critical need to expand in new directions and incorporate new ideas to keep this area alive. Concepts of modernization, dependency, conscientization, and participation are no longer the dominant 'buzzwords' of practitioners. While these terms and their practice still exist today, they are no longer relevant to address all the issues thrown up in a globalized world especially because of the changed nature of our day-to-day world. Development issues have been pushed to the background while the USA, Western Europe and the rest of the world is overshadowed with the emphasis on 'terrorism'. It is not to mean that the work in development has come to a standstill. In fact it has been in overdrive mainly due to the efforts of innumerable non-governmental, voluntary organizations around the world that work locally and do admirable work even when faced with a severe resource crunch. However, the 'intellectual' field (in communication development) is in a crisis and is in search of new directions and new thinking to make it 'relevant' again. The collapse of time and space referents coupled with the advent of new communication technologies have changed the world we live in. In that process, they have also given us new tools to address and find solutions for problems of Social change and development. Some of the new 'buzzwords' in this world include the emphasis on 'empowerment' of the beneficiaries and 'glocalization' or to emphasize the power of the 'local in the global' while advocating solutions to social problems. What is needed is a paradigm that can mould global thinking and direct scholars to work towards solving this puzzle. This paper will attempt to push the envelope in new directions for the 'Scholar' and argue for a reconfiguration of the goals of 'social change' keeping in tune with the changing nature of the world. Some of the concepts discussed will include building of social capital, the role of new media and how they fit into a triangular model of cooperation.

### **El rol de las comunicaciones en la participacion del individuo en la sociedad global**

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La ponencia propuesta examinará el rol de las comunicaciones en la participación del individuo en la sociedad global. Las comunicaciones son parte de un contexto cultural que se está convirtiendo en habitual para gran parte de los habitantes del planeta y que contribuye a la aparición de nuevas formas de participación y nuevas definiciones para las identidades. El contexto en formación se distingue por la multiplicidad y la instantaneidad de las comunicaciones globales, lo cual ha devenido en multiplicidad e instantaneidad conocidas y vividas por el individuo como realidades muy personales. El individuo ha tenido que asimilar cambios importantes en las nociones de tiempo y espacio. Como se ha señalado ampliamente, las comunicaciones conllevan la extensión o universalización de las relaciones e interacciones entre los seres humanos; conllevan asimismo el cruce de fronteras y tendencias hacia la unificación. Sin negar la relevancia de los enfoques dominantes sobre estos tópicos - es decir, las ya conocidas perspectivas económicas, políticas, y sociales-, la ponencia intenta una exploración desde perspectivas micros y con un énfasis en la personalidad humana. Consecuentemente, la globalización deviene así en un espacio lleno de significados desconocidos y que debe ser estudiado para entender la situación del individuo. Este es justamente el punto de vista propuesto y se sustenta en: 1) Que estamos ante un cambio

cultural, es decir, ante la aparición de una realidad significativa que puede ser vista como un idioma que es aprendido por la persona como actor social pero mediando en primer término e invariablemente su condición de individuo. 2) Se propone la exploración de los rasgos de lo que pudiéramos llamar una personalidad global, con lo cual pretendemos observar corrientes de adaptación del individuo al mundo social y cultural de nuestro tiempo. 3) Los desafíos que afronta el individuo debido a la complejidad de los cambios subrayan la necesidad de explorar mecanismos que aseguren la diversidad de experiencias y el acceso de tanto los individuos como sus comunidades a la información y la comunicación y a las tecnologías que posibilitan el desarrollo de las interacciones. La ponencia estará organizada en 5 secciones. La primera será una discusión del tema de la personalidad y su dinámica actual. La segunda sección, “Aldea global y Globalización”, estará dedicada a examinar el efecto de las tecnologías de la información y la comunicación en las personas. La tercera sección, “Diferencias en el lenguaje”, se detendrá en el plano de los códigos culturales, para describir cómo se produce la multiplicidad de significados en el enunciado o texto del fenómeno global. En la cuarta sección, “La declaración de un cambio”, se observarán las transformaciones que se han suscitado tanto en las comunidades como en los individuos, vistas no como transformaciones externas y extensas sino como internas e intensas, inherentes a la persona humana. Finalmente, en “Correspondencias”, se presentarán unas conclusiones o más propiamente, unas correspondencias o puntos de intercambio en la amplia temática abordada. This article approaches the role of communication in how individuals participate in the global society. Subjects like the personality, the perception of identity and the location of these notions in the society and the culture remark the psychological aspects of the relation between the human being and the technologies of communication. The analysis suggests the emergence of a cultural context that rapidly it is being transformed into habitual for a great part of the inhabitants of the planet. This context became a motive for new forms of the human presence and for an emerging sense of identity.

### **Tactical Media, Art and the Hybrid Activism**

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This paper aims to analyze the tactical uses of media and cyberspace by Brazilian artists to create new forms of activism and social mobilization. The phenomenon represents the possibility of exploring important aspects of alterity in communication processes, since it seems to constitute affirmative actions – rather than simple responsive actions—concerning new configurations of capitalism. As contemporary capitalism has become network-organized and perform fluid and immaterial control mechanisms, it is important to create new forms of resistance, a nomadic resistance, as American collective artists/activists Electronic Disturbance Theater puts it. The paper argues that such practices point out to new forms of civil disobedience and draw new forms of social intervention which are quite different from those used in the 60’s and the 70’s: they seem to be rather operative than ideological and they clearly do not deny the tools of the system per se, instead, they use them against it to struggle and to negotiate with it or to subvert it. In so doing, they seem to redefine notions such as “political action”, “art” and activism”, since such practices use to be articulated by artists who also are activists or by activists who also perform an aesthetical changing role in perception of reality. The result: a hybrid form of activism and participatory communicative actions which are both artistical and political appropriations of new and old media, which are combined in order to potentialize social/artistical/political interventions. This smart mediatic appropriations connect to what Dutch media theorists Geert Lovnik and David Garcia have called “tactical media”. Conceived as “crisis media” and “critical media” and also as a “aesthetic of appropriation” by these theorists, tactical media are a nomadic and flexible

response to power and so, are difficult to catch. It goes mutant and crosses borders, plugging and unplugging tactically, connecting and disconnecting through the fluid territory of smart combinations and uncertain regulations. Such a nomadic strategy creates opportunities to take free spaces in the media and in public spaces in order to promote fissures in dominant discourses and practices. So we are specifically interested in analyzing how these strategies which combine both uses of virtual communications networks and presential interventions in urban spaces can resignify new and old media and produce interferences in social order and promote social change. In so doing, we expect to highlight the communicative roles of these practices and their contribution to producing alterity in communication processes and media in contemporary society.

### **Beyond Mainstream and Alternative Media the Social Media Experience in the Italian Precarious Workers Struggles**

Mattoni, Alice European University Institute, Switzerland

This paper intends to investigate a particular set of communication practices managed by Italian activists involved in the long protest campaign against precarity of work, namely the Euromayday Parade (EP). In fact, social movements mobilized against precarity could be seen as symbolic resources' producers, who attempt to construct a fluid collective identity in which the fragmented precarious workers social subject may recognize itself. Therefore, in this paper social movements are not only conceived as political subjects relying on a given set of resources, but also as active agents able to introduce into societies alternative system of meanings, based on novel languages and practices. This characteristic is particularly significant with regard to struggles against precarity in Italy, where after a decade of the so-called "flexibility discourse" domination, activists and precarious workers raise their voice in order to identify a novel social problem which is at the centre of what could be named the alternative and composite "precarity discourse". In particular, those communication practices which have been named "social media" by activists themselves could be seen as the most evident attempt to construct a fresh imagery based on precarious workers living and working conditions, since they provide an alternative cultural grammar related to the precarity conflictual issue. Briefly, this particular kind of communication practices could be seen as an innovative example of tactical media, able to empower autonomous representations by precarious workers through the creative development of novel languages, icons and practices of resistance within both the mediascape and social reality. This paper intends to explore the "social media" empirical phenomenon, taking into account the most important mechanisms on which it rests. Precisely, the overall hypothesis to be explored is that "social media" are an interesting attempt to overcome both mainstream and alternative mediation processes in the construction of spread political socialization and precarious workers collective identity. Firstly, the methods used during the investigation will be briefly explained. With this regard, the point of view is internal to social movements' daily practices and the methodological approach is qualitative: the main sources are documents and materials produced by and in-depth interviews with activists and media-activists. Secondly, the EP campaign will be presented to insert "social media" within the broader context of struggles against precarity. Thirdly, the "social media" construction process as well as its theoretical elaboration by activists will be investigated through three fundamental stages: the invention of the San Precario icon, the conception of the Serpica Naro fashion show, and the creation of the Imbattibili sticker cards. Fourthly, the social media understanding within the broader EP process will be discussed to investigate the impact of these particular communication practices in the context where they are naturally inserted. Finally, the main features of social media will be briefly conceptualized starting from the fieldwork presented in the previous

paragraphs.

### **Extreme Communication: Participation and Negotiation between Self-Organized Emergent Systems and Society**

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In the field of participative communication, the research we are currently undertaking in the National Autonomous University of Mexico pays special attention to a phenomenon that had not previously been studied in Mexico. This entails the study of self-organized emergent systems (SOES) that originate in society and seek an active participation within it, but are born outside of government programs, prevailing ways and customs, and areas covered by the law. In the IAMCR conference in Cairo one aspect of this research was presented, that dealing with the function of silence and the appearance of SOES, as well as with their characteristics. Continuing in this thematic, this research is now complemented with observations of the areas in which emergence is produced, the ways in which SOES seek to break the silence, and the difficulties society faces in understanding and negotiating with them. Using as a starting point the methods used by the Popular Assembly of the Peoples of Oaxaca (PAPO) to break the silence from May of 2006 onward, and the styles of negotiation that the government has tried to maintain with it, a case that shows how, why, and with what possible results such negotiations are carried out is presented. This example also allows for a grave problem in communication to take center stage, that which can be observed when, under the pretense of negotiations, institutional and emergent systems of communication are confronted. In this confrontation, two differing ways of signifying language and constructing discourse that correspond to different ways of perceiving reality and of defending interests, are expressed. The present experience in negotiation with SOES shows that the participation of the parties makes agreements impossible unless profound changes and concessions are made by each party.

### **Multi-Cultural Participatory Communication Program: The Search for a Model of Diversity Team Building in Malaysia**

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Ngeow Yeok Meng, University of Tunku Abdul Rahman, Malaysia

Malaysia is celebrating 50 years of nationhood in 2007. In the last decade since the July 1997 financial crisis, Malaysia had maintained relatively stable inter-ethnic relations, except for isolated incidents such as the Kampung Medan Tragedy in 2001. The Kampung Medan racial clash is often compared to the racial riots of May 13, 1969 which was sparked off after an opposition party's election victory parade. Apart from the six deaths, the four-day long clashes, the Kampung Medan incident also saw more than 40 people hospitalized. The majority of the victims were poor Indian Malaysians. Despite the government's intention to downplay the incident in the local media, the incident created a climate of fear, anxiety, suspicion and trauma, particularly among the minority Indian community in the country. Although more than five years have passed since that incident, race relations are testy, especially in times of economic uncertainty and rising costs of living, exacerbated by communal politics and national policies that are perceived as institutionalizing racism. This paper attempts to provide a realistic response and contribution towards the search for new ways to successful conflict management in Malaysia. Innovative initiatives adopted by NGOs, theatre and media activists at the community level will be analysed. Diversity team building models will be tested among youths from different cultural backgrounds to forge deeper mutual understanding, learning and respect. It is hoped that the multicultural team building

program will leverage on alternative communication frameworks/technologies that can be considered for adoption or replication in other multicultural communities and contexts.

### **Technique of Theory Building in Adoption of Farm Technology**

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Modes of theory construction differ in various respects and there may be several contenders in the field. No path is right or wrong and the superiority of one over another is a matter of opinion. Mode of theory construction has been characterized as positivism which has following three characteristics (1) theories should be stated formally (2) theories should be testable and (3) prediction power should be the primary criterion for assessing theories (Gibbs1972). Axiomatic theory is one of the scientific/positive theories which refers to consisting of propositional statements ranging from postulates to hypotheses with a built-in logical system of explaining and predicting the phenomena. The advantages of axiomatic format are (1) the concepts and postulates offer the most parsimonious summary research findings (2) the axiomatized theory has the highest plausibility per amount of empirical data (3) through use of an axiomatic model strategic research problems may be located (4) the source of failure of an hypothesis is to meet empirical test may be efficiently discerned, and (5) the axiomatic model permits clear distinction between propositions which are definitions and those which are hypotheses.

The steps to be followed in constructing axiomatic theory in adoption of farm technology are as follows:

Select an idea or social phenomenon – adoption of farm technology.

Selection of variables or theoretical concepts.

Definition of the theoretical concepts.

Formulation of postulates and hypotheses.

Testing of postulates and hypotheses with appropriate statistical technique.

Validification of the theory.

An attempt has been made in this paper to highlight various steps involved in axiomatic theory building in adoption of farm technology. It is hoped that this paper will generate discussions at the professional level and enthuse the researchers for making a positive attempt in this direction.

### **Bridging Knowledge Needs and Knowledge Generation through Participatory Communication in Vietnam – A New Culture or Passing Fad?**

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Agricultural research and extension in Vietnam has recently undergone a major reorganisation resulting in a drastic reduction of the number of research centres through mergers and adjustment of mandates. Although the amalgamations of centres has contributed to a reduction of duplication of research efforts, there is still a problem of extreme geographical centralisation of Vietnamese agricultural R&D, with most of the activities taking place in the vicinity of the two major cities, Hanoi and Ho Chi Minh City. Additionally, linkages between research and extension systems remain poor, and, as a result, agricultural research is not closely connected with Vietnam's rural development programs, particularly not with those in the more remote areas inhabited by ethnic minority groups. Research and extension personnel tend to primarily originate from the dominant Kinh ethnic group. Cultural and language barriers prevent research agendas to be targeted to the needs of ethnic minority communities.

Over the past decade, efforts have been targeted to instigate participatory approaches particularly in development initiatives, but to some extent also in research. Many research

officers have received training in participatory approaches, which are applied in specific project contexts, however institutionalisation of such approaches are rare. Contrasting development paradigms seem to co-exist in Vietnam. Whereas many foreign donor initiatives tend to push for a multiplicity paradigm that takes into consideration the aspirations of all stakeholder groups, local government objectives and strategies still very much adhere to a modernisation paradigm which emphasises national economic growth and applies top-down methods. The actual operationalisation of both paradigms is often located in the same institutions and even the same individuals. This paper will provide an analysis of the application of the various development paradigms in agricultural research and development in Vietnam, and review the extent to which participatory communication endeavours have influenced policies and practices of national R&D institutions, or are likely to do so in the future. The results presented are based on a review of strategy papers and annual reports of a selection of Vietnamese research and development institutions, interviews with management and research staff of these institutions, and interviews with marginal rural communities. A proposal will be formulated for what is needed to have particularly the voices of marginal groups, such as ethnic minorities, been taken into consideration in R&D agenda setting in the future.

### **A Participatory Response Model for an Environmental Crisis: The Case of Guimaras Island Oil Spill**

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The nature of participatory communication and its bottom-up or multilateral approach to consensus building and consequent action are often time-intensive. This paper asks if such a model can be applied to crisis situations that require immediacy of response to save lives or livelihoods. The Aug. 11, 2006 oil spill off Guimaras Island in the south-central region of the Philippines provides a tableau to ponder the question. It also prompts a conversation on the issue of whose participation is considered more important. In other words, is empowerment of historically disadvantaged populations enough? Or is there a hidden hierarchy of importance that threatens to invalidate a fishing village's effort to participate in containing the damage on their primary if not only means of livelihood brought by the oil spill? Aside from resurrecting the ideological debate on what constitutes true participation, this case study is an opportunity to compare and contrast two communication paradigms: the proactive, dialogic and long-term orientation of participatory communication versus the reactive, immediate-response framework of crisis communication involving an environmental emergency. The paper contends that the element of conflict does not only reside in the inadvertent adjustment of power relationships that frequently underlines participatory approaches but also in the fundamental tension between the nature of the communication models, processes and outcomes. The Guimaras oil spill is of particular interest because it shows the mobilization of entire fishing communities whose livelihood was threatened and the roles of government officials at the barangay and national level, environmentalists, the media and Petron, the oil company that contracted MT Solar I. This 998-ton vessel was transporting 500,000 gallons of bunker fuel when it sank and leaked 50,000 of oil contaminating 220 kilometers of coastline in Guimaras including the Taalong marine reserve in a nearby province. Appeals for help got the participation of an unexpected source: thousands of prisoners in Manila penitentiaries, who shaved their heads and donated hair to help clean up the oil slick. At the height of the massive and diverse public response to the crisis, the Save Our Seas environmental organization warned that human hair takes a long time to decompose. SOS recommended that biodegradable rice straws be used exclusively for the booms that served as barriers preventing the oil spill from reaching shore. Guimaras offers policymakers, communication practitioners,



and the scholarly community some insights or lessons that this paper will attempt to distill from the various stakeholders involved in this recent environmental crisis. The incident also invites a rethinking of the participatory communication model to extend its relevance or applicability to emergency conditions.

### **Indigenous Media for Natural Resource Management**

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Luger, Kurt, University of Salzburg, Austria

Developmental communication through mass media has been practised and researched for years, its successes and failures documented in this and other journals. Yet hardly any effort has been made to utilise traditional means of communication like puppetry, poetry, street drama, folk song etc. for development goals. This article presents a case study from the Himalayas showing how indigenous or traditional practices of communication—‘indigenous or folk media’—can assist in awareness raising on environmental issues.

### **Thailand’s Health Communication System: From Unpromising Attempt to Disputable Challenge**

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The importance of Third World Countries has long been acknowledged by the United Nations. A part of UN declaration is to promote a better health system, in which people, who are grass roots of the society, are empowered to construct their own knowledge and ability to take care of their own health. In response to World Health Declaration, Thailand has tried hard to build up its own health system and to elevate the public’s good health for more than decades. It is believed among Thai Health Policy Makers that an establishment of health communication system in Thailand can facilitate the people’s health standard a great deal. In fact, the idea of setting “health communication system” is not new, but it is not commonly aware by the public and involving parties. Series of research work under the Popular Health Communication System Research and Development Project have been organized to find means to set up the right system and structure that is fitting to the Thai Context. From our research, we found out that the Thailand has abundant resources and organizations working in health communication field. A number of obstacles in setting a health communication system are identified. The knowledge gap of Thai People, both economically and educationally, also need to be filled by using the proper system and technology to pull in all resources and workforces in order to strengthen the community participatory and grass root’s power. The establishment of the professional health communicators is one of the implications that will help strengthen Thailand’s health communication system. National policies to support the emergence of healthy communication system are also a must to discuss. Finally, the research proposed a model in building up health communication system within Thailand context, which can be applied to other developing countries. In order to complete the paper’s ultimate objective of drawing recommendation and discussion among participants in the forum, the final result of research will be presented in the forum.

## **Roles of Thai Media in Health Communication**

Phnom, Kleechaya & Napawan, Tantivejakul, Chulalongkorn University & Assumption University, Thailand

In process of health message delivery, there are a number of concerning parties involved. Mass media are one of them. Similar to other developing countries, even though Thai mass media usually exercise their communicative power through different outlets such as newspaper, magazines and broadcasting, they also have to act as an agenda setter as well as to serve the public in partnership with government and other political and social agents. For the public's best interest, the Popular Health Communication System Research and Development Project was established and aimed at studying the situation of mass media in health communication system and the necessity and possible development of health communicator in Thailand. This article emphasizes on results of research works under this project, which are related to the situation of mass media in health communication system and the current roles and functions of press media in Thailand's Health Communication area. In brief, Thai mass media have been performing their duty in communicating about health-related issues to the Thai people for decades. They are conscious about their power of being an agenda setter, but have less chance to perform that role. Difficulties and opportunities are discussed. Moreover, the mass media practitioners also realized about the importance of having a health communication system in Thailand. They suggested that it could initially start from the utilization of available resources and gradually improve and gear the communication process into a health communication system as a long term goal. However, they did not realize their expected role of being one of the integral agents of Thailand's health communication system; in other words, they did not perceive themselves as the nation's health communicators as this work pursued. Finally, the paper will discuss about relevant factors that could help both reduce health communication difficulties and build up the professional health communicators, including how to transform Thai media practitioners into Thai health communicators, who can effectively encourage audience participatory and fruitfully serve both local community and the public at large.

## **Civic Agency as Interplay between Identities and Roles. Analysing the Relationship between Active Citizens and Local Journalism**

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Citizenship is a public role in which we face different expectations, possibilities but also limitations of agency. Public debates surround us in the media and invite us to step into the role of a citizen when it comes to voting in national elections or making our stand in local issues. Also the media has a specific image of a 'real' citizen which comes visible in for instance in news and vox pops. We are asked to participate, to act as citizens. However, this public role does not always fit our identities and our interests that in their part inform our participation in social issues. Against this background it is interesting and important to illuminate the experiences that citizens themselves have of their participation: their motivation to engage in social matters, and difficulties they have met trying to have an effect on things that are important to them. This paper argues that in order to study civic agency and its potential one should find a way to theoretically combine the expectations both the society and its citizens have for citizenship. The paper tries to answer this challenge by elaborating the notion of agency by suggesting a distinction between role and identity. The paper also explores what kind of functions this kind of approach sets for the media. I test this approach using a case study of local civic action as an example: a group of citizens trying to prevent the tearing down of an old dyehouse situated in the historical factory area of Finlayson in the city

of Tampere. The analysis is based on research interviews with the active citizens and stories of the local newspaper. In the analysis of the empirical material citizenship is studied both as how it is experienced by active citizens in the case of their social involvement and how these citizens are represented in the media. In the interviews it became obvious that the citizens linked their action with different identity-related aspects but they could not find room for this 'identity talk' in the public debate over the dyehouse. The narrow understanding of citizen participation in local administration, and in the media as well, forced active citizens to occupy certain strategic roles in their action in order to make their voices heard. They felt their possibilities to have an influence scarce, and the public debate over the issue incomplete.

### **Readers' Participation and its Rules. A Case Study of Letters-to-the-Editor in Two Portuguese Newspapers**

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Most likely, letters-to-the editor are the most ancient forum for public debate since the arrival of press as a mass media. They may be described as a means by which the readers have the opportunity to express their opinions about many subjects. The letters-to-the editor section has, thus, a democratic and a participatory purpose. Deliberative democratic theory (Bohman & Rehg, 1997; Bohman, 2000; Guttman & Thompson, 2004; Habermas, 2001; Cohen, 1997) offers, in this context, a powerful justification for evaluating how institutions such as the letters section, centrally focused on public deliberation, may offer a more active role for citizens in political decision-making. Nevertheless, it is the newspaper and not the readers that determine who can access the letters' section. Due to the presence of either implicit or explicit rules for selection defined previously by the editors, we can affirm that the public debate that occurs in the letters' section is a construction of selected voices and opinions (Ericson et al, 1989; Wahl-Jorgensen, 1999). Hence, since the journalistic work is central to processes of citizenship, this paper intends to observe the social context or the news production practices surrounding letters to the editor, as a case study in the difficulties of creating public debate, and to determine whether there are particular issues or special interest groups being "protected" by the editors when selecting letters to the editor. In order to fulfil this purpose, and since there aren't any studies about letters to the editor in Portugal at the social sciences field of research, I have chosen to study the two daily Portuguese newspapers of record, *Diário de Notícias* (founded in 1864) and *Público* (founded in 1990). My work assumes that a qualitative research methodology is the most appropriate way of discovering the meaning of social practices such as editing letters. Therefore, I used participant observation as the main research methodology, carried on two different time periods and lengths: two months (June and September 2004), twice a week, in the case of newspaper *Público*; and one month (January 2007), four times a week, in the case of *Diário de Notícias*. This paper concludes that letters are highly mediated by criteria internal to the newsroom. Participant observation in the referred newspapers showed that there are specific rules governing the letters to the editor column – for instance, the letter author must write about a newsworthy and up-to-date theme or event, a ("hot topic"), already established in the journalistic agenda; besides that, his text has to be well written and short. Also, editors use an "idiom of insanity" (Wahl-Jorgensen, 2002) when they refer to some contributors to the section as "crazy", such is, the people that lack the rationality that is necessary for public deliberation. This paper underscores the power of the news media in selecting letters to the editor, as they control the last word and exclude certain sources from the public conversation.

## **Research on Media Reporting (Local Malaysian Newspaper, *News Straits Times*) and the Readers' Perception on Environmental Reporting**

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In this era of globalization, reporting on environmental issues is crucial to increase public awareness because of the declining rate of the current environmental situation. Therefore, this research aims to analyze the reporting on environment issues in the local media, News Straits Times and the public's perception towards environmental issues. News Straits Times, a local newspaper with a nation wide readership of up to 429, 000, has gone through tremendous changes in 159 years. News Straits Times in modern Malaysia has always been an authoritative and responsible newspaper for the well being and progress of the nation, thus described as "The Newspaper of the Nation" This study incorporates both the quantitative and qualitative research methods. For quantitative method, content analysis of 564 articles on News Straits Times was executed from the 1st January 2006 to 30th June 2006 using coding sheets to examine the content of recorded information. The findings revealed that most of the environment articles were about natural disaster, small in size and found in the Prime News section. Most sources of news were in house news reporters, and local government officers were quoted as actors in general. In addition, the major theme was based on human impact, for example natural disasters which involves victims and rescuers. Besides that, articles on environmental issues function as the public's source of information. For the qualitative method, focus group interviews consisting of 16 News Straits Times readers were held to analyze public's perception regarding environmental issues. Themes emerge from focus group interview on News Straits Times were the variety of readers' perception; coverage on environmental issues; functions and roles of the articles; readers' interest, trust, and critique in environmental issues; and readers' opinion or suggestions to increase readership of New Straits Times. The major findings for focus group show that the reporting on environment issues was not up to the readers' satisfactory level. In conclusion, the media give the public sufficient information but lack in critical reporting as desired by the public.

## **Extended Media Public Sphere in China? An Empirical Online Discourse Analysis through the Lenses of 'Income Discrepancy' Issue**

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In the mid-1990s, the Chinese government initiated government-directed media reform by introducing market mechanism to the media which used to be tightly controlled as spiritual apparatuses. Media content has been greatly differentiated into governmental discourse focusing on propaganda, and public discourse focusing on public life. The rise of civic concern in the media has drawn a lot of attention from political science and cultural studies scholars both within China and internationally. Some optimistic assumptions allege the democratisation of China as the result of media reform. Others reject this optimism, arguing that the social structure and political status quo will remain. However, to what extent and in which ways do media change or reinforce the existing social order and political structure in China remains unknown. To answer these questions, this paper uses the public sphere approach to understand whether online newspaper and the Internet BBS Forum extend the public sphere, as a practice of participatory democracy through the discussion of the 'income discrepancy'. Based on Habermasian public sphere, this paper seeks to bring Confucianism into the westernised public sphere concept. It contends that Confucian concepts such as 'communal-based human rights', 'li' (Ritual) and 'he' (Harmony) underlie the moral discourse perspective of Habermasian proceduralist democracy by providing moral norms that repair consensus. This paper uses critical discourse analysis suggested by Fairclough to

examine the media discourse from two perspectives – communicative events and the order of discourse. The most official government newspaper (People’s Daily online version) and the most politically critical Online BBS forum in China (Qiangguo Forum) are selected. Texts concerning ‘income discrepancy’ are collected from both People’s Daily and Qiangguo Forum on daily basis from 16th October, 2006 to 15th April, 2007. I will analyse how these texts represent, constitute and shift social relations, identities, and ideologies in the two discourses. The analysis of texts is contextualised by examining how the income discrepancy issue is thematised, interpreted and conceived. The analysis of the sociocultural context is combined with the analysis of the order of the discourses. It tries to identify the dominant relationship between the government discourse and the public discourse. Confucian values which are in theory binding forces between social members based on communal interests are evaluated: whether they facilitate consensus forming by providing shared moral grounds; whether they are simply misused by the Chinese government as a means of control. Preliminary findings suggest that the Chinese government is increasingly tolerant to topics that could be politically sensitive. The dialogue style interactions between the government and the public discourse provide certain space for government-public communication and government policy-making on the basis of public opinion. However, hegemonic structure of the media public sphere dominated by the government discourse is noticeable. Confucian values are reflected in the circumstances of social conflict, but they are more likely to provide shared moral grounds to unify the public in accusing government misconducts and corruptions. The public also shows over-reliance on the journalists to form their political agenda and provide validity claims.

### **Social Media and the Knowledge Society in the Arab World**

Mohammed Ibahrine, Al Akhawayn University, Morocco

Change the form of information, the speed of information transmission, and the level of access to both creating, sharing and consuming information, and you will have a knowledge-based society. The most potent technology developments underlying this transformation go beyond Web 1.0 and encompass Web 2.0. At the heart of the knowledge society is communication, collaboration and sharing, media is one of the most frequently mentioned areas allegedly to affect and shape this type of society. This paper tries to explicate those advances and explore their implications both for media and for our shared knowledge. This paper will also argue that the advances and contributions of social software (social media are online tools and platforms and include blogs, message boards, podcasts, wikis, and vlogs etc..) have significantly limited the traditional media. In a world of co-creation, social media are increasingly recognized as promising tools to develop private and public knowledge bases in a knowledge society. The potential of emergent social software and related technologies lies in their capacity to engage people in collaborative activity, in prompting new ways of organizing information and in producing and sharing media product. The social media’s collective desire to share knowledge and media services and debate has created and supported a new form of participatory media that relies upon two way communication. This paper will position social media in the context of participatory journalism; show that mainstream media response to the new technology are reflections of its emerging influence; and illustrate the power of social media to affect the news agenda. The paper will cover anecdotes of stories becoming big in the blogosphere and then being (re)introduced into mass media. For instance, bloggers already carry out the role of grassroots reporter and fact-checker. They offer a variety of diary-style reportage, eyewitness accounts and photographs, and intense scrutiny and analysis of the coverage of events by traditional media. Not only can bloggers respond and interact almost instantaneously, they can also use mobile photographs, provide clips from TV reports, link to

podcasts and make use of satellite mapping imagery. With the social media gaining in importance, media 2.0 amateur and practitioners have moved from observer status to commentator or even shaper of events and have made journalists themselves being questioned, not the questioner. This paper will position social media in the context of participatory journalism; show that mainstream media response to the new technology are reflections of its emerging influence; and illustrate the power of social media to affect the news agenda. It also aims at contributing to the discussion whether social media will change the face of mass communication and have the potential to create the knowledgebased society.

### **Challenges in the Line of Duty: The Case of Mexican Journalists**

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Mexico has been classified as one of the most dangerous countries in the world for the exercise of journalism. In spite of national and international organizations' attempts to promote an environment that protects the freedom of the press, the self-censorship and aggressions have continued. This has been partially accredited to the violence derived from drug related activities and divergent political ideologies. As Mexico continues on its road to a stronger democracy, it is increasingly important to understand the challenges that the journalist experiences on a daily basis. In light of the importance of the role of the journalist in a democratic society, the purpose of this study is to identify the challenges that Mexican journalists currently face through a series of case studies of journalists with activities in Monterrey, Mexico. In doing so it provides an inside look at how public policy, the justice system, organized crime networks and corruption, among others, affect the exercise of journalism in a particular society. Based on previous authors' work that identifies and classifies the institutional barriers to effective media development in Latin America, this study provides a personal account of the challenges that journalists in Mexico face in the line of duty.

### **Open Education for a Changing World**

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With the launch of the most recent technological developments it is possible to project the directions in which digital devices and related technologies will evolve during the next decades. The appearance of "Web 2.0" and its impact in collaboration and in the social interchange of information, through the Internet, allows users not only to be a consumers but also content producers. The emergence of new handheld devices (e.g., iPhones, BlackBerries) that offer users, in addition to making voice calls, access to Internet connectivity, email functions, multimedia content, digital camera functionality, etc. In the near future, the power of today's super computers will be available in handheld formats. This opens infinite possibilities of mobility and transforms the Internet into an "Omni-Net." The evolution of the Internet toward "Web 3.0," also known as the Semantic Web, has the potential to transform the Web into a huge "brain," in which information will be organized similar to the human mind's cognitive mapping. These trends are fueled by the exponential reduction of information and communications technologies expenses, the development of proactive architectures (capable of predicting actions based on a learning model), and dramatic increases in storage capacity and processing capabilities (Moore's Law). Given these transformations in communications technologies and consumer electronics, our key questions

are therefore: How to proactively employ the best technologies to empower learning and knowledge production for human capital development? And, can education keep pace with the exponential growth of technological evolution?

Furthermore, how might we design a new education model through these constructivist tools, m-learning, and social and semantic knowledge?

What elements of “traditional” education should be retained under this New Paradigm of knowledge production?

Which methodologies allow for the systematic incorporation of new innovations in the New Paradigm of knowledge production?

How do we transform students from information users to creators of new knowledge?

These technological opportunities provide a possibility for education to “leapfrog” in the production of knowledge in the New Paradigm, allowing education to be liberated from the confines of institutionalized classrooms and integrated ubiquitously throughout society. Among the positive outcomes can be a worldwide revolution in the rate and quality of human capital development, with special emphasis on the Developing Nations.

### **The “Dual Role” Approach in Media Training: A New Perspective to Encourage Media Competency, Cultural Empowerment and Participatory Evaluation (-research)**

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Media Competency and Cultural Empowerment are important issues for community media, non formal adult education, for social work and for all organizations addressing so called socially marginalized groups. The paper draws on the experience and findings of the evaluation research on three EU funded training projects, CCV, DD, META Europe ([www.meta-europe.de](http://www.meta-europe.de)), run over a ten-year period, the last of which developed an international week-long training course for practitioners - station workers, adult educators, teachers, social workers and media pedagogues - focusing on media competence and new technology. It is now a regular offering in Europe. The new approach of the training course to be outlined in the paper consists of an innovative learner centered design which links learning with doing: the “dual role” of participants during the course – at the same time being both trainees but also future trainers. The idea of the course is to enable participants to regularly use and teach media to the target groups with which they are working. During the course they continuously switch from the trainee’s perspective and role to that of the trainer. Course participants are, as a result, able to impart communication skills and media competence and to improve access to the public sphere in a sustainable way for persons who belong to the so-called “have-nots” thus increasing the latter’s participation in information and communication technologies in a post-industrial societies. A particular feature of the training course that will be discussed in the paper is the fact that participatory evaluation is regarded as a continuous issue embedded into the training course itself. Via different ways, and using different instruments (including questionnaires, diaries, oral and written feedback) participants and course trainers maintain a continuous evaluation of the course. Thus participants are enabled to personally experience different possibilities and instruments of evaluation. In the course unit dedicated to evaluation as an explicit topic participants – being familiar with evaluation as an ongoing participatory process – reflect on objectives, on different evaluation designs and instruments and are enabled to identify different contexts in which particular instruments are appropriate. They start to think of and to design evaluation for upcoming activities they plan including potential cooperation with research institutes. The paper presents findings of the evaluation research of the 2 pilot training courses delivered in September 2006 in Turku, Finland, and Lodz, Poland. The impact of the “dual role” approach on learner centered

teaching, on the Theory of Action Oriented Media Pedagogy as well as on participatory evaluation research will be discussed. Finally the question will be raised whether the new training approach is appropriate for wider diffusion so as to establish media training that could help to bridge the “digital divide” in society in a sustainable way.

### **Television and School: Key Tools for Fostering Social Participation and European Identity**

Huertas Roig, Asunción, Universitat Rovira i Virgili, Spain

In the present process of building the European Union, because of the difficulties in ratifying the Constitution, political elites are particularly worried about the issue of legitimacy. Facing this reality, European powers and institutions have decided to foster the sense of European identity among teenagers. If the new generations of citizens feel more European, they will be greater supporters of the European Union, they will be more interested in community issues, and they will participate more in political events of building Europe. Therefore, this study tries to prove that the level of civic participation among teenagers is linked to European identity, and that these must be fostered to legitimize the communitarian process. This paper presents an empirical case study, consisting of two parts: one quantitative and another qualitative, and using two techniques to collect information: a questionnaire and an in-depth interview. The sample is located in areas of Catalonia where cities, districts and villages with different levels of immigration are represented. Moreover, it is centered in an area where there are multiple identities, which is particularly interesting to analyze how they relate to European identity. The study results show that teenagers consider television, followed by school, to be the two principle sources of information about Europe and important influential agents in the formation of European identity. However, upon further analysis, we see the influence of television is not as high as initial expectations. We observed that the majority of teenagers interviewed did not know some current news about Europe that were disseminated through the media during the time they filled out the questionnaires. Therefore, teenagers watch television, but they did not watch news programmes. So the influence of this media in European identity building among teenagers is limited. Therefore schools are also important influential agents in building European identity in teenagers because of their informative function. The study shows that teenagers with more knowledge of Europe have better expectations of the Union and a high level of European identity. Secondly, school also has an influence through the teaching of European citizenship and the European Dimension of Education. Results of the study show that the teenagers with high levels of citizenship, which are more civic and participative, feel more European. But the actions of schools in these two functions also show limitations. Teenagers receive less information about Europe than they would like. This information is about important institutions and Union treaties, but not about the agreements and decisions they adopt during the process or the benefits that the EU can bring to them. As a consequence, citizenship and social participation must be fostered among teenagers. It is necessary to build a civil society with a European dimension, with political parties and transnational media groups, and also with European wide associations. The teaching of European citizenship must also be fostered in schools through specific subjects about the issue, and a greater cooperation and standardization of educative systems among all the States is recommended. Finally, democracy and participation must be incentives in schools through democratic systems of teaching, that provide open environments where pupils can debate controversial issues and foster social participation.



## **A Participatory Video Experience in a Space of Borderlands**

Zanotti, Ana, Argentina

This proposal to the Participatory Communication Research section in the IAMCR 2007 relates to a participatory video field experience in a space of borderlands: the province of Misiones in Northeast Argentina, between Brazil and Paraguay. UNICEF (Argentina) as the generating and financing institution, and KINE Cultural and Educational Foundation as the executing Argentine ONG institution started their “ONE MINUTE FOR MY RIGHTS” (“Un Minuto por mis Derechos”) project in 2005. It recalls its origin in the OneMinutesJr international collaboration established in November 2002 by the European Cultural Foundation, UNICEF and the Sandberg Institute. OneMinutesJr are 60 seconds of video made by young people who would produce their own messages, thus expressing themselves and learning valuable media skills in the process. The Argentine version of this sociocultural intervention defines it as: “...audiovisual production workshops in community centres, schools, clubs and churches, in which children and young people share spaces for dialogue about their aspirations, realities and problems, reflecting about them as subjects with rights. (...) They make their voices heard; they take a hard look at the world that surrounds them and look for ways to transform it.” (KINE - 2006) During 2006 —and on account of its good outcomes—the program broadened its scope into other economically depressed regions in the country, being Misiones one of them. I was invited by UNICEF and KINE to call on a team of professionals to organize the activities in two weekly workshops in Misiones, each of them involving participatory actions from 25 children and young people (between 14 and 21 years of age). Our working group gathered a teacher and journalist (Mirian), a Communication student (Lara) and myself as documentary filmmaker and social anthropologist. So our joint inputs coming up from varied backgrounds let us combine productively communication, education and culture. Throughout those five months of “hands on” training workshops on filmmaking all participants managed to build up a fertile process of reflection on their own rights, at the same time we all steadily progressed towards our final aim: building up ten one-minute pieces that would speak about how young people deal with identity matters and how they perceive themselves as subjects of right and respect in their own communities.

## **Shared Histories – Working through Stories: a Case Analysis of a Contemporary Peace Project in Norway**

Tveitenn, Oddgeir, Agder University College, Norway

In 2001, a non-profit foundation was set up in the municipality of Kristiansand in Southern Norway, where an old Nazi headquarter from WW2 was recast as a resource center for peace education. Within two years, the methods and processes applied at this center had gathered attention from such places as Robben Island Heritage Museum in South Africa (Robben Island is on the UNESCO World Heritage List), and quite a few others. Partnership projects were formed on this basis. Accordingly, the first question asked in this paper is: Why? How does one explain this interest in this small heritage site in southern Norway? Truth Commissions and various approaches to collective dealing with trauma and historically sensitive taboos are being discussed internationally. As an aspect of civil society communication, such experiences as these might be perceived as a form of political and cultural participation. On the other hand, they also represent a method of relating historical experience to contemporary conflict situations for students, tourists, and other visitors who stop to reflect on such local sites of remembrance. It would seem particularly relevant for studies in participatory communication to study the kinds of storytelling that emanate from places like these. And it would be very much in line with UNESCO’s work on cultural

heritage. One might add: The local case in Norway is but part of a global phenomenon, and it is perhaps the phenomenon applied historical narrative, as such, that calls for research attention. Based on experience from several years as a hired researcher in planning and building the R&D section of Stiftelsen Arkivet in Kristiansand, Norway, the position taken in this paper is that of a communications scholar seeking new means and methodologies for doing participatory communication fieldwork. The paper first outlines the history of this local institution in Norway. From there, it proceeds to present empirical material gathered from qualitative interviews with visitors.

### **Asian Learning in Africa**

Lie, Rico & Loes Witteveen, Wageningen University & Larenstein University of Professional Education, The Netherlands

In the field of intercultural communication two clusters of approaches can be identified, first the social psychological and skills oriented approaches, and second, the postmodern, interpretative and ethnographically based approaches. Socio-psychological approaches are, mainly through quantitative methods, in search of collective characteristics and universal generalizations in order to be able to do comparative research. Culture is regarded as a variable that can be measured and can be compared. Postmodern, interpretative and ethnographically based approaches on the other hand value the specific situations as wholes and try to understand them through in-depth descriptions. These approaches state that culture is text and not context. Culture cannot be separated from human life. The paper applies ideas from the second cluster of approaches to theory on intercultural learning. This means that an emphasis is put on interpretations made of learning experiences. It is made concrete in the presentation of a case on an Asian learning process in Africa. In October 2006, an educational space of intercultural communication was created by Asian and East-African rural development professionals in a refresher course on HIV/AIDS and rural development in Tanzania, Africa. The case focuses on the Asian learning processes in the course. The learning processes were also filmed by a professional film crew from India.

### **Technologies de l'Information-Communication et Développement Durable: Comment Penser leurs Relations?**

Papa, Françoise, Université Stendhal Grenoble, France

C'est autour du thème de la « nouvelle économie », que dès la fin des années 90, se dessine le futur des sociétés développées du Nord : ce nouvel âge d'or, combinant libéralisme économique et diffusion avancée des « nouvelles » technologies, est, aux dires de ses promoteurs, celui de l'entrée dans la société de l'information, source d'une croissance durable. Technologies de l'Information et de la Communication (TIC) et développement ont partie liée et, au cours de ces dernières années, vont s'affronter deux modèles de diffusion des technologies et d'usages sociaux des TIC, qui ont néanmoins en commun une croyance, celle de l'horizon indépassable d'une société connexionniste. Le discours néo-libéral voit dans les réseaux électroniques la forme aboutie et concrète de l'universalisation du marché : les technologies de l'information et de la communication fournissent l'infrastructure du réseau nécessaire à l'expansion et au fonctionnement de la globalisation. De manière symétrique, émergent sur la scène internationale des mouvements qui, aux enjeux globaux – en particulier écologiques-, entendent répondre par une stratégie planétaire. La diffusion des technologies d'information et de communication s'accompagne enfin de la construction d'une catégorie, celle de l'utilisateur de ces technologies, et de la définition des usages socialement légitimes. À cette vision désormais dominante d'une société en réseau fait écho la montée des

interrogations autour des modèles de développement. Les problématiques du développement ont fait l'objet de réflexions critiques en raison, d'une part, de l'échec des politiques de développement (accroissement des inégalités Nord-Sud), d'autre part, des conséquences perçues comme étant négatives, du modèle libéral de développement des pays industrialisés et plus largement de la planète. Le concept de développement durable a partie liée avec ces critiques : il apparaît en réponse à la montée en puissance du discours écologique anti-développement. Il se veut aussi une solution à la contradiction entre les modalités de développement choisies depuis la seconde guerre mondiale et la préservation des grands équilibres écologiques de la planète ; il marque enfin l'engagement d'une tentative de conciliation entre les intérêts divergents du développement économique et de la protection de la nature. Dès lors quelles articulations peuvent s'opérer entre technologies de l'information et de la communication et développement durable ? comment penser leurs relations ? Nous nous proposons ici d'examiner comment se mettent en place ces articulations dans une perspective de développement durable des territoires. L'introduction de la dimension spatiale dans l'analyse des relations entre technologies de l'information et de la communication et développement durable est en effet nécessaire pour envisager les impacts potentiels des décisions de développement. Elle l'est aussi pour comprendre les modalités de territorialisation des processus de globalisation économique et de mondialisation. Nos interrogations portent sur la manière dont ces technologies sont prises en compte dans les projets de développement portés par les acteurs des territoires, et sur les types d'organisation de l'espace et des relations, auxquels ils renvoient. Cette communication s'appuie sur les résultats d'une recherche portant sur les relations entre technologies de l'information et de la communication et développement de territoires de montagne de l'Arc Alpin, engagée depuis l'année 2004.

### **Internet in India: Communicating Internationally for Developmental Success?**

Rao, Sandhya, Texas State University, USA

We live in a 'flat' world where the Internet is potentially providing a level playing ground to countries around the world. Now more than ever before, the term 'global village' appears to be a reality. The Internet, the network of networks, has rendered Bangalore in India a neighbor of Boston in the United States (Friedman, 2006). Several countries that were considered as 'developing' have successfully leapfrogged into the 'information society' status. Fifty years ago, India did not have television. Today, it is one of the world's leading technology centers. Liberalization in economic policies has ushered in a new era with a dramatic increase in media diffusion and access. It has also triggered the growth of the economy and increased the size of the middle class. Within the country there are pockets of prosperity and areas of poverty. The increased communication flow between countries with different social and economic contexts such as India and the United States has created a new kind of global economy. This has also created new types of businesses such as call centers, and new ways of doing business by outsourcing and supply-chaining. With information technologies that continue to evolve, there is a need to better understand the information revolution and the future of communication. To what extent is India's economic success due to participatory communication at the global level? Rogers (2000) suggested that the future of successful communication strategies depends on the Internet. The diffusion of various new media such as telecommunications and cellular telephones are as important (Kuo, 1994; Gunaratne, 1998) as social and cultural factors such as government policies, extent of liberalization and language/s spoken (Rao, 2002) in determining the success of a communication campaign. Using the participatory communication model as the theoretical base, this paper will examine issues and questions such as:

the nature and level of participation of information technology users in India's technology centers such as Bangalore with others in both rural and urban areas within India;

the nature and level of participation of information technology users in India's technology centers such as Bangalore with others in the rest of the world, be they in Asia, America or other parts of the world;

Is the communication between technology centers such as Bangalore and other parts of the country one-way, top down or equally participatory?;

Who are the participants and who are the beneficiaries?;

To what extent has participation resulted in empowerment of the players in India?

In what way is the new ways of communicating via the Internet impacting the social and economic development within India?

This research will contribute toward a better understanding the complex patterns of communication that exists locally, nationally, and internationally from the perspective of developing countries.

### **Native Cosmic Vision and Technological Appropriation: Some Postulates for its Research in Communication Sciences**

Gómez Mont, Carmen, National Autonomous University of Mexico, Mexico

The objective of this lecture is to present the results of a theoretical and field investigation undertaken for more than ten years with Mexican native communicators, in the light of the theory of the social uses of information and communication technologies.

The issues that we tried to undertake stem from several observations and questions: What do we understand by native knowledge? What are their characteristics when being transferred to digital formats? What logics of appropriation dominate in these processes? What are their information and communication practices and uses?

a) From the 1970's, the native peoples of the world, and, in particular, the native peoples of Latin America experienced an important revival that has not stopped ever since. This revival attains a certain relevance in front of the democratization process that Latin America experiences in most of the countries where the native population dominates. They are and must be a fundamental part of the democratic growth in our region.

b) One may think erroneously that the Latin American native communities, not counting on economic means, lack initiatives for the development of community projects by the use of information and communication technologies. By means of a field investigation with Mexican native communicators (men and women) we present the results that indicate the opposite, since we confirmed that they have created their own styles and contents in the use of traditional and modern information and communication media.

c) Starting off with a dissertation of the Sociology of the uses (Jouët, 1992, Chambat, 1994, Vedel, 1994) we analyzed and assessed the direction of their media practices concluding that, among the main uses, are the rescue of their own identity, of their vernacular cultures and languages at the risk or extinction, the handcraft production, but mainly the creation of knowledge networks as a way to strengthen and legitimize their own production at the national, regional and international levels.

d) The present society does not know the scope and importance that native knowledge has in important subjects such as health (cancer, AIDS, diabetes...) as well as the processes to safeguard the environment. These facts only recently begin to be recognized at the international level, running the risk of being plagiarized by the more powerful pharmaceutical companies of the planet. The native peoples are conscious of this serious problem and therefore have hurried to rescue the memory of their ancestral and modern knowledge, vital for the survival of the planet and the humanity itself, having as its mainstay the digital

technologies. This is one of the practices that we followed with most interest by means of the creation of Latin American native schools of video makers and the creation of Web sites in the Internet. Under a specific conception of time and space they are interweaving information, communication processes and knowledge networks. From this perspective we asked ourselves, analyzed and followed through participating observation, their uses of information and communication technologies. As a methodology, we applied a field log in order to rescue all those experiences that derive from our contact with the communities, but also established parameters (indicators) for the evaluation of videos and Web sites created by the proper native communities.

### **Participation, Community Building and the Digital Divide—A Case Study of the Digital Opportunity Center in Rural Taiwan**

Chen-Ling Hung, National Taiwan University, Taiwan

The digital divide has become a new form of social exclusion in the information society and many efforts have been taken to address the problem. Among many approaches applied, the community approach, comparing to the technology and market approaches, shows its strength in meeting people's needs to bridging the social divide. In above context, this study examines the digital divide from the perspective of community building, taking Chungliao, a remote township of Taiwan as the site of observation and analysis. Being seriously destroyed by the 921 Chichi earthquake in 1999, Chungliao has moved on the way of reconstruction with residents' consolidation and outside assistance from the government and private sectors. In its way of reconstruction, Chungliao chose the ICTs as a key resource for its survival and became a pioneer site of the Digital Opportunity Center, a government project to bridge the digital divide in rural areas of Taiwan. By conducting interview and field observation, this research aims to explore how this remote township makes good use of ICTs for community (re)building and what difficulties it encounters. The research findings highlight the social shaping of the ICTs, address the process of participation and confirm the importance of collaboration of various forces to bridge the digital divide. Meanwhile, this study also points out the challenges and difficulties to maintain such community-based technology center in remote poor areas. Chungliao's case study therefore contributes to the digital divide research and policy and enhances dialogue between Taiwanese communities and those in other countries in their efforts to weave technology into people's life. Finally, this study fits the theme of the PCR section for it addresses the role of ICTs, people's participation and sustainable development.

### **Finding a Voice: Participation through Content Creation**

Watkins, Jerry & Tacchi, Jo, Queensland University of Technology, Australia

Contemporary development and globalisation discourse tends to position information, communication and technology at the vanguard of social and economic inclusion. However, the assumption that access to ICTs may bring benefits to poor people is primarily based on the perceived socio-economic benefits of ICT proliferation and use in developed, rather than developing, contexts. There is evidence that new and dynamic articulations of ICTs are emerging in poor countries but it is unclear how much potential they have for the empowerment and participation of poor people. While this increasing proliferation of new technologies offers at least the theoretical possibility of access to and participation in a 'global commons', access does not automatically equate to the active or equal participation that is a precondition of 'voice'. In social theory 'voice' is defined as inclusion and participation in social, political and economic processes, meaning making, autonomy and expression; this

concept of voice is central to development and the realisation of rights. But in media and communication studies, technological determinism and first world biases mean little of this social theory has been applied. The theory and practice of communication for social change have long recognised the importance of social context, communication and participation in facilitating poor people to realise a broad range of human rights – to development, education, health and wellbeing. Voicing the needs of the poor is now seen as fundamental to most processes of human development. The rapid emergence and new articulations of ICTs in marginalised communities therefore reveals a critical need to apply participatory methods to the issues of use. In particular, there is a need to understand and develop culturally appropriate interfaces for local content creation if there is to be a meaningful uptake of ICTs in developing countries. This paper describes the Australian Research Council-funded applied research project Finding a Voice, which is working with UNESCO in Nepal, Sri Lanka and India and UNDP in Indonesia to identify opportunities for and constraints on local content creation in an effort to produce effective and sustainable local content creation and distribution models. Typically, most ICT initiatives in developing countries provide access to other people's knowledge and perspectives. But previous research in this field shows that strengthening participation in content creation is a particularly high priority in poor countries, where the introduction of new technologies can increase, rather than reduce, inequality. Finding a Voice uses a new participatory research methodology – ethnographic action research (EAR) – whose central innovations are:  
the embedding of a research culture locally, and  
the networking of initiatives and research.

EAR has proven to be an effective way of researching social and technological networks; understanding the constraints that poor people face in accessing useful and usable information; and understanding what makes local content creation and sharing sustainable.

### **On Not Writing about Africa: Some Words on Digital Media and Cultural Exchange**

Bassett, Caroline, University of Sussex, UK

In recent years there has been a proliferation of digital links programmes between schools in the developed and developing world: the cultural exchanges these many thousands of projects promote run from a single encounter to sustained involvement between schools, teacher and students over a period of years. These projects are cultural at least as much as educational, but are rarely explored in terms familiar to media studies/communication studies. As a result scrutiny of the kinds of representations exchanged, the forms and terms of the exchange, which might be understood as a material virtual process operating within a particular historical and social horizon, and the kinds of knowledge that these programmes might promote are neglected. In addition critical examination of the assumptions about technology and globalization under-pinning many of these projects is lacking. There are real conflicts between the nuanced understandings of globalization processes as a whole that often underpin these projects and a far more basic insistence that media technology adoption in the South is to be understood in terms of an uncomplicated and desirable catch-up process—one that will bring the South into line with the North. To point to this critical neglect is not to denigrate the vigour of these programmes, which often produce surprising results and evince genuine forms of connection. They also speak back to media studies/cultural studies in interesting ways: Firstly because investigating these processes ('not writing about Africa') raises difficult methodological problems. Secondly because they forcibly suggest that there are alternatives to the relentless insistence that resistance within the grounds of the market (the valorization of the cybercafe) is the only way to conceive of ICT implementation—and ICT based international interaction—from the perspective of users in countries in the South. This paper,

seeking to investigate the specific forms of interaction, knowledge sharing and forms of global citizenship that these kinds of programmes may promote, looks some of these issues through an exploration of one of the more sustained digital cultural exchange programmes, the Fiankoma Teachers Project, a three year programme funded by DFID (the UK Department for International Development) which operated between a series of schools on the South Coast of England and on the Cape Coast of Ghana between 2003-2007. Empirical work on this project, currently being completed, took the form of participant observation of many aspects of the project (including school visits, discussion of/observation of interactions between teachers in Ghana and the UK), formal interviews with teachers and students singly and in groups, and analysis of material (web-based, video based, formal and informal) developed by students and teachers over the course of the project.

### **“Carrying Online Participation Offline” – Assessing the Effects of Participation in Ideologically Homogeneous Online Groups on Civic Engagement**

Wojcieszak, Magdalena, University of Pennsylvania, USA

This study assesses the effects of participation in ideologically homogeneous online groups on political participation. It also incorporates the research on social networks and civic engagement analyzing whether the likelihood that online groups' members will engage politically is contingent on political dissimilarity of their offline ties. The study relied on cross-sectional data obtained through an online survey from over 300 members of neo-Nazi and radical environmentalism online discussion forums and contextualized them with an analysis of forums' postings. The websites, of which forums are usually part, were identified by online search and web-graph analysis using the Issue Crawler Software. Web-graph analysis yielded central websites, pointed to others not found in the basic search, and assured that the sampling frame on the level of forums is exhaustive. Research suggests that using the internet for information seeking increases users' interest in politics, self-efficacy, likelihood to vote (Johnson & Kaye, 2003) and to donate money to candidates (Bimber, 2001). It also affects knowledge (Johnson & Kaye, 2003) and volunteering or community problem solving (Jennings & Zeitner, 2003). Participation in unanimous groups, moreover, reinforces views with which individuals enter the discussions (Turner, 1991), leads members to overestimate public support for their views (Wojcieszak, 2006), and increases the likelihood that members will express their positions (McKenna & Bargh, 1998). Research further suggests that exposure to homogeneous structured and moderated online discussions groups increases participants' civic engagement (Price et al., 2002). I thus hypothesized that participation in homogeneous online groups will increase members' civic engagement. Studies also show the importance of the composition of social networks to political participation. Voters exposed to dissimilar views wait longer to decide for which candidate to vote (Berelson et al., 1954; Lazarsfeld et al., 1948) and are the least involved (Knoke, 1990). Consonant social ties, in contrast, motivate individuals towards a collective goal and increase their perception of success (see, Knoke & Wisely, 1990; Mutz, 2006). It follows that offline groups should also influence civic participation and that there should be an interaction between online participation and exposure to dissonant views of offline ties with regard to political participation. Regression analyses confirm the first hypothesis. Members of online groups become more politically engaged the longer they participate in discussion forums, the more time they spend discussing with other participants and the more frequently they visit online groups. Above and beyond, high political dissimilarity of offline ties - operationalized as perception that strong and weak ties have dissonant political views, exposure to dissimilar views, and disagreement while discussing politics - is associated with decreased civic activity while homogeneity of offline environment increases participation. This study addresses issues

crucial to democracy. That is, when homogeneous online spaces favor racial violence or civil unrest and increase political engagement of participants, the effects are of concern and might have consequences for democracy despite the relatively small number of people who participate. In other words, although active citizenry is valued, the internet might disproportionately increase engagement of radicals who converge in online discussion spaces.

### **Internet Forums as Mediating Space in Contemporary Social Movements: Opportunities and Constraints**

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This paper is an attempt to theorise the Internet forum as mediating space for grassroots participation in decision-makings of identity-oriented socio-political projects, via an empirical study of a Taiwanese political forum, tw.bbs.soc.politics. In so doing, it focuses on the thorny question of collective identity in Taiwanese nationalist projects. To systematically look into the process of online discursive negotiation, I build an analytic framework by integrating Habermas's concept of validity claims with Goffman's idea of footing and the method of conversational analysis. The Internet forum is mapped out as an open, non-hierarchical space where spontaneous, multi-party argumentative negotiations arise, permitting the raising, criticising, and vindicating of claims via utterances constituted in adjacency pairs, produced by individuals of various functions and positions. The central argument is that the Internet forum opens the possibilities for grassroots individuals, pivotal to collective actions though outside political elite circles, to participate in the negotiation over the identity of the nationalist project, which, according to social movement theorist Alberto Melucci, should emerge from the process of building the project's goals and means in a specific context. The study shows that the negotiating process does facilitate mutual understanding of opposing participants despite the lack of consensus; nevertheless, it suggests that the Internet alone as a participatory medium does not necessarily make possible effective grassroots participation in this domain. While the access to information essential for producing grounded argumentation is controlled in the hands of elites, the Internet forum can at most achieve, to appropriate Sidney Verba, a state of 'pseudo-participation', in which only a feeling, rather than a situation of participation, is created. Furthermore, it also tests the limit of Melucci's formulation of collective identity that emphasizes the opportunities and constraints of the identity. The case study manifests that the grassroots may not go beyond primordial ties and historical memories when it comes to national identity, despite their understanding of the significance of its feasibility.

### **Empowering Subaltern Groups by Internet: Case Study of Gandanxiangzhao BBS**

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This paper is about how people carrying Hepatitis B virus in China take collective actions against economic and political inequalities with the help of Internet. According to the Chinese Ministry of Health, there are over 120 million people carrying Hepatitis B virus (HBV) in China, accounting for 10 percent of the whole population. Among them about 20 million are Hepatitis patients while the rest are carriers with no symptoms. But both the patients and the carriers belong to a subaltern group discriminated by the general public and hindered in their seeking of decent education, employment, and even marriage. The formation of this subaltern group is distinctively different from HIV/AIDS or homosexual groups. HBV is considered much more dangerous by general public in China than it is proved by scientists. Two main factors stand behind such discriminations. First is the medicine advertisement in mass media. In order to persuade people to buy their products, those advertisements tend to exaggerate the



harms of carrying HBV and claim that they can purge the virus entirely. The manufacturers mislead the public by demonizing HBV and profit enormously at the expense of HBV patients and carriers. The other factor is the government. Classifying Hepatitis as class B contagious disease, the Law on the Prevention and Control of Infectious Diseases of P.R China, issued in 1989, prohibits all Viral Hepatitis patients, suspect patients and carriers from “taking jobs which may distribute the disease”. This ambiguous wording lays the legal basis for discriminations. Since then compulsory health check on Hepatitis virus is common during the enrollment of students and employees, and those who test positive risk losing their qualifications. This is why many carriers with no symptoms are also eager to eliminate this virus of their body. Under such conditions, how can those HBV patients and carriers fight for their due rights? Individual abilities are overwhelmed by the economic force of pharmaceuticals and the political power of the government, but the widespread use of Internet provides new opportunities for resistance by making collective actions possible. The most successful case up to now is the Gandanxiangzhao BBS (“In the hepatitis B camp” BBS). Established in September 2001, it already boasts approximately 20,000 registered members as of July 2006. With “Science Education & Eliminating Discrimination for Hepatitis B” as slogan, the forum has been praised as the spiritual homeland for HBV patients and carriers. Based on this BBS, activists first educate people with correct information and then encourage people to take concrete actions to change the discriminatory regulations and ban misleading medicine advertisements. Progress has been made in suing discriminatory actions by employers and schools, and also some misleading medicine advertisements are banned. By examining this case, I hope to find how in the Chinese context Internet can empower subaltern groups by making collective action possible against established inequalities. The tension among economic force, political power and democratic actors would provide an excellent chance for examining the empowering possibilities of Internet.

### **As We Think? Collective Intelligence, Knowledge Sharing and Encyclopaedias in the Digital Media Age**

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“While the cosmopedia can be interpreted metaphorically as the ideal figure of knowledge ..., from a technical point of view, collective intellects are effectively capable of constructing their own comspopedia” (Lévy, 1998: 216). One of the most influential theorists of Cyberculture, Pierre Lévy offers a metaphorical conceptualization of cyberspace, in terms of encyclopaedia, to argue for a new relationship between technology and knowledge, a relationship that allows the cultivation of a mutually developed and enhanced knowledge space through collective intelligence and interactive cognitive potentialities. This paper will assess the strengths and weakness of Lévy’s posthumanist theorizing of cyberspace to offer an analysis of wiki-based media platforms, and more specifically of Wikipedia. The analysis will trace the emergence and evolution of wikipedia in comparison with generic conventions of and ideological assumptions on encyclopaedia. It will argue for the need to theorize the material and symbolic specificities, as well as the social and political properties and limits of this cultural form and medium for representing knowledge, emblematic of universally distributed and technologically enabled intelligence. It discusses a set of issues regarding: a. the aesthetic characteristics of Wikipedia; b. its institutional structures within the contemporary media landscape; and c. how the spirit of performance and the logic of deliberation relate to its social, cultural and ideological significance. The paper draws on the theoretical and the empirical temporality of the encyclopaedia genre, its relationship with media technology and the history of cultural formations on knowledge representation to argue for a position that critically situates wikipedia away from the utopian ‘knowledge hive’, that

occupies many conceptualizations of the WWW, social software, and of user-generated content formations. It finally argues for the necessity of situating current analyses of contemporary knowledge forms enabled by social software within the system of production and consumption and for the need to interpret both technology and content as social relations.

### **Evaluating User-Generated Content Creation across Contexts and Cultures**

Obrist, Marianna, Astrid Weiss & Manfred Tscheligi, University of Salzburg, Austria

Aspects like networked collaboration and participation define the recent information and knowledge society. "Participation means that technologies, resources, organizations, and skills enable humans to design and manage their social systems all by themselves and to develop collective visions of a better future so that collective intelligence can emerge" (Fuchs et al. 2006, p. 5). In this sense, participation is also defined as a process of empowering humans. Thousands of connected individuals can already actively participate in innovation and social development in ways we once only dreamed of. New technologies (not only the Internet also mobile technologies) are enabling people to become active content producers, to share content with others and even to co-create networked experiences based on their own user-generated content (Tapscott & Williamsen in press). Flickr ([www.flickr.com/](http://www.flickr.com/)), YouTube ([www.youtube.com/](http://www.youtube.com/)), MySpace ([www.myspace.com/](http://www.myspace.com/)) and other thriving online communities already transcend social networking and pioneer a new form of collaborative generation of audiovisual content and the emergence of a new networked user experience. Some valuable products have already come out of this collective knowledge. This paper proposes an evaluation approach for user-generated content creation, while emphasising why people participate in sharing and co-creating user-generated content. A special focus is on how user experience and user acceptance can be approached within this process based on special defined parameters. Parts of the user experience are for example the user involvement and user engagement factors, which are especially relevant for community building. To support the presented evaluation approach we draw on recent knowledge in peer-to-peer networks, where people share content files containing audio, video, data or anything in digital format (Cheng & Vassileva 2005). Moreover, preliminary input can be gained from approaches in the game community research (Järvinen, Heliö & Mäyrä 2002). This paper is mainly approaching user experience aspects and discussing it from a theoretical perspective and for different contexts and cultures. In addition, some use cases are presented, which outline some future trends for user-generated content and the challenges for user evaluation.

### **Redeeming Three Kingdoms with a Weak Messianic Power of Computer Technology**

Wan-Wen Day, National Chung Cheng University, Taiwan

This study examines the social practice of collaborative production in an information age. It will further help us understand the growing phenomenon of web 2.0. Approaching it from a critical perspective of the political economy of communication, I argue that the cooperation of producing open-source software by voluntary programmers offers an opportunity for individuals to participate in the labor process of cultural content production. This development of collaboration creates a new approach for media studies. I focus on a historical computer and video game Sangokushi, which is based on the events of the Romance of Three Kingdoms and the Chronicles of Three Kingdoms in China. Sangokushi has been published for eleven editions. Now it is popular in Japan and the Chinese-speaking countries. In Taiwan, thousands of Sangokushi players virtually immerse in a computer-generated narrative situation every day and form social networks to share playing experiences online. Among them, one special group called the Angle Team works together to create an open-source

version of Sangokushi. The major purpose of their collaborative action is to express the dissatisfaction toward the commercial Sangokushi. This case study can certainly contribute to our understandings of why consumers transform themselves into producers and how they make it possible. First, I will interview all members to map the organizational structure of the Angle Team, to analyze their motivations, and to investigate the labor process of the working collaboration. Second, I will compare this public version of Sangokushi to its commercial counterpart in order to disclose the conceptual difference of the game designs.

### **Building a Digital Commons: Principle Issues for a Comparative Study of Global Internet Culture**

Bodle, Robert, College of Mount St. Joseph, USA

This paper outlines the contours of a second enclosure movement, and various forms of contesting online practices including commons-based media production and exchange in an effort to distil governing principles of critical Internet culture laying the groundwork for a comparative study of global internet culture. The paper's premise seeks to determine the linkages between collective production methods and global networked communities and deepen the links between seemingly disparate global practices that may provide alternative models to the creative industries. This work extends the notion of agency in the digital age, addressing an era of increased privatization and a shrinking public domain due to the combined factors of neo-liberal globalization, FCC deregulation, intellectual property extension, attack of fair use, media concentration, bottom line journalism, US-centered internet governance, surveillance, and censorship. These factors together outline a climate of enclosure that functions to shrink the public domain, contribute to unbalanced access, and chill innovation in media production. Yet, a restrictive climate for cultural production and information exchange also encourages work that pushes against, or routes around constraints posed by limiting factors in our current mediascape. Web-based collaborative projects such as citizen-based journalism sites, tactical media, Wikipedia, free and open source software development, and collaborative search engines help to identify the potential role communication technology can play in building a cultural commons in uncertain times. This paper will address issues of enclosure and control, and pose alternative models for cultural production and resource allocation that ushers in a new era of cooperation and information exchange in the public interest. Principle issues of Critical Internet culture that cross political, regional, and disciplinary boundaries will provide a collective framework for conducting a comparative study of global Internet culture.

### **Policies for Information Society, New Technologies and Local Development. The Experience of Citiz@move in European Union**

Sierra, Francisco, University of Seville, Spain

Cyberspace has brought new habits and new relationships into the traditional forms of social intercourse and modern symbolic practices and representations. The formation of a new telepolis constitutes the main challenge to be overcome by communication researchers. The breaking of the internal and external boundaries of cities and territories, and the merging together and confusion of public and private spaces, which have always been traditionally separated in modern political discourse and communication, indicates not only new cultural trends in human organization and socializing, but also, through the various electronic forms of interaction and information exchange, the constitution of a new space for political identity and participation. This paper explore the idea of intercultural dialectic, recognition of the unfamiliar, alterativity as a sign of identity, and the assimilation of a dialogue-based culture

that in the new Society of Information represents an unprecedented cultural change. The text describes how promote the use and adaptation of the new information and communication technologies (ICTs) in the programming of socio-cultural development for the social change from an emancipatory vision. The Local Communication and Development Network present the methodological precepts and programming bases which underlie its activity. The network is formed by the Ibero-American Digital Communication Centre at the University of Seville, the Andalusian Local Radio and Television Broadcasting network, and the non-governmental organization the European Institute of Communication and Development. Its aim is to promote the use and adaptation of the new information and communication technologies (NICTs) in the programming of socio-cultural development in the city of Seville and others cities of URBACT Program CITIZ@MOVE. The results of this paper summarizes the exploratory intervention research and a process of systematisation of experiences in the material based on a revision of the bibliography and citizen spaces on the net, the description of common elements of the cities participating in URBACT (Seville, Graz, Athens, Valence, Derry, Cosenza, Misterbianco, Syracuse, Toledo and Pecs) and the information and dialogue maintained with the participating cities in the CITIZ@MOVE project during the international seminars maintained in the last two years (2004-2006). Some innovative experiences in the European Union are analyzed, presenting the preliminary discussion about the conceptual bases of new strategic vision for the social movements that tries to explore the new local forms of cultural autonomy of the citizens through the appropriation of the new technologies of information in a social research applied on ICTs and Citizen Participation of the network CITIZ@MOVE (URBACT. European Commission).

**Apropiación ciudadana de internet desde la perspectiva del capital informacional. Análisis de una experiencia en Andalucía (España)/Citizen Appropriation of Internet from the Perspective of the Informational Capital Analysis of an Experience in Andalusia (Spain)**

Víctor Manuel Mari Sáez, Universidad de Cádiz, Spain

Desde finales de la década de los noventa del siglo XX, los movimientos sociales y la ciudadanía activa que trabajan, a escala mundial, por la construcción de otro mundo posible, están inmersos en procesos de apropiación de tecnologías de la información como Internet. Los Foros Sociales Mundiales que han tenido lugar en ciudades como Porto Alegre (Brasil), Mumbai (India), Caracas (Venezuela) o Bamako (Mali) son muestras representativas de unos procesos que tienen continuidad en otros espacios regionales y locales a lo largo del mundo. En la presente comunicación hemos sistematizado la experiencia “Aprendiendo a incorporar las Nuevas Tecnologías de la Información en los movimientos sociales” (Instituto Andaluz de la Juventud, España, 2003-2004). Este proyecto se ha caracterizado por la utilización de unas metodologías de investigación participativas y por la incorporación de nuevos marcos teóricos y nuevos conceptos como el de capital informacional (Hamelink, 1999, 2000). Este concepto, próximo a las teorías de Pierre Bourdieu, plantea continuidades y discontinuidades respecto a otros términos más usuales como el de capital social (Putnam). El capital informacional remite a diversos niveles de apropiación de las TIC: acceso a los equipamientos tecnológicos, alfabetización digital, evaluación de la información y su aplicación a las situaciones reales. Desde esta perspectiva, los movimientos sociales y la ciudadanía activa no sólo se apropian de una herramienta (Internet), sino que también se apropian de la lógica de la red inherente a ella. Para los movimientos sociales y la ciudadanía activa, el reto consiste en aprovechar las potencialidades de Internet para la construcción de redes de solidaridad, tanto en el espacio de los flujos como en el espacio de los lugares (Manuel Castells). Since the end of 90's decade of the past XX century, social movements

and active citizenship working at a worldwide scale on the construction of another possible world are absorbed in the process of appropriation of different technologies of information such as Internet. World Social Forums taking place at Porto Alegre (Brazil), Mumbai (India), Caracas (Venezuela) or Bamako (Mali) are good examples of the various processes which have its continuity in other regional areas along the world. In the present paper we have systematize the experience, "Learning to incorporate New Information and Communication Technologies in social movements" (Youth Andalusi Institute, 2003-2004). The two main characteristics of this project had been the use of a participative research methodology and the incorporation of new theoretical frameworks and concepts like informational capital (Hamelink, 1999, 2000). This term, next to the theories of Pierre Bordieu, creates some continuities and discontinuities with other more usual notions such as social capital (Putnam). Informational capital points to the different levels of appropriation of the ICTs: access to technology facilities, digital literacy, evaluation of information and its use in real situations. From this perspective, social movements and active citizenship not only get hold of a tool (Internet) but also of the inherent logic of the net. Their challenge consist in taking advantage of the potentials of Internet for building solidarity networks in both the space of flow and the space of places (Manuel Castells).

**Created by Catalonia: Digital Storytelling for DTV**  
Freidus, Natasha, University of Rovira and Virgili, Spain

This paper and accompanying multimedia presentation will explore the results of Created by Catalonia, a pilot digital storytelling program for participatory production in Catalonia, Spain. With the upswing in bloggers, podcasts, and other forms of independent media, citizens are increasingly communicating their messages via the Internet. Digital television, however, remains uncharted territory for citizen-produced media. One media form that has already demonstrated successful distribution both online and on television is digital storytelling. Digital storytelling- brief multimedia narratives blending together voice, still photography, artifacts, and video, has been effectively implemented as a form of participatory media production throughout the United States, the U.K., and Australia. Created by Catalonia, produced in collaboration with the City of Vilanova i la Geltrú, and The Department of Communications at Universitat Rovira i Virgili (URV) in Tarragona, explores the viability of digital storytelling for citizen generated programming on local Digital Terrestrial Television (DTV). With a focus on social change media, locally facilitators from the fields of domestic violence, public health, and immigration among others will be trained to gather stories through thematically based workshops. Ultimately, this pilot will serve as one step in the growth of digital production models reflecting the rich language and traditions of the region- fostering the development of media created by and for Catalonia. Discussion will center on a preliminary assessment of the following dual objectives for Created by Catalonia. Viability as a production model: The primary objective of this research is to develop a sustainable, collaborative production model for Catalonia digital television. This model will target groups traditionally marginalized from access to technology. The development of media products: The project will culminate with thirty to forty locally produced digital stories on a broadcast-ready DVD and website, providing viewers with insight into the daily lives and struggles of unheard Catalan voices. The research design is based on the analysis of a collaborative production model case study through qualitative data gathered from participatory observation, in-depth interviews, and focus groups. The methodology draws on the principles of participatory action research (PAR), and, in keeping with the objectives, also incorporates multimedia modes of inquiry. Results will be discussed and demonstrated through text and video interviews. With the growing integration of multimedia technologies into civil society,

it is incumbent on citizens to not only become “consumers of media”, but rather “producers of media”. Created by Catalonia is born out of a new interpretation of Paolo Freire’s call to not only “read the word,” but to “read the world,” a world where image and sound plays as large a role as text. Only through careful analysis and discussion of these grassroots media education and production efforts can we create a more just system of media production and distribution. Session will include viewing of sample digital stories produced throughout the year in Catalonia and previously in the United States.

**La culture ordinaire de l’écran ou l’usage social d’Internet par les jeunes adultes/  
*The Ordinary Screen Culture or the Social Use of Internet by Young Adults***

Messin, Audrey, Université Paris 2-Assas, France

La sociologie des usages des technologies de l’information et de la communication (TIC) se pose aujourd’hui, notamment en France depuis l’appropriation massive d’Internet par les acteurs sociaux, comme une discipline incontournable dans l’approche des phénomènes médiatiques et communicationnels. Elle nous permet d’éclairer et d’envisager le changement social en cours sous l’angle particulier de la culture ordinaire de l’écran. Notre problématique s’axe autour de l’appropriation d’Internet par la première génération qui est née et a grandi avec la multiplication des interfaces à écrans (diversification du paysage audiovisuel, apparition de l’informatique domestique grand public, développement des jeux vidéo etc.). Elle permet de renouveler les questionnements liés d’une part aux formes de la culture juvénile et d’autre part à l’appropriation sociale d’une technologie de l’information et de la communication avec les bouleversements qu’elle engendre dans la quotidienneté des pratiques (culturelles, médiatiques, communicationnelles, juvéniles etc.). L’usage social de l’écran connecté qu’en ont les jeunes adultes met à jour des tendances nouvelles, amenées à perdurer dans le temps, en termes de renouvellement des compétences relationnelles, identitaires et réflexives. C’est ce que nous montrerons en mobilisant la notion de culture ordinaire de l’écran, aboutissement théorique d’un travail empirique de deux années auprès de jeunes internautes avertis. Outre l’enquête par questionnaires et l’observation participante, les entretiens semi-directifs ont notamment permis de mettre l’accent sur un indicateur souvent négligé : celui de la familiarisation aux écrans dès l’enfance. Ce positionnement méthodologique contribue à la richesse des résultats par l’apport d’un corpus de données à la fois qualitatives (50 entretiens) et quantitatives (plus de 300 questionnaires). Il permet d’enrichir les hypothèses de départ et de dévoiler, au croisement de la sociologie de la jeunesse, de la sociologie des usages des TIC et de la sociologie des médias, la réalité d’un phénomène social émergent : la culture ordinaire de l’écran dont nous proposerons la définition. Fort de ce constat nous aborderons la question de la communication participative sur la Toile par ce public spécifique de « jeunes adultes ». Nous remettons en cause l’approche d’une communication dite anonyme et montrerons en quoi la communication sur Internet revêt des formes complexes chez ceux qui en maîtrisent les diverses facettes et savoir-faire. Relationnelle, collaborative, participative, la communication en ligne est également, de manière non exclusive, pragmatique et utilitaire. C’est cette complexité croissante des phénomènes communicationnels (liée à l’appropriation sociale de nouvelles TIC et à la diversification de leurs usages ordinaires), qu’il est nécessaire de prendre en compte dans les recherches. Elle se pose comme une variable explicative du changement social et générationnel à venir dans les sociétés occidentales.

The sociology of the uses of information and communication technologies (ICT) is posed today, in particular in France since the massive appropriation of Internet by the social actors, like a discipline impossible to circumvent in the approach of the media and communication phenomena. It enables to clarify and consider the social change in progress under the

particular angle of the ordinary screen culture. Our problems are centered around the appropriation of Internet by the first generation which was born and grew up with the multiplication of the screen interfaces (diversification of the audio-visual landscape, appearance of computing general public, development of video games...). It makes it possible to renew the questionings related on the one hand to the forms of the youthful culture and on the other hand the social appropriation of an information and communication technology with the upheavals which it generates in the everyday life of the practices (cultural, media, communication, youthful...). The social use of the connected screen that the young adults have reveals some new tendencies, brought to prolong in time, in terms of renewal of relational, identity and reflexive competences. It is what we are going to show by mobilizing the concept of ordinary screen culture, theoretical result of two years of an empirical work with young informed Net surfers. In addition to the investigation by questionnaires and the participating observation, the semi-directing interviews in particular made it possible to stress an often neglected indicator : the familiarisation to the screens as of childhood. This methodological positioning contributes to the richness of the results by the contribution of a corpus of both qualitative and quantitative data (50 interviews and more than 300 questionnaires). It makes it possible to enrich the starting assumptions and to reveal, with the crossing of the sociology of youth, the sociology of the uses of the ICT and the sociology of the media, the reality of an emergent social phenomenon : ordinary screen culture whose we propose the definition. Further to assessment we tackle the question of the on line participative communication by this specific public of “young adults”. We call into question the approach of a communication known as anonymous and show in what the communication on Internet assumes complex forms at those which control their various facets and know-how. Relational, collaborative, participative, the communication on line is also, in a nonexclusive way, pragmatic and functional. It is this increasing complexity of the communication phenomena (related on the social appropriation of new ICT and the diversification of their ordinary uses), that it is necessary to take into account in research. It is presented like an explanatory variable of the social and generational change to come in the western societies.

### **Constructing Participatory Media as Platforms for Reconciliation**

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Developing trust and respect between differing cultures is vitally important to create democracies. It provides the foundations for political order and stability. This development becomes even more critical among peoples who need to reconcile difference following the affliction of, and the suffering from, great pain and loss, such as between Hutus and Tutsis in Rwanda, blacks and whites in South Africa, Serbs and Bosniacs in former Yugoslavia, or Israelis and Palestinians in the Middle East. To do this requires, among other things, the development of participatory communications media, journalistic practices and a pedagogy of intercultural reconciliation in which all actors believe that they have meaningful voices and interests. Such media are rooted in the premise that communication is an ongoing process of meaning making and sharing between people who have the ability to enter into dialogues with one another as they seek to reconcile their desires. The more we communicate with one another through respectful dialogue, the more we can discover the universality of our own desires; we are, in essence, one in this Spirit. A new, globalized democratic ethic will be based, therefore, on the mediation of these unifying desires in the myriad ways in which we experience the world. We can imagine a new foundation phrase for the globalized democratic experience: “De unus Pluribus” (Out of One, Many). In so doing, we can emerge from the fear of the Others as potentially hostile forces to embrace them as our equals in their ability for laughter, fear, pain and joy. This means working towards creating a systemic dialogue

aimed at entrenching and fixing the rights and interests of different cultural and ethnic groups by making them organic in public life. This requires a participatory ideology, i.e., a democratic ethic that must be institutionalized and internalized before participation, as an on-going process, becomes real. Communications media may be viewed both as parts of participatory institutions, and as major producers and propagators of participatory ideology upon which the democratic ethic may be built. Media in emerging democracies must represent adequately the array of interests, cultural symbols, political commitments, ethnic groups, social classes, etc., within the society. These representations constitute the public domain within which individuals and groups identify as parts of democratic action or participation. They can cut across societal divisions in various ways between different ethnic groups, social classes, ideologies and geographical regions. Identifying and focusing on shared (instead of local or regional) symbols, focusing on common interests, values and aspirations (instead of particularistic ones), can help create national identification and loyalties. Locally, more community-based media can be used to give voice to, as well as a hearing from, previously marginalized or ignored groups, all of whom have vital interests in the creation of newly emerging democratic institutions.

### **New Outlets of Bad Taste and Prejudices? The Finnish Mediascape Meets the Noisy Spheres of Alternativeness**

Kivikuru, Ullamaija, University of Helsinki, Finland

The literature on alternative media – or participatory or citizens’ or popular or radical media, however one wants to call the phenomenon which has become very popular in the recent years—emphasises the fact that when ordinary people reach control over mediated communication, these forms of communication set in motion complex democratic processes, defend local cultures and empower people. The mediascape has lacked something, and people’s power has expanded the sphere of mediated communication toward a new dimension, thus bringing “voice to the voiceless”. In Finland, web-based forms of communication have spread wildly in the recent years, partly attached to the conventional media and public institutions, partly operating totally outside them. New spheres of communication are born, bringing into the mediascape new actors, new content producers lacking totally the history of journalistic expression: telephone companies, small production firms, non-commercial websites open for everybody. Especially before the parliamentary elections to be held in March 2007, the discussion websites have become fora for dirty tricks and hate talk, hardening indirectly also the expression style of campaigning partners. Hard competition and various forms of commodification of facts have promoted media mainstreaming in post-industrialised societies such as Finland. People have been audienceed, pushed to a simple receiver position. Now the new technology allows a wide scope of new modes of mediated communication. But does this automatically lead to a widening of alternativeness? Can the opposite happen, the new modes actually promoting such not-so-respectable behaviour and substance which the conventional media have polished away from their supply long ago, thanks to professionalism, media ethics and genre conventions? Is it so that in a corporate society, genuine alternativeness seeks its channels via various established organisations, leaving discussion websites to marginalised and frustrated individuals, unable to organise themselves? Can it be so that people who have been audienceed so long have lost at least some of their ability to genuine emancipation? Or is it so that unbridled freedom does not equal to alternativeness when media modes are discussed? This paper tries first to map the actors in the present-day Finnish mediascape, then to collect evidence about the operational rules of the “new” and “old” players of the game and, finally, to reflect upon, whether or not these actors fit into the definitions of alternativeness. The empirical evidence



will mainly be collected in Spring 2007, but the paper also attempts to detect trends in media policies and practices.

### **Indigenous Media as Deep Democracy**

Sigurjon Baldur Hafsteinsson, Temple University, USA

In this paper I argue that indigenous media practices of Aboriginal Peoples Television Network (APTN) in Canada is an exercise in deep democracy. The argument is based on my ethnographic research among Aboriginal peoples who work for the network and stress that democracy is about values, policy change and practices that include respect, protection, promotion of diversity and universal human rights. Such democratic practices are deeply local but simultaneously transnational. The overall aim with these practices of APTN are twofold. First, is to build an Aboriginal institution that has is rooted in Aboriginal philosophy and at the same time ensures its durability as an Aboriginal institution. Second, to influence Aboriginal communities, non-Aboriginal communities, and political and economic powers with its programming. As such, APTN is already transgressive in that it gives voice to Aboriginal groups that assert their sovereignty within the boundaries of Canada and labor to a new social order. Moreover, APTN suggests an institutional model for the representation of difference that rejects mainstream media practices fraught with sensationalism and stereotyping. The individuals who work for APTN endeavor to introduce or revive democratic principles among Aboriginal peoples and others in ways that suggests roots, anchors, intimacy, proximity, and locality. In this paper I will critically discuss these democratic practices in relation to theories of indigenous media.

### **Producers as Media Activists in a Deeply Conflicted Society**

Lemish, Peter, Sapir College, Israel

This paper presents a case study analysis of the participation of media producers in an informal activist community that has been working for nearly 20 years to advance resolution of the conflict and democratization in Northern Ireland. Each of the three main theoretical and empirical areas addressed in this study—producers of media (primarily television & Internet), media activism, and roles of the media in conflict resolution—are relatively new, and hence the case study seeks to contribute to these emerging fields as well as to demonstrate the potential of examining the role of media production in community networks for understanding the role of the media and social change. The insights to be shared in this paper are an unexpected outcome of a larger, cross-cultural study of the production of media for children related to conflict resolution in deeply conflicted societies. Upon finding during the field research that there were very few producers of children's media in Northern Ireland, I expanded the field of research subjects to include educators, community workers, representatives of trusts, as well as persons involved in a wide range of media-related activities (e.g. commissioning agents, directors of media production houses, regulators); many of whom were persons interviewed in previous studies and colleagues in action research projects in which I participated in Northern Ireland. What emerged in these conversations was discovery of an informal network—that I refer to as the Conflict Resolution Community (CRC)—comprised of professionals who work in all aspects of social life in Northern Ireland, and who include among their efforts directing energies and funding to media projects related to resolution of the conflict, democratization, and an imagined, alternative future for the area and its children. The study focuses on how producers advanced their media initiatives in association with this informal community.

The presentation of the findings is organized in four analysis domains:

Media activists & their productions: Analysis of the views and productions of six key projects – three fiction endeavors, two non-fiction productions, and one producer of Internet sites oriented to help children-youth understand the conflict.

The nature of the “conflict resolution community” and its involvement in development these media projects in the context of the Northern Ireland Troubles. The “political-economy” of media production discusses how funding has been used to both support and to discourage development of these productions. Oppositional perspectives: Let’s Move On position argues that NI needs to move beyond the conflict; the Direct Opposition position argues against the “liberal” values driving these projects; and the Process position that argues that process should be advanced over production contents advanced by CRC. The paper’s discussion section raises issues and proposals for future research in three theoretical-empirical domains: understanding the world of media production for children; media activism, and involvement of the media in conflict resolution.

### **Radio as Democratization Means: The Use by Students**

Lago, Claudia & Gisele Sayeg Nunes Ferreira, Universidade Anhembi-Morumbi, Brazil

This paper is based on a research on the uses of new technologies by Radio and TV students in São Paulo, Brazil. It seeks to analyze the potential of radio as means for enhancing the democratization of communications and relationships as a whole, as the students envision and take control of such media. It particularly seeks to confront this specific use and the migration to digital basis with the actual general outlook of radio in this country. Radio in Brazil can become an important tool in the process of democratization of information and communications, due to the low costs of transmission, implantation and reception when compared to other media. In a country where oral culture is privileged, radio also plays an important role on the democratization of relationships and even as grounds for the development of social inclusion. This perspective has been broadly proved by projects developed by governmental organizations and governments, which act upon the education of needy populations to the exercise of citizenship with the support of radio broadcasting. On the other hand, it has been observed a takeover of radio stations by traditionally voiceless social groups in the last years, which is proved by the growing number of legal community radio stations, the thousands waiting for legalization and a similar number of so far illegal operating ones. Within this picture it has been verified, also recently, an expressive increase in the offer of audiovisual college courses, the so called Courses on Radio and TV, as well as the growing demand for them by students coming from various regions of the country and social backgrounds. Therefore, it tries to clarify how the future radio professional will position himself to face the emancipating potential of the vehicle, starting from the use he makes of it now.

### **Community Radio Broadcasting in Brazil and France: Action Rationales and Public Space**

Leal, Sayonara, Universidade de Brasília, Brazil

*Object and objectives:* the object of this study are nonprofit local radio stations with limited territorial coverage located in Brazil and France. Such radio stations are considered community public spaces where political debates and opinions can be broadcast as well as topics concerning the public which produces and receives the contents from them. The main purpose of this paper is understand the dynamics of these alternative types of media based upon the different action rationales (communicative, associative, communitarian, instrumental).

*Method:* by collecting data from the application of questionnaires, documents, unstructured and episodic interviews concerning broadcasting programming, the research was carried out with: a) 22 authorized community radio stations in the North of France, with indepth case study in five of them and b) 15 authorized community radio stations in the Federal District and the Midwest of Brazil, also with indepth case study in five of them.

*Results and conclusion:* The different action rationales from the radio stations in this study, usually created by neighbourhood associations, make them multiform objects with various purposes (religious, educational, communitarian, general, musical). We have observed these communication vehicles are related to distinct purposes and working styles. Because of that, we have identified the shift from political debate either to socio-cultural debate or to a greater emphasis on the denouncement of private issues brought up as public issues. However, these media in Brazil as well as in France go beyond the forces and interests they represent, providing visibility to private initiatives presented as “common good”. This allows us to understand them as community public spaces where diffuse interests from the community in which they are embedded are shown and discussed.

### **Re-conceptualizing “Participation” in Media Development Initiatives**

Abbott, Susan, Antonio Lambino II & A. Susana Ramirez, Annenberg School for Communication, U. of Pennsylvania, USA

Efforts to justify the greater use of broadcasting and the press for economic and human development initiatives often feature the idea of “participation,” sometimes articulated as “giving voice.” This idea of participation is rarely subjected to analysis, nor is its implementation in actual field work evaluated. Indeed, in general, media development claims are plagued by the lack of an evidence base that illustrates the impact and significance of its activities, training programs, and advocacy work. This paper will describe the existence of a “media development sector”, and examine its modes of increasing democratic participatory processes. It will use as a method content analysis to determine how participation is conceptualized and applied in contemporary media development projects. Cross-national analyses will be carried out estimating associations between differential concentrations of media development initiatives in various countries and their associations (or lack thereof) with aggregate indicators of political, social, and human development outcomes. The content analysis for this study will be carried out using proposals and reports from media development organizations. Many of the groups affiliated with the Global Forum for Media Development (GFMD), such as Internews and the International Research & Exchanges Board (IREX), will provide access to the relevant data. A representative sample of projects will be selected for analysis. The analysis will ask the following questions: How many of the projects identified participation as a key component and/or discussed participatory evaluation methods? How many conducted evaluations and/or participatory evaluations? How was “participation” and “evaluation” defined? Who is (are) included/excluded in the planning, implementation and evaluation stages? Which measures were used to support the evaluation? How, by whom, and with whom was the evaluation conducted? Which questions did the evaluation attempt to answer? Who is (are) the evaluation’s target audience(s)? Cross national analysis will estimate and examine associations between the density and scope of media development projects in particular countries and political, social, and cultural outcomes, e.g., political participation, civic engagement, quality of governance, health, environmental, and agricultural indicators, while controlling for a host of country characteristics. Data on media development efforts collected for the content analysis will be aggregated and nested at the country level with a weighting system determined by the size and scope of projects. Country indicators will be collected from various data sources, such as the

UNDP Development Report, IREX Media Sustainability Index, World Bank Institute Governance Indicators, World Bank Development Indicators, Freedom House Freedom of the Press and Freedom in the World, CIA World Factbook, IDEA Voter Turnout, Transparency International Corruption Perceptions Index, World Values Survey, among others.

### **A Critical Review of Participatory Strategies in Media for Social Change**

Wilkins, Karin, University of Texas at Austin, USA

Media for social change refers to strategic media projects designed to advance causes for the public good. These projects are rooted in development communication, health communication, environmental communication, social movement theories, as well as other approaches to public communication campaigns. This emphasis is increasingly recognized as an interdisciplinary approach, through the work of research scholars in communications, sociology and other fields, of professionals in project implementation and evaluation. Building on a critical approach to research on communication campaigns (Rakow, 1989), this work interrogates underlying ideological assumptions as well as the organizational and structural conditions of production. In order to articulate the dynamics of power within the production of these strategic interventions, I begin with the assumption that social problems are not given, but selected and constructed by groups, communities, and organizations (Salmon, 1989). How these problems become characterized constrains possible types of solutions. Framing world population, for example, as a bomb implies that subsequent intervention should be immediate in order to diffuse the situation; if, rather, the problem of population is framed as one of overcrowding on a boat, then perhaps redistribution of people might be an appropriate response. Framing a problem as a “war” on poverty, or on drugs, implies that there are heroes and enemies, and that a battle must be won despite the cost. The groups and organizations creating these strategic interventions then have power to define problems as well as appropriate solutions. The construction of issues and interventions carries with it assumptions about models of social change, whether seen as advanced through individualist action in a pluralist society or constrained by collective, normative and structural conditions. To offer some illustrations, focusing on individuals means encouraging seat belt use rather than creating policies to regulate car manufacturing; quitting smoking rather than restricting smoking in public spaces or reducing subsidies to tobacco farmers; as well as boiling water and washing hands rather than improving plumbing and water supply. In the broad research project, I address media for social change as a framework for considering social marketing, entertainment-education, as well as media advocacy interventions. What unites these approaches is an intentional, organized strategy toward a specific, non-commercial goal. Strategic communication projects share an assumption that media have the potential to influence social change, whether as a mechanism toward informing or persuading individuals, shifting normative climates or encouraging policy change. These types of projects differ, however, in terms of the types of groups they address, as well as the nature of the social change process assumed. For example, social marketing targets individual consumers to change their behavior, whereas media advocacy directs attention toward policy makers who have the potential to change structural conditions. These projects also differ in their theories of how media might influence individuals and society. Notions of participation may also be distinct across these strategies. These three approaches are analyzed in terms of types of problems addressed; the process of social change assumed; and the role of media in that process. These models of communication intervention represent ideal types described in the field, intersecting theoretical approaches with applied practice. It is recognized that these approaches are neither mutually exclusive in theoretical terms, nor completely distinct in the implementation of specific projects. The proposed work to be presented at IAMCR will

address a study of social marketing projects, assessing the structural conditions of campaigns in relation to their projected constructions of participation, as well as identified themes and goals. Future work on entertainment-education and media advocacy campaigns may be bracketed from this conference presentation in order to facilitate more focused attention on the ways in which participatory strategies may be invoked in a particular type of campaign within the framework of development discourse. The sector of analysis will address population projects.

### **The People's Republic of China's Burgeoning Influence in Africa: The Personal Influence Model for Theory Building in Participatory Communication**

Pratt, Cornelius B. Temple University, USA

This paper argues that the concordance between the People's Republic of China's cultural norms, grounded in Confucianism, and those of Africa provides opportunities for the latter's theoretical response to what Servaes (2004) recommends for addressing social change communication in Africa: a "sense of transnational culture" and "[a]n integration of different means of communication" (p. 63). For example, *guanxi*, a communication practice that illustrates the personal influence model in the People's Republic, is particularly relevant to a panoply of Africa's social programs in that they sustain extensive social networks in three areas: among development specialists, between them and their target audiences, and among members of those audiences. Such norms (and practices) are the bases for four propositions that inform a template for theory building in participatory communication in African communities. Why the People's Republic of China? China's interest in Africa is centuries old. In Beijing, in October 2000, China launched China-Africa Cooperation Forum to promote economic, social and political ties with the continent. In Addis Ababa, Ethiopia, in December 2003, the second ministerial conference of the forum, attended by ministers of foreign and economic affairs from 44 African nations, developed an action plan that called for helping African institutions of higher learning improve their academic disciplines and specialties, and for developing human resources and promoting educational development. It also established the African Human Resources Development Fund exclusively to train as many as 10,000 African personnel in a variety of fields in three years. It also encourages investment in Africa by Chinese entrepreneurs. China's presence in Africa is a vehicle for transnational culture, even as it reassures its hosts of a strictly business, nonpolitical relationship. The United Nations acknowledges that China's mutual relations with Africa indicate that nation's commitment to South-South cooperation, which can enable Africa to meet the U.N. Millennium Development Goals, whose focus is to reduce extreme poverty by 2015. That mutual characteristic endears African leaders to China, which has invested heavily in the oil industry in Sudan, Angola, Gabon and Nigeria; in the cobalt and copper industry in the Democratic Republic of the Congo; in the mining industry in Zambia; in the mineral and agricultural sectors of Zimbabwe; in the transportation sector in Kenya, Nigeria, and Rwanda; and in telecommunications in Tunisia. And China's trade with Africa has increased from \$6 billion in 1999 to \$10 billion in 2003; it is projected to increase to \$100 billion by 2010. China is providing technical expertise in all economic sectors; for example, its management and consulting firms and corporate communication managers foster bilateral relationships for further growth in relations between their country and the continent. China is exploring investment opportunities—that is, to invest \$7 billion in Nigeria, much of it in the oil sector. In November 2006, it signed an \$8.3 billion contract with Nigeria to build a 2,000-mile railroad. These opportunities have major implications for Africa, which is experiencing a renaissance of sorts—a reformist tide propelled by investment policies conducive to foreign investment and a political will consistent with stabilizing, if not expanding, civil liberties.

And because of the momentum of the Chinese presence on the continent, vistas for theory building are engendered by a growing transnational culture, as well as by communication networks that, even though separately are African or Chinese, represent a coalescence of the cultural traditions of both the host and the multinational.

### **Participatory Development - From Knowledge to Practice**

Chitra Pathak & Manish Kumar, Krishi Vigyan Kendra, Majhera, India

Rural development in India has a long history of engaging and involving communities. Since the launch of Community Development programme in 1952, participatory efforts in the country have come a long way. Today plethora of participatory initiatives is on the ground. Government, corporate, CSO, NGO, academia, donor, UN agency, etc. are all rooting for programmes, projects, policies, budget and so on that is bottom up. However, experiences show that people's involvement does not translate to sustainable practices to a large extent. Mostly, it ends with the funding or the financial support to the project. Knowledge to practice is, probably, the most difficult journey in the life-cycle of any development intervention. Even if people possess the necessary knowledge they do not practice for many situational, economic, social, cultural, policy, etc. reasons. This paper describes and analyses few participatory projects/researches. It suggests few possible strategies to improve the knowledge to sustainable practice conversation rate.

### **Participatory Communication and Community Development in Thailand: What Have We Learned from the Field?**

Parichart Sthapitanonda, Chulalongkorn University, Thailand

Participatory Communication is a new area of academic and community work in Thailand. This article aims to find out to what extent the potential media activities in Thailand, ranging from community campaign, community drama, community broadcasting system, local television station, and the internet, can be the effective participatory community channels for social change. The methodology in this study includes participatory observation, participatory forum, and documentary analysis based on the research projects, which the author and local researchers have conducted during 2002-2006 in Thailand. The results indicate that participatory communication serves as the community learning process, where both major communication channels and the supplementary channels are necessary. However, the heart of the participatory process is not the communication media, but the messages that the all stakeholders perceived as community messages, which are developed by the community members, and for community purposes, and the dialogical process among the community members. In addition, the research has also indicated the issues needed to be addressed in the future; for example, do all community members need to be participated? What should be the major concerns in terms of technology, media access, management, and policy?

### **Lost in Translation: A Review of the Multi-Purpose Community Centre Initiative in KwaZulu-Natal, South Africa**

Burton, Simon, University of KwaZulu-Natal, South Africa

The Multi-purpose Community Centre initiative of the South African government, initially framed as one of the arms of a broad strategy to build connectivity and communication in a country characterised by deep inequalities, has increasingly come to reflect efforts to remedy the deficits in service delivery currently experienced by many communities. This paper seeks

to outline how the strategy has shifted focus away from 'building communication' (Silverstone 2005) towards strengthening emerging forms of local government and the challenges of stakeholder participation in servicing the needy and marginalised.

Issues to be discussed include:

How the MPCC roll-out has impacted on the burgeoning telecentre movement of the late 1990's;

Reflection on the participatory commitments of the MPCC initiative in the light of the shift in focus;

Reflection on the institutionalisation problems associated with the initiative;

Reflection on the current 'models' of MPCC's currently in use;

Reflection on the perspectives 'from below' on existing MPCC's and their usage in KwaZulu-Natal;

Reflection on the relationship between the MPCC initiative and the notion of an information society;

And finally, a proposal regarding the integration of MPCC's into a broad strategy for development.

The paper is underpinned by extensive research in the province of KwaZulu-Natal, involving site visits to all existing centres, as well as conversations with key stakeholders in government, service providers and local participants. The picture that emerges is one of almost complete collapse of the initiative, which is increasingly driven by bureaucrats working in isolation from each other and from communities themselves.

### *Posters*

#### **Measuring Participation as Communicative Action: A Case Study of Citizens' Involvement in and Assessment of a City's Smoking Cessation Policy-Making Process**

Chang, Leanne, Temple University, USA

The values and necessities of participation have been addressed across various disciplines. Yet, participation is a concept that lacks theoretical definition and systematic evaluation methods. Among the efforts to search for conceptual and evaluation frameworks for participation, one approach employs Jürgen Habermas's theory of communicative action (TCA) as the theoretical foundation in defining participation. This action theory is relevant to the discussions of participation because of its inclusive analysis on how dialogue can be practiced with an aim toward reaching mutual understanding. This paper adopts an operational protocol of participation derived from TCA's central propositions and conducted an empirical study to test the methodological significance of the measures of participation as communicative action. The applied context was citizens' participation in a city government's smoking policy-making process at the public sphere level. Participation was evaluated by the extent to which citizens can accept the policy makers' validity claims and can raise any concerns about the proposed policy based on the general speech conditions. The expected outcome was the legitimacy of the government's new smoking policy. The research hypothesis is: legitimacy should be positively associated with perceived validity and perceived speech conditions individually and jointly. Findings of this study indicate that the measures were able to reflect the major properties of communicative action. Hierarchical regression demonstrates that communicative action variables jointly had significant predictability on legitimacy. Construct validity was supported by the measures' success in predicting citizens' positions on the legitimacy of the smoking policy. An important proposition of TCA is that communication does not always result in consensus. Through

dialogue, actors may gain more understanding of each other's proposal, which help them to negotiate the decision in an acceptable way. But the communication process does not promise that the final decision can always satisfy everyone's need. The results of the descriptive analysis illustrated that citizens can grant legitimacy to the government's decision even when their appraisals of specific validity claims or the general speech conditions were low. In the long run, validity claims and speech conditions should be all positively correlated in the statistical model. But in a given period of time, such as the applied context, not all indicators of communicative action need to have a perfect score to achieve an acceptable level of legitimacy. The approach to measure participation as communicative action is different from the traditional empirical measures in two aspects. On the one hand, this approach suggests that participation should be recognized as respondents' engagement in an argumentation. The emphasis on linguistic interactions differs from the traditional participatory measures that count on individuals' physical presence, which can be the consequence of mutual understanding with change agents, or an action coerced by forces. On the other hand, to evaluate the average people's inner thoughts on the argumentative process, a self-report research design is required. This self-assessment approach can be a complement to current measures that rely on researchers' observations to record beneficiaries' attendance in each stage of a health program and the dialogue outcomes.

### **Integrating Traditional Media and ICTs as Strategy for Women's NGOs: Advocacy for Stopping Domestic Violence against Women**

Bu Wei, Chinese Academy of Social Sciences, China

This paper attempts to explore the role of information communication technologies (ICTs) in the Chinese women's movement based on three studies, "Women's media as alternative media or mass media?", "The Interaction of the alternative website and mass media in China: Case study of [www.stopdv.org.cn](http://www.stopdv.org.cn)", and "Organizing for stopping domestic violence against women - New role of popular theatre troupe in rural areas in China." First, to set the context I will discuss informational stratification in China. Next, I will explain how women's NGOs developed their communication strategy through highlighting the example of "Stopping Domestic Violence against Women." My analysis will include how this group uses ICTs, traditional media, and alternative media and promotes interaction between with the goal of transforming domestic violence from a private to a public issue. Finally, the types of actions run by women's NGOs will be summarized, in particular "empowering women through ICTs."

### **Balancing Stakeholder Expectations and Perceptions: An Exploratory Study of Organisational Listening Competency**

Lawry, Judy, RMIT University, Australia

This paper presents conceptual development of a research project currently being undertaken to explore organisational listening competency during stakeholder consultation. The paper describes development of a novel qualitative research design as a result of integration of literature from a range of academic study areas including listening, communication, public relations, stakeholder engagement and service quality. The empirical study involves qualitative, descriptive case studies that explore listening competency within a specific situation- consultation between an organisation and its stakeholders. Two organisations have provided access to three community consultations, allowing exploration of a total of six case studies. Participation of two organisations provides the opportunity for a cross- case comparative study, examining intra-organisational listening competency within each



organisation; as well as an inter-organisational comparison of listening competency between two participating organisations.

The research will explore the following questions:

Does the organisation have an accurate understanding of what stakeholders expect from 'listening organisations' and what matters to them?

How do participants (stakeholders and organisation members), perceive the organisation's listening competency within a stakeholder consultation setting?

Is there any discrepancy between stakeholders expectations of 'listening organisations' and their actual perceptions of the organisation's listening competency?

Do the organisation's stakeholder communication strategies promote dialogue between the organisation and its stakeholders?

This paper reviews academic literature that has informed the methodological framework of the study. Imhof (1998), advocates the need for consideration of the type of listening situation when studying the process of listening, suggesting that, depending on the situation, different listening activities are required from the listener. Halone et al's (1997), study exploring how stakeholders prescriptively account for expectations of competent listening and how such expectations compare to personal listening experience, contributed to research design. Purdy's (2004), argument that listening researchers not only examine the listening experience, but also understand how these examples of listening fit within the social and cultural context, has also contributed. The inclusion of Service Quality, regarded as a driver of corporate marketing and finance, provides an opportunity for extension of current knowledge regarding competent listening within the corporate environment. Service Quality is an important research topic within organisations because of its apparent relationship to costs, profitability, customer satisfaction and customer retention (Buttle, 1996). Organisations involved in stakeholder engagement are striving to provide a quality of service that meets the needs of stakeholders and the organisation. SERVQUAL, an instrument founded on the view that customer's assessment of service quality is paramount, has been incorporated in this study to identify any discrepancy between stakeholder expectations of 'listening organisations' and their perceptions of actual listening competency demonstrated by an organisation (Zeithaml et al, 1990). Wheeler and Elkington (2001), suggest that in the future it will be quality of the direct relationships between organisations and their stakeholders that will maintain trust and engagement. Managing stakeholder groups involves finding mutually agreed solutions to issues using processes designed to listen, inform and manage both agreement and disagreement. However, Coakley, Halone & Wolvin (1996), note there has been little research conducted to help individuals understand what is required of them in their role as a listener. The paper presents Stage One, conceptual development of this study; however preliminary results based on initial examination of the data will be described. The study will address an apparent gap in existing literature on specific communication strategies considered by both stakeholders and the organisation, to facilitate dialogic communication and listening. It is also intended that results from the study be used to improve listening training for organisation members involved in stakeholder consultation. The increasing influence of stakeholders within organisations makes this research of value to both management and the communications industry.

### **A Review of Perspectives in Development Communication: A Case for Ideology**

Mathew, A.F., Mudra Institute of Communication, India

From the many ideas about Development Communication, the dominant notion persists that mass media are capable of creating a context for converting 'traditional societies' into 'modern', through economic growth. However, such notions betray persistence towards the

'Modernisation Paradigm' which in turn is tilted towards an elitist top to bottom approach to development. Today this is manifested in the trickle down theory. This is in spite of existing empirical data showing that this is not the case in the present phase of globalisation. Theoretically speaking, the critique of the 'Modernisation approach' is also seen in the 1970s with the 'Dependency Paradigm. However the Dependency Paradigm and the 'Multiplicity Paradigm' have also to be critiqued in ideological terms with the state of the world today. How should one see the present times? Clear directions are visible in terms of the economics of globalisation, politics of imperialism and the resultant inequality that has been unleashed on the world. Therefore it is important to critique existing theories of development communication in the context of the present times.

This paper would consist of three parts: The first part would consist of a critique to the various theoretical notions of Communication Development post second world war. The second part of the paper would be to contextualise the same in contemporary times. This would be done with respect to the context of the socio-political-theoretical debates in the present phase of globalisation and the role of the media. How the role of the media 'should' be would be a point of reference. The third part of the paper would focus briefly on some successful cases of development communication in the context of ideology.

What could be the possible conclusions from the article? Basically the thrust would be to exhibit that there is a vital link between Development communication and the 'Ideological'. A recurring underlying theme of this article is that it is time to go back to structural issues such as class; race, caste, nation, ideology and gender for these are the variables that work on the development process constantly. The media should reflect issues of democracy and human rights and this becomes vitally pertinent because the question of inequality remains a historically unfinished task.

### **Mainstreaming Human Communication Theories into Nigerian Soap Operas for Desirable Social Change**

Yahaya, M.K. & M.E. Edgal

The most important difference between conventional soap operas and entertainment education television is that the former have little or no theoretical foundation, whereas the latter are based on theories. Sabido's telenovelas are based on a multi-disciplinary framework of human communication theories (Singhal & Rogera, 1999). Sabido's soaps were unique in that their message construction was guided by several theories in human communication. Most articles read for media research are written by theorists who are arguing a particular viewpoint or position with regard to an issue within the media. It is this which forms the debates surrounding the study of the media. Based on this, this paper explored wide range of literature and theories as powerful weapons for effecting behaviour change within the context of human communication with particular reference to Rovigatti's Circular Model of Communication, Bentley's Dramatic Theory, Jung's Theory of archetypes and stereotypes, MacLean's Theory of Triune Brain and Bandura's Social Learning Theory. Building on the basic tenets of Sabido's multi-disciplinary framework for entertainment education soap operas, characterised by universal ability to translate theoretical propositions into powerful mass media messages that attempt is made in this presentation to amplify the relevance sound theoretical foundation for social change scholarship and practice. It is therefore desirable for soap opera producers combine social scientific theories in the production and implementation of soaps to achieve desired behavioural changes among their audience members and consequently enduring social change.

## **MSM Activity and HIV/AIDS: One Community Based Organization's Participatory Efforts**

Jyotika, Ramaprasad, Southern Illinois University, USA

This paper describes the participatory efforts of an award-winning community based organization (CBO) to create awareness in the MSM community about HIV/AIDS as a preventive mechanism. The qualitative data used for this paper was collected through a series of interviews with the staff of the CBO from the highest project officer to the actual stakeholders as well as through a visit to the community's drop-in center. In India, homosexuality is a crime. Until recently, this segment of the population was not acknowledged and hence not discussed. Its existence was denied even in the context of HIV/AIDS. With the threat of HIV/AIDS increasing, and particularly because of the increased risk of transmission in MSM activity, the Indian government is taking notice of this community and in fact it is becoming one of the core populations for HIV projects. Further, the community itself is coming out. Thus the gay movement in India is a post-HIV phenomenon. The CBOs specific activities follow the guidelines of India's National AIDS Control Organization, which funds its HIV prevention related activities. The four areas of focus are: sexually transmitted diseases, condom promotion, enabling environment, and HIV/AIDS. The CBO takes these nationally defined foci and guidelines and adds dimensions that are particular to the MSM community. For example, it information, education, and communication materials (IEC) provides information on particular sexual activities common to the MSM community. Or, for example, because of its largely underground culture, its strategy emphasizes word-of-mouth. Or, while the project focuses on removing misconceptions about condoms, promoting condom use and other safe sex practices, emphasizing partner and encounter reduction, early identification of STDs and going through complete treatment course, treatment of partners, HIV testing, and such, it often does this by understanding the rites and rituals of this community such as "var poojan" (praying for the welfare of the "husband") or pseudo relationships ("adoption" of a fellow MSM as sister, mother, child, etc.). Prevention activities are based on primary, formative research and provide for considerable grassroots input despite the overall government guidelines under which it works. Because the organization is a CBO, i.e., formed and largely operated by members of the MSM community (who incidentally have not outed themselves to their families and neighbors), its strategies and tactics are inherently participatory. For example, its layered organization structure includes peer educators. This CBO nature of the organization also provides it access to cruising sites and wins the confidence of the stakeholders. Further, the language of the MSM community, not easily understood by outsiders because of its particular phraseology and word use (sometimes in code to protect each other from police and other authorities who may harass them), is not a barrier in this CBO's work. In working with HIV/AIDS prevention, the CBO also caters to the emotional and psychological well being of the community itself. The structure of the organization includes two counselors, who counsel on HIV/AIDS and also provide some pretest counseling. The CBO is joining forces with others to decriminalize homosexuality.

### **Minding the gap: Covering inequality in the *NY Times* and *Washington Post***

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Media coverage of social problems is understood to play a central role in placing these problems on the policy agenda. As we know from agenda setting theory, the amount of attention paid to problems is associated with the salience, or importance that the public places on them. Of course, bringing attention to problems does not ensure that solutions will be sought or pursued. In some cases, continued, or even periodic attention to what will become familiar problems leads to desensitization or a lack of concern. In similar fashion, repeated representation of the hardships that befall a particular group or class of victims may also contribute to a kind of fatigue in which the level of concern activated by periodic exposure to even favorable coverage actually declines over time. Policy advocates struggle to find new ways to frame both victims and favored policy responses, and they hope that the media will present these alternatives in novel and compelling ways. The framing of inequality takes different forms as a function of the spheres in which the inequality is observed. Inequalities in the quality of life that people enjoy are often framed in the context of differential access to goods and services, and in terms of observable status obtained. Inequality is also discussed in terms of the institutional processes that limit, or reinforce disparity. This paper explores the ways in which the *New York Times* and the *Washington Post* framed inequality from 1980 to 2000. The analysis centers on the way these elite newspapers frame disparities in health, education, economic status and resources, and treatment within the criminal justice system with regard to differences between groups defined by race and gender. Important differences between these papers emerge with regard to the amount of attention paid to racial inequality. The *Washington Post* paid absolutely and relatively more attention than *the Times* to racial disparity. The *Times*, on the other hand, paid relatively more attention to gender disparity than *the Post*. Differences were not as clear with regard to disparities in economics, health care, or criminal justice, although the Post was more attentive to stories about disparities in education. The discussion explores reasons for the differences between these elite newspapers.

### **Media and International Relations: The Case of the 2004 U.S. Presidential Election**

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Since McCombs and Shaw empirically tested the transfer of issue salience from the news media to the public, numerous studies expanded the scope of agenda-setting influences from effects on attention to effects on comprehension through agendas of attributes. Their results confirm that object attributes salient in the messages not only can significantly shape the attention to those same objects (as McCombs, “compelling arguments”-hypothesis suggests), but that they are functioning as significant dimensions of object evaluation among the addressed audience (what can be called “attribute priming”). This seems to be especially true for international relations issues, because most people receive almost all of their information of political actors and policies of foreign countries from the mass media. Considering that, in an international relations context, public opinion primarily functions as one of the constraints of intergovernmental cooperation and conflict, in-group and out-group perceptions can be identified as the crucial point in the oft-cited triangle of international relations, public opinion and the media. Based on Robert Entman's theoretical considerations on public opinion, a two-fold role of the media can be assumed: Media tend to shape the perception of public opinion

(through highlighting and framing polling results), and media tend to influence the public's priorities in evaluating policies (through highlighting and framing policy issues). Accordingly, with regard to foreign policy issues, the media may contribute to in-group and out-group perceptions by covering public opinion in the reported country and covering policies of the reported country. In light of the importance of the American-European partnership in the area of international relations, the 2004 U.S. presidential election, and the unusually high degree of worldwide attention it gained, provides a unique opportunity for a comparative analysis of foreign policy coverage. This public attention is widely considered as an expression of the deep differences within the transatlantic alliance, however, there is no agreement about their nature. While some political analysts argue that they represent a temporary phenomenon, primarily attributable to the leadership-style of President Bush and his handling of the war in Iraq, others contend that these differences reflect a deeper conflict, which has been growing since the end of the Cold War and parallel to the European integration process. A comparative research project examines these differences as shaped by eight leading newspapers of four European countries (France, Germany, Italy and the United Kingdom) during the "hot phase" of the campaign. The methodological approach reflects research on the two levels of the agenda-setting function of the press. While on the first level, the salience of candidates and issues is measured, the second level deals with the salience of specific attributes. According to social psychology, evaluations and explanations of "success" and "failure" are one of the most powerful attributes of social perception. In accordance to the aforementioned considerations, it is through the perception of public opinion in the reported country that the media gives a sense of whom they view to be successful or not in that country's public opinion (and why), while the perception of the policies of the candidates in a foreign election indicates whom the media views to be successful or not (and why). Different reporting patterns indicating an in-group or out-group perspective are identified using attribution theory, which is concerned with how people make explanations for their own and other people's success and failure and the sorts of bias that occur in this process.

### **The relation between the agenda-setting and the agenda-building during the conflict against the neo-liberal educational reforms at the Universidad Nacional Autónoma de México (UNAM)**

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This paper was written based on the studies in communication research related with the influence of the public opinion in the government decisions, on the most relevant concepts of the last 35 years on the agenda setting and the agenda building studies. These Metaphors have been widely studied by the International Association of Media Communication Research, (IAMCR), which allows us to establish a relation between communication and modern democratic theory. Therefore, this paper it is situated in the realm of political communication. The relevance of this analysis is that it is the first time that a work like this has been done in Mexico. Therefore, it was possible to establish a clear relationship between the concepts on agenda setting applied to a concrete case study through an adequate methodology. With the awareness that these formulations have their origin on the North American communication research and, in different context, due to their general characteristics, it was possible to apply them on the object of study. Also, its value resides on the fact that through this study, any scholar interested in the subject, can improve the general models. This paper also shows the opinion and reaction of those students from the Universidad Nacional Autónoma de México (*UNAM*), at the time when the University authorities, as much as the government officials, tried to apply the neo-liberal recommendations of the international financial organizations on the politics of higher education, that within other proposals, promoted an increase on the

student fees. The consequences on this policy agenda decision, resulted in the student conflict and rebellion of 1999, and the ten month closure of the institution, the longest on its history and probably in that of any other institution around the globe, and made such reforms impossible to apply. This study demonstrates a way in which the *public agenda* can or can't influence the *policy agenda*. In addition to this, it shows the way that the UNAM agenda its built and the minimal influence the student opinion has on its edification. Fact that in great measure has put in permanent risk the university's stability and it has put aside the process of its reformation and institutional change. Finally, the most relevant questions in this work have to do with how the related processes of agenda-setting influence the definition of priority issues and specification of alternatives at UNAM.

### **A new framing approach: Generic Frames in the Political Discourse**

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The concept of frame has an increasing acceptance in the field of political communication and it helps to develop news ways of understanding the relations between the media, the political sphere and the public. The main idea behind the concept is that frames are principles of organization which govern events - at least social ones- and our subjective involvement in them (Goffman, 1974) News or generic- frames have been described as inherently linked to journalistic routines and conventions. Hence scholars have identified multiple frames in media discourses such as horserace, attribution of responsibility, human interest, conflict, morality and economic consequences, among others. However, it is important to highlight that researchers from different fields, especially political communication, have pointed out that political and media conventions tend to converge in a process often called mediocracy. From this point of view, politicians may be using journalist,s tools in order to build a more persuasive message and to make it easily reproducible by the media. In fact, those scholars may be suggesting that news frames may not be exclusive of the media discourse, and that it would be possible to find them also in the political debate. Therefore, we show in this paper some data that show the presence of these frames in political debates. To reach that goal, we have reproduced Semetko & Valkenburg,s analysis but applied to political discourses instead of newspaper articles (2000). In this particular case we have analyzed the debates around the Iraq war and the immigration issue during different years (2003 and 2006 respectively) in the Spanish Parliament (Congreso de los Diputados). The results seem to support our hypothesis, finding strong evidences that news frames are also used by politicians in these cases. Since news frames are usually described as cross-country and cross-topic (De Vreese, 2001), this research suggest that the same could take place in other countries and for a range of topics, invalidating the idea of news frames only attached to journalistic routines (that is why we support the use of the term "generic frames"). Also, this data may point out that there are many parallelisms between political and media institutions, whose interactions can define a "public discourse" beyond differences among them.

### **Schema and Agenda Setting Effects in the European Parliamentary Election Campaign 2004**

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In modern societies, political culture is increasingly influenced by the media. This does not mean, though, that the media manipulate citizens on a grand scale. As Doerner (2000) points out, the media are one means among others for individuals to perceive and organize political

reality and make sense of political processes. Kaase (1983) defines political culture as interrelation between individual consolidated and traditional systems of beliefs and values and a constant stream of short-term socio-political interpretations. The media are crucial for the latter: the more individual experience and political system diverge, the more people will rely on the media for interpreting political reality (Rohe, 1987). The media influence individual perceptions of political culture, which again affects political behavior such as voting. Schema theory helps to differentiate between individual belief systems and external interpretations that are transported through the media (Graber, 1984). For election campaigns, we operationalize this difference as follows: issues that the voter perceives as personally relevant refer to individual issue schemas; issues that the voter perceives as belonging to a specific party can be interpreted as indication for external mediated information about that party. A longitudinal comparison of an individual voter's issue agenda and the agenda he ascribes to a given party would allow exploring whether mediated campaigns influence individual perceptions, or whether individual schemas influence voters' perceptions of a campaign. Accordingly, our research question is: Which effect on voters' perception of campaign issues is stronger: The influence of individual issue agendas (schema effect) or the influence of mediated campaigns (agenda setting effect)? Data come from a panel study of the European Parliament Elections in Germany in June 2004. This particular event is exemplary of the large gap between individual experiences and the political system. The communication of party agendas is particularly important when voters are neither highly interested in nor directly affected by the election outcome. We conducted a panel study with 49 participants in Germany. Starting six weeks before the election, we assessed respondents' interest in politics, their contact with campaign communication etc. Respondents listed the issues they thought were communicated by the four major German parties, and recounted what they personally thought were the most important issues in EU politics. We repeated these questions two weeks as well as immediately before the Election. We hypothesize a transactional relationship between both agendas. We compared individual and perceived issue agendas by computing rank correlations for the baseline survey and the two following panel waves. At all points in time, individual agendas highly correlate with perceived party agendas, but this correlation is weaker than the relationship between individual agendas at all points in time; and also weaker than the rank correlations between the perceived party agendas over the course of the study. Whereas individual agendas hardly change at all and party agendas change a little over time, the *relationship* between both agendas changes. Respondents constantly align their own opinions with their perception of the parties. This synchronization process accelerates over time. As the rank correlation coefficients show, the influence of the individual schema increases over time, whereas the agenda setting effect of party communication remains more or less constant.

### **Media Agenda and Political Agenda: A Study about the Effect of the Media in the Spanish Penal Code Reforms between 2000-2003**

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The consecration of the communication media as a contemporaneous agora provokes a crisis in the model of political representativity. It gives the media powers that belonged to other social actors in the consolidation of modern democracies. As political actors, the media handle the negotiation of meanings and the social construction of reality, conditioning the political agenda to the media agenda. Considering the debate of penal subjects in the media as our object, our inquiry consists in verifying what the impact of the media in the construction of a penal political agenda and its consequences are. Therefore, the present work is an

interdisciplinary study about the effects of the communication media. Based on political science and penal law, this investigation intends, beginning from the agenda-setting theory evolution, to co-relate the penal themes set by the communication media in the Spanish political agenda. We are specifically focused in the analysis of the Spanish penal code reforms between 2000 and 2003. Our hypothesis is that, in such period, the media promoted an unnecessary penal debate, from an excessively scathing approach of specific criminal events which generated the idea, among the public opinion, that the existing penal laws were ineffective. Considering the described panorama, the Spanish professionals of politics dedicated themselves to producing legislative reforms and propagating them in the media. There can be no doubt that legislating is cheaper than the development of effective public policies. Moreover, it brings immediate advantages to the politician's image. In our view, such situation creates a "punitive populism" panorama, in which penal law becomes a symbolic instrument in the hands of political parties that intend to respond to the social demands created by the press. Establishing the communicative agenda means establishing the calendar of the facts. It means selecting what is and is not important. It means bringing to light some facts to the detriment of others. It means legitimating a fact. It means emphasizing a problem. It means creating the mood in which information will be received. In an empirical way, we work with the hypothesis that the media, through agenda-setting, has caused a direct effect in the content of the Spanish penal code reforms. They have acted as stakeholders, requiring that more sanctionable and punitive laws were elaborated. The approach of the media to criminal subjects contributes to the development and heightening of cognitive mistakes concerning the social perception of delinquency, what generates feelings of insecurity and impunity, as well as parallel judgement. It demands from the State more severity in punishments, without considering the social objective within the existing penal measures.

### **Agenda setting analysis of referendum issue online and the media during 2004 Taiwan Presidential Campaign**

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Research Objectives: Agenda-setting theory has evolved since the early 1970s and thus has been empirically tested in numerous studies, in which salience and attributes of media stories were proved to have considerable impact on the public's perception about what are important issues, especially during election campaigns (McCombs & Shaw, 1972; McCombs, 1997). On the one hand, the more news coverage an issue receives by the media, the higher that issue is ranked in voters' minds. On the other hand, the media's emphasis on certain parts of issues also affects people's understanding of issues. Because substantial evidence from the past thirty years has suggested that the media can set the public agenda, many researchers focus on whether and why the media can exercise such cognitive effects. As an increasing challenge to mainstream media during the recent decade, the Internet is able to deliver messages and reflect public opinion about different issues through its interactive functions. When an election approaches, the Internet becomes another major political information source apart from conventional mass media. As a result, the gatekeeping function of traditional media is diminishing. The Internet, therefore, provides an optimal opportunity to extend the scope of agenda-setting theory for both academics and media professionals. Review of past literature on agenda-setting theory suggests that researchers have endeavored to investigate the ability of mass media in shaping public agenda or the effects of inter-media agenda-setting regarding the number of news stories or the attributes of the news stories covered by the media (Reese & Danielian, 1989; King, 1997; Rogers & Dearing, 1988). Some studies have looked into the bi-variate relationship between the amount of Internet discussion messages and coverage by



the traditional media (Roberts, Wanta, & Dzwo, 2002). However, even though Roberts et al. (2002) have examined and verified the one-way impacts of some traditional media covering important policy issues on the number of messages on the America On Line, it remains to be seen that according to the concept of second level of agenda setting theory, whether the attributes of issues covered by the media bear similarities to those of discussion messages on the Internet forums. So, as “referendum “ issue has been one of the most salient political issues during 2004 Taiwan presidential election campaign, the research questions are as follows:

1. How many and what kind of attributes of referendum issues were covered and portrayed in the three main national newspapers during 2004 Taiwan presidential election campaign?
2. How many discussion messages and what kind of attributes of referendum issues were discussed on the EBBs during 2004 Taiwan presidential election campaign ?
3. From the concepts of the first and second level agenda-setting theory, were there any causal correlations in terms of amount and attributes of referendum issue from the media to the Internet discussion forums?

Proposed Methodology: For the media agenda, three major daily newspapers in Taiwan were selected, the China Times, the United Daily, and the Liberty Times, and news stories were sampled from December 1, 2003, to March 19, 2004, one day prior to the election. Contents of news stories across 110 days were analyzed. These news stories had to be printed in the front six editions of each newspaper. The unit of analysis is “news story,” eliminating editorials, political comics, photos, and advertisements. As to the coding categories, past studies related to political elections in Taiwan (Chen, 2004; Hawang, 2001) were used to establish forty-seven categories. The Internet discussion messages were downloaded from Taiwan,s electronic bulletin boards. The Google search engine was used to type in keywords such as Taiwan presidential election, presidential election, candidates, names, and their political parties, to obtain as many messages as possible. The unit of analysis is “individual message,” which was coded and classified into the same forty-seven categories as media agenda. However, forwarded messages and news stories without expression of personal opinion were not analyzed. The time span of sampling messages is the same as that for the media, from December 1, 2003, to March 19, 2004, since people are inclined to express their opinions on the EBBs in one day or even a few hours after obtaining news information from other sources (Roberts et al., 2002). Regarding inter-coder reliability, three graduate students were trained in coding procedure. After being instructed in coding rules, each coder was given ten media stories and discussion messages at the first stage. Then, by frequent discussion with the researcher to form a mutual understanding about issues categories, coders were given fifty news stories and fifty discussion messages at the second stage. The final inter-coder reliability reached 86.6% for media stories, 76.9% for discussion messages .The total 1165 sampling news stories related to referendum were gathered and discussion messages retrieved from the discussion forums were up to 2335.

### **The weekly media builds Lula-Other – a semiotic study of Lula’s image in presidential campaigns since 1989 portrayed by the Brazilian weekly magazines *Veja* and *IstoÉ***

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This paper examines the semiotic constructions of the figure of president Luis Inácio Lula da Silva portrayed in the cover stories of the weekly news magazines *Veja* and *IstoÉ* during the presidential campaigns of 1989, 1994, 1998, 2002 and 2006. The *corpus* is constituted of the cover stories whose thematic focus was the presentation of Lula’s profile. Considering that each media channel builds politicians’ images discursively in specific ways, including the

confrontation between electoral candidates, we advocate the idea that the weekly media is itself one of the actors in the scenario of political debate. In other words, by acting performatively, it exerts a political practice as a judging observer, and thus does not limit its action to publishing news, i.e., to informing. It is in this sense that this article discusses the *construction* of Lula's image. Therefore, by studying the modes of construction of Lula's image in the electoral campaigns compared with those of the other candidates (Collor, FHC, Serra, Alckmin), this paper also attempts to identify the ways in which the weekly news media is present in contemporary society and the persuasive procedures (verbal, visual, and syncretic strategies) it uses to "influence" the reader, based on the judgment it arbitrates. To this end, based on a semiotic analysis, we will study the different enunciative mechanisms employed in the production of such discourses. We will therefore examine the figures of the Other evoked in the construction of Lula, specifying the forms of mediatic sentencing expressed in the key words launched in the weekly media during these periods of the presidential dispute. The relation between *points de capiton* (or *nodal points*, in the sense conveyed by Lacan, Deleuze and Laclau) and the figurative constructions of Lula-Other will occupy this analysis, particularly in terms of the oppositions constructed in the repartition of the political field, effected in the news reports themselves, centered on the "personalities" of the actors in dispute (how does one outline the political field based on the opposition of detractors, personalities and attractors: Lula and Collor, Lula and FHC, Lula and Serra, Lula and Alckmin?). We speak of Lula-Other to mark the *otherness* established in this construction of oppositions characterized by categories of separation between the Same and the Other, right and left, popular culture and elite culture, trade unionism and social democracy, etc. This study is part of a research entitled "The invention of the Other in the weekly media", coordinated by José Luiz Aidar Prado, which aims to create a paradidactic DVD that will attempt to act within a process of education for the communication media, in the sense of making explicit ways in which the weekly magazines can build otherness, in order to make students aware, from the start, of the enunciative strategies of the various types of mediatic texts.

### **"Hola, Olegario:" The Production, Representation and Consumption of Hugo Chávez in a Venezuelan Telenovela**

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From September 2003 to August 2004, two melodramas threaded reality and fiction as they shared the heated and hypermobilized Venezuelan political stage: The rocky road to the recall referendum of President Hugo Chávez and the *telenovela Cosita Rica*. This television show, an intriguing example of the most watched television genre in the world (McAnany & La Pastina, 1994; Sinclair, 1999), was inextricably linked to Venezuelan reality. As *Cosita Rica* mirrored, and reflected on, the country's political crisis, the *telenovela* became the epicenter in which media, culture and society evidenced the complexity of their articulations. Centered on the controversial figure of President Chávez, Venezuela was (and still is) deeply polarized between those who staunchly support their President—*chavistas*—and those who fervently oppose him—*anti-chavistas*. In this climate, and after two failed attempts to topple Chávez, (a coup and a two-month general strike), that crippled the nation's economy and exacerbated its polarization, *telenovela* production floundered in the first semester of 2003. The few *telenovelas* that were broadcast signified a return to the "rosa" style, characterized by decontextualized love stories and by simplistic Manichean characters (Cabrujas, 2002). Breaking this trend, network Venevisión began broadcasting *Cosita Rica* on September 30, 2003. For 11 months, through a mix of melodrama and humor, and an array of complex characters, this *telenovela* went beyond the traditional melodramatic Cinderella-like love story

to reflect Venezuela's profound political crisis. To the production team's satisfaction, Venezuelans of all socio-economic levels and political positions embraced *Cosita Rica*, making it the top prime-time show. One of *Cosita Rica*'s most fascinating characters was Olegario Pérez, an allegorical representation of Chávez. Through a series of twists of the plot, Olegario rises from his humble origins to become the president of an economic emporium. A charismatic character with a knack to communicate with his employees, Olegario, nonetheless, alienates many of those who work with him due to his radicalism, blunt style, increasing arrogance, aggressiveness, and long-winded rhetoric. Audience members were enthralled by the character. *Anti-chavistas* laughed at Olegario, while *chavistas* laughed with Olegario, as *Cosita Rica*'s plot enticed its audience members to reflect on Venezuela's polarization as they were entertained. Drawing on the circuit of culture (DuGay et al., 1997), and on the concepts of mediation (Martín-Barbero, 1993) and articulation (Hall, 1996), this paper analyzes the production, *mise-en-scène*, representation, and reception of Olegario Pérez/Chávez. The study is based on a mix of textual and ethnographic methods that included textual analysis, participant observation on the set and network offices, news coverage analysis, and repeated in-depth interviews with the *telenovela*'s head writer, executive producer, actors and audience members. The paper underscores the links between media, culture and society. Furthermore, the study examines political discourse and opinion formation outside of traditional political institutions—a television drama—highlighting the need for this type of work in order to understand the rejection of traditional institutions and the turn to charismatic populist leaders in countries like Venezuela, Ecuador, Bolivia and Brazil.

### **Boundaries of Collective Identity and Imagined Equality in Popular Reality Shows in Israel**

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Nelly Elias, Ben-Gurion University, Israël  
Orly Soker, Sapir Academic College, Israël

Being relatively pluralistic genre, *reality shows* might provide better opportunities for minority groups to take part in the public discourse. If traditional television formats frequently ignore minorities or present them in a stereotypical manner, through participation in reality shows they could achieve more equal access to the arena where cultural and political meaning is being constructed. To assess such an assumption, the present study focuses on two Israeli reality shows - *The Ambassador* and *Seeking a Leader* - broadcasted during 2005. In contrast to the traditional format of reality shows in which participants pursue their personal interests, these two programs emphasized the advancement of social goals: *The Ambassador* involved a search for an Information Officer to present Israeli policies abroad, while *Seeking a Leader* sought to find the leader most capable of promoting a major public project. In addition, the programs' social orientation was evident in the constellation of participants selected. Both programs presented a multi-vocal and pluralistic façade, as alongside competitors who were members of the hegemonic group, the contestants also included representatives of minority groups regularly excluded from Israeli public discourse. Hence, the two reality shows provided a rare opportunity to examine the capability of ethnic and national minorities to challenge the hegemonic values, thus gaining public recognition of their authentic identity and shaping new criteria for belonging and inclusion. The analysis of the two programs included identification and deconstruction of their meta-narrative, through an exposure of images and stereotypes reflecting power relations of direct and indirect domination and exclusion. In addition, we analyzed the strategies applied by representatives of the hegemonic and minorities groups - immigrant contestants on *The Ambassador* and a Palestinian Israeli on

*Seeking a Leader* - in the struggle over the definition of the contemporary Israeli identity. The analysis of *The Ambassador* revealed that the immigrants can be granted some legitimacy to take part in Israeli identity politics if they do not challenge the fundamental cultural codes of being an Israeli. Thus, a contestant of Ethiopian origins “survived” and even reached the show’s finals due to her adoption of dominant cultural values, such as familiarity with the country’s landscape and Israeli popular cultural formats. In contrast, another contestant (an immigrant from Holland) was eliminated from the show, since she refused to cooperate with certain hegemonic values. Similarly, *Seeking a Leader* was framed as presenting those who equally “belong” to the Israeli collective, and as such, the implicit claim was that there could be fair competition between the wide variety of ethnic, national and cultural identities which make up Israeli society. However, the meta-narrative of *Israeliness*, as an arena of equal competition, was revealed to be manipulative. Indeed, the manipulation was exposed when the Palestinian-Israeli contestant refused to surrender to the superiority of the hegemonic political values, such as standing while singing the Israeli national anthem, perceived by Palestinians as exclusionary text. This led to her elimination from the program. In summary, the research reveals the manipulative nature of hegemonic dominance encoded in the programs’ meta-narratives, which pretended to promote equality, universality and cultural pluralism, while disguising several mechanisms of exclusion, separation and othering that retain society’s dominant power relations.

### **Consuming politics: the role of new media, branding and entertainment in election**

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This paper argues that contemporary mediated politics, particularly in the West can be understood through branding marketing theory and its application to new media forms. That is, a particular postmodern set of relations has emerged marked by well documented scholarship on the demise of political parties and a rise of a “politics” of personalization (Tony Blair, Nicholas Sarkozy, Silvio Berlusconi) on the one hand, and trends in news media towards infotainment and tabloidization. Mediated politics in the form of news and ads has been moving toward sound bites and logical fallacies rather than debate, as Kathleen Hall Jamieson has demonstrated. These phenomena are further complicated by a fragmented mass news audience in the age of cable and the internet, resulting in very particular or “niche” markets and consumption practices that reinvigorate theories of selective exposure, retention, and perception. The 2004 PIPA study of Bush and Kerry voters’ political perceptions and their news media brand consumption is used to explore how branding theory can apply to contemporary politics. Other examples of the type of mediated political discourse are found in the strange 2004 rumor that John Kerry was, “French” or “French-looking”, in Berlusconi’s uses of the media in Italy and Sarkozy’s use of branding in the French Presidential elections.

### **Scandalizing Politics: A Discursive analysis of Political Talk Shows in Taiwan**

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The article examines political talk shows in Taiwan to explicate the problem with mediated political communication and to explore ways to overcome the deficiency of deliberative democracy. In light of Zygmunt Bauman’s discussion of televisions privatization of public matters with private language, and Jurgen Habermas’s propagation for an independent, self-regulating media system, the article argues that the television talk on politics is symptomatic of the media’s colonizing effect of democracy where personal life politics overwhelms public accountability. Since the mid-1990s, television political talk shows as a genre thrive on

Taiwan's national cable television and have emerged as a symbolic forum for the vibrant democratic consciousness of the Taiwanese civil society. Capitalizing on the capricious political scene and the splitting national identification, a few cable political talk shows stood out on rating and has become the agenda setter for politicians, media and the commonwealth. Yet rather than creating consensus through full deliberation, most political talk shows have an aptitude for conflicts and exposé of scandals. Featuring a debate format with participants engaged in heated discussion, most television political talk shows seek to dramatize politics with heightened emotional accusations against politicians. By late, the problem with scandalizing politics and politicians is particularly acute in the outbreak of a series of corruptions relating to President Chen Shuei-bien. In the heat of the opposition party,s outcry against the President and demanded that he be deposed, the rhetoric of talk and discussion featured on all the talk shows have, almost without exception, fallen into two opposing camps: at one side are shows that relentlessly assail the president's low morality and openly call on people to overthrow the ruling administration; at the other side are shows that made all efforts to whitewash the president,s broken public image. Rather than acting as a forum negotiating conflicts and creating a common ground, political talk shows have been turned into a bickering stage for politicians, senior journalists, and self-proclaimed expert analysts over the "personal" dimension of politics. The article focuses on the period of time when massive protests were staged for the President,s deposition (between August and October 2006) to see how the rhetoric of most discussions instigates confrontation. By analyzing the choice of topics and discussants, the strategy of rhetorical construction, the mode of participant's interaction, the personification of talk show discussants, and the techniques of visual presentation, the article demonstrates how political talks on television blur the boundary between the private and the public by privatizing the public issue with publicized private language. Rather than reaching a solution toward the end, most talk show format intentionally delay the opportunity of consensus through agitation. The article argues that such a rhetorical device turns television talks into an instrumentalized form of communication with prevalent concern of meeting the economic requirement of programming. Television political talk shows in Taiwan, therefore, beg questions concerning the merits of deliberative democracy and the nature of mediated politics.

### **Professionalization in Political Online Communication? A Longitudinal Analysis of German Party Web Sites in the 2002 and 2005 National Elections**

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Past studies on candidate and party Web sites have seldom applied longitudinal analyses to cover developments in e-campaigning over time. Especially outside the US, such examinations are missing thus leaving the assumed process of professionalization still in doubt. The paper takes up this line of inquiry in the 2002 and 2005 German National Elections in order to compare parties' Web site performances by a quantitative structure and content analysis. This comprises the formal home page appearance and its argumentative stance. Results provide empirical evidence of a partial professionalization process in German e-campaigning. On the formal level, Web sites became more information rich, more interactive, and altogether more sophisticated. Yet on the content level, home pages were neither more personalized nor more negative, although dealing with the election as a major campaign issue was evermore prevalent. Finally, differences in professionalization emerged between parties due to their political power and their campaign status.

## **The portrayal of Angela Merkel in the German print media coverage during the 2005 election campaign**

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With the announcement of early elections in 2005, Angela Merkel officially became chancellor candidate of the Christian Democrats (CDU/CSU). She was the first woman and also the first former citizen of the German Democratic Republic running for this distinguished office. Although women have reached a considerable share in the federal parliament (Bundestag) as well as in the state parliaments, there has only been one female prime minister at the state level before Merkel ran for chancellorship. Thus, it does not come as a surprise that there is a remarkable lack of research on female candidates in political communication research in Germany. However, because the way candidates are covered in the media has consequences for their image and, as a consequence, for their chances of being elected, it is an important research question how the media deal with female candidates and whether traditional gender stereotypes can still be found in their reporting on election campaigns. The study to be presented focuses on the portrayal of Angela Merkel in German print media coverage during the 2005 election campaign. Three aspects will be addressed: First, as chancellor candidates' gender differed for the first time in a German national election we assume gender to affect coverage and lead to gender-specific differences in the candidates' images. Although Angela Merkel consciously tried not to run "as a woman", it remains to be seen whether gender was relevant for journalists. Second, our data will show whether there was a difference in the coverage of Gerhard Schroeder and Angela Merkel and allows to assess whether Schroeder right in criticizing the media for treating him and his party unfairly during the campaign. Third, we want to know whether there are differences in the portrayal of the candidates' private lives—especially focussing on the role of the candidates' spouses. While Schroeder readily disclosed his private life to the media, adding to his image of being "the media-chancellor", Merkel always tried to (and still does) exclude the media from her private sphere. In addition, we compare our findings with the results of a study that analyzed the coverage of the campaign in TV news. Data for this paper are derived from a content analysis of two quality papers (*Frankfurter Allgemeine Zeitung*, *Süddeutsche Zeitung*), a national tabloid paper (*Bild*), three weekly political magazines (*Der Spiegel*, *Focus*, *Stern*) and two popular magazines (*Neue Revue*, *Bunte*). The analysis covers the last two and a half months of the campaign which provided for 820 articles altogether. In addition to a comparison of the two candidates, the data allow for a differentiation according to newspaper type.

## **The Social Individual and Public Opinion, the individual between civic participation and social adjustment**

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The concept of public opinion arose in the context of the European enlightenment (Hölscher, 1979). On the one hand it reflects the ambitions of the emancipated bourgeoisie for an adequate participation in politics (Habermas, 1989 [1962]). On the other hand it represents the conclusion of political and social philosophy that eventually every form of governance is based on stipulation and affirmation (Hume, 1985 [1741/42]). Furthermore, state and society do not solely function on the basis of codified formal rules (laws, ordinances, administrative regulations) and formalized proceedings (elections, court procedures). But societal consensus and legitimacy need also be established by unwritten laws and informal procedures. The

concept of public opinion embraces all of these ideas. However, one still has to assert (as Child did already in 1965) that to date no consistent application of the term “public opinion” has established itself. Instead a multitude of definitions and word combinations exists. The different attempts to define public opinion can be systematized by applying two dimensions: different *procedures* are regarded as procedures of public opinion formation and different *actors* are seen as performers of public opinion. Concepts which concentrate on the media define these as the core of public opinion whereas the elite approach ascribes this position to the influential and well-informed people of a society. In opinion poll focused concepts in turn this task is assigned to the population. But these different approaches can be easily integrated: in principle everyone can participate in the public opinion formation (demoscopic concept), but not everybody can influence the public opinion to the same extent. Elite people have a stronger influence (elite concept) because they wield power over others or because they function as a role model for others. This influence is reinforced by the media (media concept) which essentially control the access to the public and grant this privileged access only to a small elite. The procedures of public opinion formation are regarded as either procedures of social control (Noelle-Neumann, 1984 [1982]) or as procedures of rational discourse (Habermas 1989 [1962], 2002 [1995]). Again it makes sense to consider public opinion as an integrative concept that links both approaches productively. Rationality in the public discourse is to some extent assured by intersubjectivity. Because participation in this discourse is basically open, everybody can participate and thereby express his or her opinion. Thus, public opinion is being constructed by effectively everyone, is thus morally legitimated and gets a certain rational quality—precisely because all possible arguments can be brought forward. In this manner a consensus can be achieved that is enforced by means of social control. In this regard we are primarily interested in the relation between the social individual and the public opinion. This relationship is of a dialectic and reciprocal nature. The individual exercises control of the public opinion and is again simultaneously controlled by it. It contributes to the societal consensus to which it has to comply. We want to analyze why the individual is first of all interested in the public opinion, how it gets an idea of the public opinion and under which circumstances it participates actively in the public opinion formation process. Our starting point is Noelle-Neumann’s definition of the climate of opinion (1984 [1982]) which describes the aggregated *perception* of the social individuals and differentiates it from the prevailing majority’s opinion. To answer these research questions we conducted an online survey (N = 657) to identify the individuals’ motives and strategies for information-seeking about the public opinion. Furthermore, we asked participants about circumstances and reasons to express their opinion in a public situation. Additionally, an experiment (N = 60) was put into practice whose result provides an insight into social and situational conditions for the individual’s willingness to speak out.

### **The Model of “Inoculated Spiral of Silence:” Improving the Theoretical Construct of Inoculation in the Spiral of Silence**

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The present study intends to improve the structure of previous model of “Inoculated Spiral of Silence” (ISoS) in the research fields of public opinion and political communication. The process of the spiral of silence, as its founder Noelle-Neumann herself pointed out, might be not compatible with the democratic ideal (Noelle-Neumann, 1993). In this sense, the application of inoculation would be a beneficial strategy in a democracy because it would enhance citizens’ capability to resist attitude change “forced” by the dominant opinion, rather than personally “accepted,” during the spiral of silence process. Inoculation theory, by so doing, would contribute to a different formation of public opinion, one not always be

dominated by the stronger side. More substantial political deliberations and dialogue about public agendas would therefore be able to be held, and a more deliberative democracy achieved. The present study renewed inoculation strategies in the process of spiral of silence, especially focusing on taking new essential variables into account, such as “Fear of Isolation,” the “Hard-Core,” the variances of resistance between groups of “Winning- or Losing- side,” and their “Willingness to Speak Out.” The study examined the following research hypotheses:

H1: For people who receive an inoculation pretreatment, as compared to those who do not, inoculation messages confer resistance to attitude change following exposure to a political attack message.

H2: Fear of isolation will be decreased among those who receive inoculation pretreatments, as compared to those who do not.

H3: People who receive inoculation pretreatments, as compared to those who do not, are more willing to speak out on behalf of their attitudes.

H4: Inoculation induces more resistance to attitude change among higher involved pretreatment receivers in the inoculation condition.

Different from former research, a three-step lab experiment, coupled with six various inoculation and attack messages, was employed on 350 subjects in the context issue regarding 2006 Taiwan’s mayoral elections. The research applied a full-crossed 2×3 factorial analysis of covariance design. The two independent variables being examined by this design were inoculation treatment (experiment and control) and involvement level (low, medium, and high). The dependent variables in the study were fear of isolation, hard-core characteristics, perceived threat, post-attitude, overt resistance to counterattitudinal attack, and willingness to express one’s opinions in public. These were considered key variables in the inoculation and spiral of silence theories. Most of the research hypotheses were supported by data. Detailed results and related discussions will be provided in the complete final report.

### **Reflexivity as a socialization tool in mediated political discourse**

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I proceed from the assumption that political socialization is not limited by beliefs and values acquired in childhood and adolescence but is an ongoing process that individuals are involved in throughout their whole lives, the media being one of the agents of socialization. Modern political discourse is to a great extent realized through the media. Mediated political discourse has a specific repertoire of voices (identities of individual or collective agents). The major voices are those of the two agents of political discourse proper politicians/political institutions and the ordinary people and the voices of mediating agents (journalists and experts). According to A Giddens, one of distinctive properties of modernity is enhanced reflexivity, both at the level of individuals and at the level of institutions. In modern political discourse we often face situations when political problems become problems of semantics and communicants have to resort to meta-linguistic procedures of interpretation. As P. Chilton puts it, the inspection and challenge of public utterances thus becomes an expected discourse topic, a focus of interest and argument”. The major thesis of my presentation is that speech acts of reflexivity play an important role in the ongoing political socialization. They promote better understanding of political reality and help to reconsider, reevaluate or reaffirm the already existing beliefs and values or to shape the new ones. Three major types of such reflexive utterances are distinguished: actional, conceptual and denotational. Actional reflexivity implies interpreting political actions (which are most frequently communicative actions). It aims at establishing the causal relations between political actions and reality relating to the past or future. Denotational reflexivity consists in interpreting the use of verbalizations by politicians: to what extent they correspond to the reality they signify or how



appropriate their use is within the given socio-cultural context. Conceptual reflexivity implies interpreting the content of political concepts, revealing the “deep frame” of the utterance. I further analyze the most common specifications of reflexive speech acts and the verbal markers of reflexivity pertaining to specific types of such speech acts. To mention but a few: nomination search, nomination correction, emergence of new concepts, reinterpretation of concepts, (de)ideologization of concepts, reversion of evaluation sign (negative “ positive), exposure of euphemistic mystification, carnivalization/ ironic transformation of concepts. The analysis is based on materials from Russian and American political discourse, e.g.: a) recent discussion in the USA whether the right name for what is going in Iraq is a civil war or an insurgency; b) the concept of sovereign democracy which is supposed to be the key concept in the ideology of Russian power elite.

### **Public deliberation through the media: the referendum about prohibition of guns commercialization in Brazil**

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This paper aims to investigating the role played by media in the constitution of public debates, evincing degrees of inclusiveness of the social actors, the use of critical-rational arguments, the reciprocity and reversibility of opinions. Taking into consideration the theoretical framework of deliberative democracy, we analyze the construction of the mediated debate about the referendum that occurred in Brazil in 2006, which aimed to prohibit the commercialization of guns. Referendums are important mechanisms to complement the institutions of representative democracy, by providing opportunities for direct participation and deliberation on specific matters. Given the complexity of contemporary societies, much of the public debate occurs inevitably through mediated communication. In the first part of this paper, we characterize different forms of referendums and explore the expectation of accountability produced by *ex post* referendums. In the second part, we investigate—through major national newspapers and political weekly magazines—the mediated debate about the prohibition of guns commercialization in Brazil, regarding the controversies raised around urban criminality and problems of public security. We focus on the exchange of arguments among citizens and their representatives as well as the scope of accountability present this mediated political debate.

### **Social movements in the public sphere**

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Political and economic corruption has taken on global dimensions over the last few years. Consequently, a large number of citizens show a growing dislike towards institutions, in general, and towards traditional forms of political participation in particular. Said dislike has been conducive to the blossoming of a wide array of new, tremendously heterogeneous social movements that are mainly marked by three distinguishing features: subjectivity, citizenship, and yearning for social emancipation. These movements have found an important ally in new technologies and the internet in order to reach their objectives. New forms of communication arise daily, new attitudes that, in many cases, transgress those old communication codes that are still in use. These new social players struggle to make their niche in the public sphere. They need to be trained as spokespersons. This training is a key element in their community action. Their ability to mobilize awareness, ignite people's hearts, and unearth what has been forgotten depends a lot on it.

### **Informational-political space: a conceptual model**

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Transformation of the media role in the political process led to the particularly active reciprocal influence and interdependence of the subjects of the political and informational spaces, interpenetration of their structures, and to the emergence of a new system formation the informational-political space. Acknowledging the fact that the information space is the sphere of the informational interaction of the social subjects and the political space is the sphere of the communication relations between the political subjects with regard to power, we define the informational-political space as the sphere of interest and interaction of the political subjects with regard to power and its exercise. Created by author the informational-political space conceptual model gives an insight into the modern relations between the state, civil society, and man as the subjects of the political interactions, and also explains the role of the means of mass communication in the process of these interactions. The analysis of the relations between the components of the system of the informational-political space confirms the suggestion that changing attributes and qualities of the means of mass communication act as a formative factor, and also the suggestions regarding the functions of the media in the process of communication between the actors in the political process: civil society uses the means of mass communication to control state and influence man with the purpose of developing his political culture, state to maintain parity relations with civil society with the purpose of reaching the system equilibrium and of leveraging the political consciousness of man, man to perform his own system-role functions in the relations with the authorities (ability to manifest himself as a subject of political relations or by civil behavior to initiate the corresponding reaction of the political institutes). Changes the media attributes, qualities, and structures become factor force all subjects of the communicative process to adjust to new relations, resulting in changes to each participant and the system as a whole.

### **The Internet as a Public Sphere: Is it as Habermas Envisioned?**

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The emergence of the World Wide Web in the mid-1990s resurrected hopes of creating a Habermasian public sphere, a status-free zone where anyone could gather and engage in rational, critical debate on issues not normally questioned within the political arena (Habermas, 1989). But more than 10 years later, scholars debate whether or not the Internet serves as a public sphere or even whether it possesses the characteristics necessary for a public sphere to develop. However, scholars treat the Internet as a single entity, ignoring the fact different components of the Internet may create a different potential for rational, critical debate in an open forum. Those scholars who tout the Internet as a potential status-free zone note that a great appeal of the Internet is that it is resistant to centralized control. At a time when media conglomerates determine the nature of discussion in the traditional media, the Internet offers a more egalitarian space where anyone can come and express their viewpoints (Rodman, 2003). Also, because visual cues are absent when people chat or post messages to bulletin boards or blogs, social status indicators of class, race and gender are erased. Posters and chatters are judged by the quality of their argument, not the color of their skin or the size of their bank account (Rodman, 2003). Furthermore, the Internet facilitates political discussion because it obliterates geographic restraints (Pavlik, 1994). People from all over the world can meet in the electronic commons and discuss politics. Critics however, note that the Internet is not as status free as its supporters claim. The Internet is primarily a First world phenomenon dominated by the English language. Those only fluent in other languages, or

those without written literacy, have a more difficult time participating (Rodman, 2003). Also, online discussion forums, once proclaimed a free wheeling community, actually act more as a gated community. For instance, bulletin boards, blogs and chat rooms are managed by those who control access to the site as well as who can post. People can be kicked off for not following the rules set by the moderator (Rodman, 2003). Finally, studies of bulletin boards and chat rooms reveal that they are not sanctuaries of critical, reasoned, civil expression of views that Habermas envisioned in the public sphere. Rather, bulletin boards and chat rooms are like electronic coffeehouses, dominated by a few individuals who more often assert positions without evidence or attack the opposition rather than engage in reasoned discussion (Connery, 1997; Poster, 1997). Online discussion has also been criticized for not fulfilling the Habermasian ideal of creating a viable public who use the products of online discussion to alter political structure in the real world (Habermas, 1989). However, increasingly online sites have been employed to mobilize people online to donate money or to send messages to politicians. More attention also needs to be paid to the degree that online activity spurs action in both the online and the offline world. This study will examine demographic and political characteristics of three components of the Internet that could promote rational political discussion: newsgroups/listservs, chat rooms and blogs. This study will explore the audience of each to determine the degree to which they achieve the Habermasian ideal of a status-free zone. This study will also examine the degree to which those who engage in political discussions in newsgroups, chat rooms and blogs engage in political activity in both the offline and online world.

### **It's the debates, stupid! How the introduction of televised debates changed the portrayal of German chancellor candidates in the German press 1949-2005**

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Media election campaign coverage is said to have changed fundamentally in recent decades. Among the trends identified are personalization, negativism, more interpretive coverage, de authentication and horse-race coverage. Usually, US studies are cited as empirical evidence for these developments. Recent studies of European campaigns have shown, however, that the picture seems to be different there in various respects. This paper argues that one of the reasons for the differences might be the missing of some central campaign events in European elections. Taking Germany as an example, it investigates how the introduction of American-style televised debates in 2002 and 2005 changed media coverage of the major candidates. On the basis of a long-term content analysis between 1949 and 2005, several dramatic effects of this new campaign event are shown.

### **Verbal Expressions in Japanese Political Advertising - A Content Analysis of Newspaper and Television Political Advertising**

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The purpose of this study is to examine verbal expressions in Japanese political advertising. Political advertising is becoming increasingly important source for voters to get political information and to construct images of parties and candidates in Japan. There had been much legal limitation on political advertising in Japan; however, a series of political reforms in the early 1990,s resulted in the increase of political ads. While extensive research concern on political advertising has existed so far, only a few analyses have been conducted in Japan. My previous research attempted to examine changes of appeals in Japanese newspaper and television political advertising. The research found that the presence of party leaders was

increased, while they were less presented in negative television ads, and the negative ads were less dominant than the positive ones in both media. Furthermore, soft appeals such as humor and drama were increased in television political ads. It was also attempted to compare the appeals of political advertising by political party, Liberal Democratic Party (LDP) and non-LDP. The results indicated that the negative and humorous appeals were more employed in non-LDP's ads. However, the previous research has not fully analyzed verbal contents of political advertising, which are important aspects to provide people with specific political issues and vision. The present research focused on verbal expressions in Japanese political advertising. Verbal expressions were compared by political party and by campaign type to examine Japanese own political trait. The National Diet of Japan comprises the House of Representatives (the lower house) and the House of Councilors (the upper house). The largest political party is LDP, which has dominated Japanese political landscape since 1955 and political party has been emphasized over candidates traditionally in Japan. Two content analyses were conducted to examine the research questions mentioned above. This study analyzed 154-unduplicated television political ads recorded by a major research company from 1989 to 2004 and 543-duplicated newspaper political ads placed in a major nationwide newspaper during formal campaign period from 1968 to 2004. The overall results revealed significant differences between the political parties in some verbal expressions. These results might come from political positions of LDP and non-LDP. Specifically, verbal expressions such as "safety" and "affluence" were more used in newspaper political ads of LDP whereas non-LDP employed more reform-related ones. It was also indicated that non-LDP used more economy-related expressions such as "employment" and "tax" in television political ads. On the whole, non-LDP emphasized reform issues in newspaper ads while it put stress on economy issues in television ones. In addition, the result of analyzing the appeals of political ad headline showed that request appeal was most often used and the appeal was more employed in non-LDP's ads. There were no significant differences between campaigns for the upper and the lower house.

### **Political advertising content control models: the Brazilian experience**

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This article aims to compare the ways the State can use to assure political campaign accountability. It is well known that freedom of speech is a precious feature of democracy but it is also known that political campaigns do not always abide by the best rules of conduct. Television is the most important media for election campaign and political parties depend on it to present their projects to the electorate. Even so, the content quality of this advertising are usually contested and the main piece of criticism is related to negative advertising, considered to be misleading, imprecise and incorrect. However, this is not completely true. Negative advertising is the strategy that associates negative images to the opponent, and it was studied in my Master Degree research. As suggested by this work, and confirmed by other international studies, negative advertising is as harmful as political parties choose them to be. That is why State law is important. State can improve public debate by setting clear and fair rules, and by doing so it may encourage political parties to rationally produce issued oriented advertising. The question is: How can this be done? Does the State should control it? And if so, how to and with which mechanisms? Those are questions this article aims to settle. It is well known that modernization of political campaign is a global feature of mass democracy which means, among other characteristics, that media is the main form of contact between candidates and their electorate. And if state controls the power to regulate access to television, it also could influence how political party uses this media. But how to guarantee that mediated public debate will be guided by issued oriented advertising? We intend to understand this by

comparing three different models of “content state control rules”: the American one (characterized by political parties equal media access State control), the British one (characterized by the maintenance of an institutional public debate sphere), and the Brazilian one (characterized by Judicial Branch intervention). In the United States the First Amendment prohibits the State to restrain, in any way, party political speeches. So, state only assures the same political party right and conditions to buy airtime. This State design believes that voters, media, society and political parties competition will avoid negative advertising abuses. In Britain the American legal principles also exists, however it is open to interpretation. To evaluate the problem, the UK established in 2000 a Parliament independent institution that works as a public debate sphere. This Commission consults the key people involved in the election process before taking decisions and have shown to be favorable to state control content, but has not found a way to do it fairly. In Brazil there is also a Constitutional Article that forbids political speeches to be restrained; despite that the Right of Reply to election advertising is applicable. Thus, if a political party considers to have been harmed by an opponent campaign, it may claim to a specific supreme court to gain opponent airtime in order to defend itself. These three models equally intend to improve political parties advertising content. To fill the explanation the Brazilian experience in 2002 and 2006 would be scrutinized at the final part of the paper.

### **Clear and present danger. Getting tough and personal in Mexico’s 2006 Presidential Campaign**

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The most recent presidential election in Mexico, held on July 2<sup>nd</sup> 2006, showed the tightest electoral outcome in the history of democratic elections in the country. Not surprisingly perhaps, Mexican voters witnessed a six-month campaign that set new records in the way candidates and stakeholders, including the incumbent president, attacked their opponents. The paper offers a thorough content analysis of a sample of 191 television adverts broadcast by the three main contenders during the campaign. Following a quantitative content analysis it was observed that not only negative propositions were predominant but also that their orientation was remarkably personal, something relatively new for Mexican campaign standards. The paper also found significant differences between candidates’ reference to particular issues and on the time-framing of their interventions (i.e. prospective versus retrospective arguments). The paper points out that Mexican presidential campaigns last too long and are too expensive. Regarding the role played by television advertising it is suggested here that the only ones benefiting from the current campaign framework are private television companies, given the fact that more than 90% of political parties’ campaign expenditure goes into buying air time. This tendency worries scholars and voters since campaigns are mainly funded with public money. Just in the 2006 Presidential Campaign eight political parties spent a total of 385 Millions of USD from taxpayers’ money. Understandably, questions have been raised on the effectiveness of funding political campaigns with public money. The paper challenges the information value of recent political adverts but it also acknowledges their importance in a modern competitive democracy. As one of its main conclusions the author makes a case for significant cuts in campaign funding and length, calling for an improvement in their informative quality and value.

## **New trends in political spots in Spain. The local elections in 2007**

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In May 2007, local elections will take place in Spain. This is a very interesting situation because they come previously to the general elections in 2008, and also because of the problems we are facing in the country regarding the terrorism and the debate about the Spanish Constitution. Because of this situation, political parties will design their strategies reinforcing this national perspective or on the contrary side, they will take into account the local problems in each city they present their candidates. Depending on this, we will talk about a nationalization of the campaign or a localization of the message. Also, we have to consider that for first time in Spain, there will be new ways to build a political campaign, not controlled by political parties. The Internet will be a tool not only for politicians but also for everyone who wants to deliver a message during the election period. As the academic research has shown (Arterton, 1984; Maarek and Wolfsfeld, 2003) political communication strategies during campaigns are following some patterns in all over the world. The so-called “americanization” (Butler-Ranney, 1992; Swanson-Mancini, 1996; Mancini, 1995) or the personalization are some of the trends in political campaigns. But same time, there are some barriers to this globalization, as the legal framework in each country, the political system or the political culture. Taking into account the Spanish situation and the global trends, our hypothesis is that this election will show new trends in the political communication tools and strategies. We will focus the analysis of this campaign in the spots. Spots are one of the best examples where political parties develop their strategies and they summarize the spirit of the campaign (Sádaba, 2003). We consider, first of all, the specific role of the spots in the Spanish elections, and we make a comparison with other countries and their campaigns. Then, we try to ask some key questions following a content analysis methodology: is there a national or a local message?; is there a personalization?; are there negative messages?; are there some patterns that allow us to talk about some kind of “americanization”. Finally, we will review the role of the spots in a new scenario where the Internet and the videos in the web are taking some kind of leading role in the political life. More precisely, we will consider how the “You Tube effect” is affecting the way the spots are constructed.

## **Image-Bite News. Visual Coverage of British, French, German and U.S. Election Campaigns in a Time Perspective**

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This study updates Hallin’s landmark investigation of sound bite news in three important ways: Firstly it focuses on the prevalence of candidate *image bites* where candidates are shown but not heard (as opposed to sound bites where they are being shown and heard). Drawing on research from cognitive neuroscience and behavioural biology we argue that image bites are vastly underappreciated as a source of political information. Research conducted in the “biopolitics” tradition has found that visual displays of political leaders are efficiently processed and readily remembered by viewers, are judged for their appropriateness in relation to the immediate news context, and influence viewer emotions and evaluative appraisals—including, potentially, voting decisions. With increased understanding about the processing of visual information, it is possible to look more scientifically at the likely effects of news coverage of campaigns rather than simply bemoan the faster-paced, more visually gripping character of contemporary news coverage and its purportedly harmful impact on informed citizenship. Secondly, this study employs a comparative approach by analyzing

general election stories from four countries. A cross-national visual analysis of TV news on the 2000 and 2004 U.S. campaigns (ABC, NBC), the 2001 and 2005 UK campaigns (BBC, ITV), and the 2002 and 2005 German campaigns (ARD, RTL) finds that image bites constitute a greater percentage of total campaign coverage than soundbites. We expect to find similar results in the upcoming 2007 French campaign (TF1, France 2) whose analysis will be completed by the time of the conference. Based on our results, we call for greater appreciation of visual processing, nonverbal communication, and voter learning from television news in the study of media and politics. Thirdly, our study looks also at changes over a period of time by comparing the most recent findings to those of the previous election cycle which enables us to put to the test the widely-diffused hypothesis that we are witnessing a global convergence toward a single commercialized or 'American' model of election news. We theorize that the presence of soundbites and imagebites reflects the influence of system-level factors on campaign communication and, furthermore, that their use by journalists is influenced by a country's political communication culture. To our knowledge, this study is the first to systematically analyze the content and context of soundbites and image bites, both of journalists and candidates, in an internationally comparative design. The results have not been presented before.

### **Frames on Terrorism: A comparative analysis of frames employed in terrorism coverage in US and UK newspapers**

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Scholars have been increasingly concerned with portrayals of terrorism in mainstream and alternative media outlets. Although terrorism had previously received some scholarly attention, the political and policy ramifications of 9/11 and subsequent terrorist threats or attacks on European Union, US and Middle Eastern soil have prompted an immediate and voluminous response from scholars. Communication researchers have since focused on public response and reaction to terrorist attacks, definitions of terrorism, policy questions, media portrayals of terrorism and framing across different media and nations (e.g., Greenberg, 2002; Noll, 2003; Norris, Kern, & Just, 2003; Venkatraman, 2003). This study undertakes a comparative framing analysis of media coverage of terrorism, as reported by prominent US and UK newspapers. In the words of Walter Lippmann, the news is responsible for providing the "pseudoenvironment" upon which we rely to experience and understand events that we cannot observe directly. News frames are important in how these events are reported, as they reflect a process of recurring selection and emphasis in communicating perceived reality (Entman, 1993; Gitlin, 1980). Frames present a central part of how individuals cognitively comprehend and file events, and as such, are an important of how a news story is told, especially in times of conflicting accounts and factual uncertainty. The present content analysis examines frames in reports on terrorist events in news coverage provided by the following newspapers: *The Washington Post*, *The NY Times*, *The London Financial Times*, and *The Guardian* over a 12 month period, including news reports, features, news analyses and editorials (but distinguishing among these in our analysis). Naturally we are limited in our ability to only analyze English language newspapers, and to not be able to include more papers from each country, so as to avoid an unmanageably large population. However, these newspapers are selected because they present opinion leaders in their respective geographic regions, and so as to present a fairly comprehensive representation of different political and newspaper ideologies. The focus on these media outlets thus allows a cross-cultural comparison of frames and media practices. This study engages cultural differences in the use of terrorist frames, in line with previous research on cultural difference in news practices

(e.g., Semetko, Blumler, Gurevitch, & Weaver, 1991). Several events contribute to the timelines and theoretical significance of this study. First, as interest in Middle East news is growing but foreign bureaus are shrinking, reliance on international press agencies and government sources for news reports increases. Framing of news events thus attains a new level of geopolitical significance. Second, frames present an important aspect of news storytelling, especially at times of political instability. The study's focus on comparative analysis of news outlets enable the examination of differing perspectives and process on news reporting. Finally, the focus on comparative frames on terrorism allows us to follow the cognitive thread between cultural differences in news practices and the internalization of terrorist events within a society.

### **Dismissing the Indexing Hypothesis of Press/State Relations: News Framing of 9/11 and How Comparative Research Can Innovate Political Communication**

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The paper explores in comparative terms the national elite newspapers, framing of 9/11 in the US, France, Italy and Pakistan. The empirical investigation serves a broader theoretical objective: showing that international comparative research can contribute to theoretical innovation in the field of political communications. The study specifically addresses the case of the "indexing hypothesis" about state/press relations (Bennett 1990). It starts from the consideration that political communications research is dominated by theories developed through studies carried out in the US. Relying on modified versions of the same methods and virtually almost the same data, the hypothesis has been refined in several ways in the last fifteen years, but it always leads to the conclusion that media content is indexed to the range of debate within political elites. The study sets off to verify the validity and scope of the hypothesis by testing it on foreign contexts. The analysis compares news framing of 9/11 in the four different countries to the contents of the respective political discourses revealing that, within an international comparative dimension, the hypothesis acquires a totally different meaning. The comparative perspective reveals not only that a certain amount of "indexing" is "obvious," but also that the "indexing effect" can be explained through alternative variables than a supposed influence by political actors on the media. Such dynamics could not have been observed within a single country. The study therefore emphasizes the need to overcome research on domestic contexts to allow political communication's development and theoretical regeneration, especially in a globalized and fast-changing world.

### **Image, Commemoration, and Radical Moral Responsibility toward the Other**

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In the aftermath of 9/11, it becomes urgent and fundamental for Americans to redefine their collective self-identities and create new subjectivities. This new self-consciousness will help Americans to commemorate a traumatic experience with intersubjective perspectives and free themselves from a fixed memory of 9/11. This study explores a potential ground which nurtures this new consciousness. Analyzing the viewers' experience of *The Concert for New York City*, a benefit event organized by Paul McCartney and broadcast one month after 9/11, this analysis draws on phenomenological theories of Merleau-Ponty and Levinas to investigate the ways in which our visual perception of the commemorative television program suggests an opened consciousness that allows us to grasp new perspectives on 9/11. I argue that our perception of the image in the televisual commemoration does not construct our collective memory of 9/11 as fixed and permanent. Instead, this perceptual experience thrusts the audience into a temporal flux that has a web of contexts from which new perspectives on



9/11 emerge. The theme of *The Concert For New York City* is pro-America. Through the lenses of the phenomenological theory, however, the representational forms undermine that theme as a unified one. Instead of providing a stable and cohesive collective memory of 9/11 as a tragedy caused by an evil Other who hates the freedom and democracy of America, the concert invites the audience to encounter the Other with an open mind that considers the consequences of the U.S. foreign policies and military operations in the past decades and until now that victimized and continue to victimize innocent lives in the Middle East, Africa, Asia, as well as Central and South America. The perceptual experience of the image provokes the audience to grasp the tangled and unrepresented aspects related to 9/11. It also leads the audience to adopt an empathetic and intersubjective approach in memorializing 9/11. Ultimately, this new perspective calls for a drastically different moral responsibility, a reciprocal sensibility and responsibility for the Other. It encourages the audience to mourn not only the nearly 3000 American victims of the plane attacks on September 11, 2001, but also victims of many pre- and post-9/11 incidents and wars that are, directly or indirectly, related to 9/11. It also helps the American audience to understand the reciprocal moral responsibilities toward anyone who is considered as an other, rather than merely to blame the enemy for causing the death of innocent Americans and the current “war on terror.”

### **Dramatistic theories as a method for approaching crisis communication. The case of terrorism in Spain**

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The growing number of situations that are currently named as “crisis” seems to have monopolized public sphere through political and mediatic agendas. The also increasing concern in private companies and public institutions about how to develop and improve methods and techniques to face critical moments has had a reflect in the academic research. Corporate and business areas are the ones who most have studied crisis management. Crisis communication has always been submitted to these interests with the consequence that there has been few academic works focused on the rol of communication in the life cycle of a crisis. However, taking into account the media primacy of crisis, and so the importance of communication in its definition and public impact and transcendence, it seems necessary to approach the study of crisis communication from the political communication perspective. This would serve, first of all, to build the theoretical framework it currently lacks so that it can be treated as a communication study object with relevance *per se*. Secondly, this academic approach would leave behing that dominantly pragmatic focus. Finally, it would provide crisis communication with more scientific fundamentals to be completely understood and better put into practice. In order to achieve this aim, this paper proposes to build a bridge between crisis communication practice and dramatistic theories. These theories, born in the middle of the last century, consider communication as a symbolic action that contributes to the construction of society. One of the main dramatistic authors, Kenneth Burke, suggests an analysis method, the “dramatistic pentad”, which studies any situation through the viewpoint of five elements: scene, act, agent, agency, and purpose. With this methodology and other of his contributions, communication theory and crisis communication practice can be connected. This allows to study in depth the fundamentals of communication in a crisis beyond its practical aspects. The objective of this paper is reformulating crisis communication through the perspective of dramatistic theories to better understand its communicative essence, and consequently find an improved pattern to apply it to the resolution of any crisis situation. This way, crisis communication can be considered part of the political communication field. The case of terrorism as a crisis for any government illustrates the methodology proposed by this research paper. The terrorist attacks of March, 11<sup>th</sup>, 2004, in the metrorail system of Madrid, will be

the case study. Applying the dramatic method to this type of crisis communication would enlighten some feasible ways to increase the quality of communication after a terrorist attack in order to mitigate the effects of terrorism (spreading fear and breaking off the social order, among others). The utility and innovation of this approach is that crisis communication reformulated pays attention to the symbolic and rhetoric dimensions of the terrorist phenomenon, and so combines more effective tools to communicatively counterattack it. What this paper tries to prove is that the dramatic approach to crisis communication shows how theory and practice can be joined together to contribute to the solution of one of the main problems of Western societies.

### **Partisanism and the 'Activist' Role of Mainstream Media in Spain**

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The ceasefire that ETA declared in March 2006 ended dramatically the 30<sup>th</sup> December 2006, after a bomb exploded in Madrid's International Airport killing two civilians. In this occasion, and in spite of the traditional unity that all Spanish parties but one (the one tied to the terrorist band) used to show in regard to terrorism, two demonstrations were organised. One demonstration obtained the support of the Government and left wing parties, being the other one supported by the Popular Party. In the preceding days, hot debates were held in the media. Political parties, politicians, and NGOs were continuously announcing their participation / their withdrawal from the marches, as a reaction to the addition or suppression of words and ideas to / from the banners. The politicisation of the marches was naturalised by the news media, that also assumed the role of mobilising the political bases of the parties they are close to. These circumstances offer an excellent context to explore a) the extent to which the political parallelism that has traditionally been attributed to the Spanish media (Hallin – Mancini, 2004) is affecting also organisations other than parties; b) the degree of partisanism of Spanish NGOs and civic organisations, and c) the implication of Spanish news media in mobilising citizens for the demonstrations. At the same time, it will offer insight about the use of demonstrations and civil protest repertoires for partisan and electoral interests. This paper will offer the results of a content analysis of the Spanish main national newspapers (*El País*, *El Mundo*, *Abc*, *La Vanguardia*, and *La Razón*) in the period that goes from the attack (30<sup>th</sup> December 2006) to a week after the demonstrations (11<sup>th</sup> February 2007).

### **How Political Institutions persuade citizens to trust them. An analysis of the persuasive strategies of the different institutional levels in Spain**

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Communicative relations between political institutions and who were governed by them are the essential bases of the modern democracies constantly influenced by mass media because they are subject to the continuum examination of the citizens, as voters than every four years give them a vote of confidence or not. Among the possible ways of communication between political institutions and citizens, the institutional advertising is the most important one. By this kind of advertising the different political institutions pretend to create a positive image of themselves and of their actions too, in order to persuade the citizens to trust them. When we point out the persuasive strategies used by the political institutions on its advertising, we can know how they organize their relations with the citizens. This paper therefore aims to study the arguments given by each political institution in its institutional advertising and to compare the persuasive strategies used by the different institutional levels in Spain central government,

autonomous region, governments and town councils as civil services. The sample used in this study is composed of a total of 210 institutional spots distributed by the institutions through television in Spain during 2005 and 2006. The spots are realized by Ministries of State government and the agencies depending on them, the most representatives autonomous region, governments Madrid, Catalunya, Andalucía, Comunidad Valenciana, País Vasco and Galicia and the town councils of the most important Spanish cities Madrid, Barcelona, Sevilla, Valencia, Bilbao and La Coruña. In order to carry out this study, a methodology based on Chaïm Perelman's Argumentation Theory has been applied. It will allow institutions, chosen arguments to be shown. Generally, this methodology considers persuasive discourses as organized in several textual levels, which are structured in consecutive depth degrees. Within the deepest one, the reality representation each institution selects as its discourse argumentation basis can be found. On this way, the comparative study between the different institutional levels is referred to the main persuasive strategies and arguments used on the one hand, and the part of the reality representation that each one selects for its advertising, on the other. Speaking of this comparison, one of the results of the analysis is the isolation of the criterion of proximity as a variable to structure the institutional discourses, especially those aspects related to the image of the institution, the political actions promoted, and the image of the citizen chosen as the representative audience. From the analysis is emphasized that advertising of autonomous region, governments have usually used one of the association procedure based on quasi-logical structures as argumentative strategy. They have used this method of unquestionable reasoning, as mathematical and logical formulas, to encourage an identification of the citizen with the autonomous region to increase the regional identity. Regarding the town councils, they have tended to used the same association procedure but, the aim have been to encourage an identification between the citizen, home and the city in order to promote civic behaviours.

### **Media, Democracy and Democratisation: An experience from democratic progress in Bangladesh**

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Media play a significant role in giving democracy and peoples right a firm footing ensuring transparency and accountability in all spheres of public affairs. However, democracy in one hand is an integral part of the political culture of western nations where democratic values and institutions are relatively stable and mature while it is treated only as part of the unfinished modernisation project in the developing countries. The recent movement of democratisation under the Caretaker Government<sup>1</sup> might be one of the pioneer examples of media contribution towards democratic progress in Bangladesh. But the relationship between media and democracy did not function as a uniform and linear; rather as a complex, critical and controversial ways in the conflict-prone political context of Bangladesh. Therefore, in spite of rapid spread of democracy in the 1990 on a global scale particularly in the Baltic States, some far-east Asian countries and Southern parts of Africa, it is still too early to speak of the world having one unitary democratic system and sharing one democratic political culture. Because, Bangladesh experience has showed that democratisation is susceptible to influence of regional and global forces, it remains primarily a national project. As a national project media still in some extent could contribute to democratic progress of developing countries. This paper is to analyse the emergence of democratic political culture and to extrapolate the role of media in the process of democratic progress in Bangladesh.

## **A search for an appropriate communications model for media in new democracies in Africa**

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In the last decade, a majority of African countries have embraced democratic forms of governance after years of one party rule and military dictatorships. The shift to multi-party democracy was a response to both internal and external pressures. The media played a central role in covering the transitions, amplifying the demands and tensions and providing the forums through which the process was negotiated. The introduction of democracy has led to a widening of the political space in most of these countries and a relatively free environment for the media compared to the days of one-party rule. But a corresponding democratization in the workings of media institutions themselves appears to be lacking. Using a case study of media in three African countries, this paper examines the model of communication currently used by the media and finds that the media continues to operate using a very traditional model of journalism that is less inclusive and largely inaccessible. This paper argues that for the media to properly serve their audiences in the new democracies, they need to adopt a more democratic model of communication that is horizontal, dispersed and accessible. The paper also examines several communication theories and proposes a new theory and model of communication for the African media—the social democratic communications model.

## **Political posters as sign posts of democracy: A case study of South African political posters 1999-2006**

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The South African democracy has survived three general and provincial elections and two local elections, since its inception in 1994. In comparison to other young democracies in Africa, South Africa has experienced a relative stable transition to democracy. However, the ruling ANC has not been under real pressure from opposition parties and by implication neither the democracy. This has helped smooth the way, but a dominant governing party does not necessary encourage the growth of a mature democratic political culture. The assumption of this paper is that political parties in developing societies have a normative obligation to do more than canvas votes during election campaigns. They should also be instrumental in fostering and enhancing a democratic political culture, by communicating democratic values, encouraging participation in the democracy and enabling voters to make an informed electoral choice. Political posters form an important part of South African campaigns as they are relatively economical and accessible to both urban and rural voters. However, political posters contribute mainly to image building, the reinforcement of party support and the visibility of the party and are not ideal for conveying complicated messages. It would thus seem that posters are not the most suitable medium to use as democratic socialising agent. This paper argues that posters are the agenda setters or head lines of a party's campaign and set the tone of the campaign. Political parties in developing societies should therefore also design political posters responsively in order to strengthen and sustain the democracy. While typical emotional and image messages could be used to the attract voter's attention, these messages should also be explained and contextualised (Fourie & Froneman, 2003). The use of negative / attack messages and the alleged focus on image messages in television spots have been researched extensively (see Brazil & Benoit). Although research results in this regard have been ambivalent (see Ansolabehere & Iyengar, 1994, 1995; Brooks, 1996; Brazil & Benoit, 2006; Scammell & Langer, 2006, Fourie, 2003), it is evident that these issues are a concern in well-established democracies, and should be an ever bigger concern in a young democracy. Against this background the research question in this paper is: To what extent do political

posters between 1999 and 2006 in the North West Province reflect the maturing of the South African democracy? This paper will inter alia be looking at the main themes on political posters during the 1999 and 2004 provincial and general and 2000 and 2006 local elections in the North West Province; the integrated use of emotional and cognitive messages on posters, the use of negative messages and the portraying of party leaders on posters. The posters of the main political parties that contested the 1999 and 2004 provincial and national elections and the 2000 and 2006 local elections in the North West Province, South Africa, will be studied by means of a qualitative content analysis. Although the focus is on posters, there will be reference to other media used in the campaigns to contextualize the posters.

### **Considerations, Challenges and Innovations in Internet-Based Political Communication Research**

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An increasing amount of political communication research makes use of Internet-based tools for data collection and analysis, and involves investigation of political phenomena in an electronic network environment. In these respects, political communication research reflects the methodological transformation prevalent across the social sciences (Jankowski & Van Selm, 2005). This paper explores aspects of the transformation, drawing from a range of studies concerned with political discourse, political participation and election campaigns, all of which accentuate the online environment of these political activities. Taking a series of studies in which one or both of us participated as the point of departure (Jankowski & Van Selm, 2000; Van Selm, Jankowski & Tsaliki, 2002; Jankowski & Van Os, 2004; Jankowski, Foot, Kluver & Schneider, 2005; Park & Jankowski, 2006; Kluver, Jankowski, Foot & Schneider, forthcoming 2007; Van Os, Jankowski & Wester, forthcoming 2007; Van Os, Jankowski & Vergeer, forthcoming 2007; Tuil, Van Selm, Verhaak & Kremer, 2006), we reflect on the designs, procedures for data collection and analysis, project management, and publication of findings for these projects. These aspects of the research process are considered in the light of what is currently known as “e-science”: internationally-oriented collaboration among researchers separated by distance and using high-speed computers and Internet-based tools for managing the research enterprise; for performing data collection, archiving and analysis; and for disseminating findings (Jankowski, 2007). We conclude the paper with a series of observations and recommendations regarding problematic aspects with political communication research undertaken in network environments utilizing Internet-based tools. Special attention is given to mixed-method designs, Web data archiving, distance collaboration, and Web-based publication.

### **Les formes nouvelles de communication en politique : une mise en cause de la représentation traditionnelle ?**

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Nous assistons depuis peu à l'émergence de nouveaux objets communicationnels sur Internet qui correspondent à de nouvelles formes « d'expression de soi » (Cardon, 2006, Allard, 2005; Castells 2006), qu'il s'agisse de blogs, wiki, films machinimas, mashups etc. Nous pouvons analyser aujourd'hui ces objets comme des voies d'expression alternatives des citoyens au sein de l'espace public qui participent à la configuration d'un espace médiatique plus complexe et plus ouvert. Peuvent ainsi émerger des thématiques, des modes d'expression ou encore des communautés dont l'accès à l'espace public médiatique se trouvaient jusqu'alors restreints. A la suite de théoriciens critiques d'une approche habermassienne de la délibération

au sein de l'espace public (Marion Young, Nancy Fraser et Jane Mansbridge notamment), j'analyse ces nouvelles formes de communication comme une ouverture à la «différence», selon l'expression de Lyotard. Elles facilitent l'inclusion dans le débat public de populations jusque-là peu impliquées du fait de leur décalage communicationnel dans l'espace de discussion traditionnellement proposé au citoyen désireux de participer. Cette «poussée délibérative», dont on peut constater qu'elle se pose comme une thématique essentielle de la campagne électorale pour les présidentielles, vient interroger directement les pratiques politiques des citoyens et en particulier leur rapport aux élus. Ainsi que le souligne S. Pène (2006), l'appel à la consultation populaire, à la discussion «en amont» du processus décisionnel, pose la question de la pertinence et de la compatibilité de ces nouvelles pratiques communicationnelles avec nos conceptions classiques de la représentation. Cette proposition de communication souhaite donc interroger théoriquement l'évolution de nos conceptions de la représentation à l'aune des nouvelles pratiques communicationnelles en émergence, à partir de nos analyses de terrain réalisées depuis 2003. Dans un premier temps, je voudrais revenir sur l'appropriation par les citoyens de technologies de la communication comme outil de participation politique et moyen d'insertion dans un espace public de discussion élargi. En effet, le formatage technique et le «code» (Lessig, 1999) dans lequel s'épanouissent ces échanges multimédias présentent une contrainte de dispositif réelle mais différente de celle, relativement naturalisée, des autres arènes médiatiques de discussion. Dans un second temps, je voudrais monter en quoi ces espaces publics autonomes constituent une mise en cause des formes traditionnelles de la représentation, basées sur une conception républicaine issue de la tradition schumpeterienne (Coleman, 2005), à savoir une hiérarchie forte entre l'élu et le citoyen renforcée par une relation communicationnelle limitée à sa dimension instrumentale (Quéré, 1991). Enfin, dans un troisième temps, je proposerai d'analyser les nouveaux objets communicationnels mentionnés ci-dessus comme un appel à repenser la représentation dans une perspective communicationnelle. Loin d'avaliser une perspective utopiste de démocratie directe, ces nouvelles pratiques me semblent appeler à un rôle renouvelé de l'élu non plus seulement comme guide ou porte-parole de ses électeurs, mais comme responsable de l'aboutissement d'un processus décisionnel dont il devra rendre compte de façon régulière au moyen d'une communication continue avec ses électeurs. La communication politique, dans une perspective dialogique, devient dès lors le cœur d'une nouvelle approche de la représentation.

### **Façons de rire du politique à la télévision : Genres télévisés et mises en scènes**

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Cette communication propose d'étudier les métamorphoses du discours politique dans des émissions récentes de talk shows français qui marient l'information au divertissement, telles que « On a tout essayé, Tout le monde en parle, On ne peut pas plaire à tout le monde, T'empêches tout le monde de dormir...» Ces émissions seront prises comme exemples afin d'étudier le cadre d'interaction télévisuelle proposé pour le discours politique et ses acteurs. L'approche goffmanienne croisée avec la théorie des genres télévisuels dessine un ancrage théorique premier pour appréhender les stratégies de présentation du politique sur les scènes télévisuelles. En analysant les interactions et expériences qui se développent dans le cadre des réunions et des rassemblements, Goffman introduit la notion de « rupture de cadre » provoquée par des dynamiques d'interaction. Dans la problématique de ce travail, nous envisageons les modes de participation du personnel politique dans les émissions étudiées comme des ruptures intentionnelles et institutionnalisées de cadre qui, à terme, produisent des nouveaux cadres de référence, d'interaction et de spectacularisation pour la communication politique télévisée. Ces derniers, ont une fonction de verrouillage des modes d'expression, à

travers des mécanismes et des dispositifs d'énonciation audiovisuels et verbaux qui encadrent sérieusement ce type de rencontre entre, d'une part, les acteurs politiques et, de l'autre, les journalistes, chroniqueurs ou autres invités. En d'autres termes, le topos de ces rencontres est un univers de référence clos, ayant ses propres règles et tenant une relation sélective avec des systèmes plus vastes (univers politique, social...) dont il se nourrit ou dont il rejette les normes. Ainsi, le sentiment d'authenticité, de vérité ou de franc parler offert par ces émissions est intimement lié avec la relation sélective que ce monde construit avec le monde réel, ce qui marque aussi ses limites. En même temps, l'adaptation du rôle des politiques au cadre et l'éventuelle distance par rapport au rôle seront analysées à travers les règles de mise en scène, la mise en place des rituels visuels, sonores et verbaux et l'organisation générale du dispositif des émissions. Parallèlement, l'inspiration de ce type de programmes des formats radiophoniques sera, également, étudiée pour mettre en évidence les rapports d'intermédialité entre la production de discours radiophoniques et celle de discours télévisuels.

### **En quête du politicien idéal ou ce que dissimule la personnalisation**

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La personnalisation fait l'objet, depuis quelques décennies, de nombreuses analyses au sein de la littérature en communication politique. Souvent présentée comme le fait de mettre l'accent sur les personnes politiques lors de la couverture médiatique des événements, la personnalisation est souvent critiquée par plusieurs chercheurs, car elle serait réalisée au détriment des idées que véhiculent les politiciens et les partis qu'ils représentent (Bennett, 1996; Gerstlé, 1992, 1999; Poirmeur, 1991, pour ne nommer que ceux-là). Certains estiment même qu'il s'agit là d'une dérive menant à la spectacularisation du politique (Gingras 1995, 2006; Schwartzberg, 1977, 1998; Véron 1995), qui devient alors un sous produit de la culture populaire. À la suite de van Zoonen (2005), il semble toutefois que ces critiques proviennent d'abord d'un désir normatif de séparer le divertissement de la politique. Aussi, il apparaît que ce serait plutôt en cessant d'opposer la politique et la culture populaire qu'un regard novateur sur le phénomène de la personnalisation puisse être porté. Afin d'étayer cette approche différente, la présente communication soutiendra que la personnalisation dissimule un procédé d'évaluation reposant sur cinq grands critères reliés à la perception des candidats politiques, soient la compétence, la fiabilité, l'intégrité, le charisme ainsi que les traits de personnalité (Miller et al. 1986). Ces différents critères rejoignent en outre l'ensemble des aspects des performances de l'acteur politique, performances qui sont accomplies sur trois grandes scènes, soient celles des institutions politiques, de la vie privée (souvent considérée comme hors-scène) et de la vie publique (Corner, 2000, 2003). Les politiciens doivent alors y performer de façon cohérente et constante, car: « [W]hat must be performed on the different stages and across the variety of public and popular genres is authenticity » (van Zoonen, 2005: 75). Au cours de cette présentation, il sera donc question des différentes manières de parler de personnalisation et de l'intérêt d'envisager cette dernière autrement, le tout agrémenté d'exemples tirés d'une analyse du discours médiatique au sujet des acteurs politiques. Un premier exemple aura trait à un événement/phénomène connu au Québec sous le nom de "Mariomanie" et qui consiste en l'ascension spectaculaire d'un jeune politicien (Mario Dumont, chef de l'Action démocratique du Québec) au sommet des sondages et à la victoire de son parti dans plusieurs comptés lors des élections partielles en 2003. Un second exemple touchera à l'étude des procédés retrouvés dans diverses publications visant à construire et déconstruire l'image de politicien(ne)s tels que Ségolène Royale (Le Point, 2006), Stephen Harper (Dubuc, 2006) et Hillary Clinton (Klein, 2006). Bref, nous verrons que l'intérêt pour la performance et la vie privée des politiciens met au jour une série de procédés d'évaluation à travers lesquels ils se voient ou non «authentifiés». De plus, au-delà d'un

intérêt pour ce qui pourrait être considéré comme relevant uniquement de la vie privée et d'un travestissement de la politique, la présentation de ces différents procédés illustrera à quel point l'authenticité est importante en politique et l'évaluation omniprésente. Plus encore, l'analyse permettra de montrer comment se dessinent à travers ces différents discours le portrait d'un politicien idéal.

### **L'Internet participatif ? Analyse de discours des candidats à la présidentielle française de 2007**

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Thématique jusqu'ici peu développée dans la recherche francophone, la communication électorale par Internet suscite un intérêt croissant dans le contexte de l'actuelle campagne présidentielle française. En effet, les usages d'Internet par la candidate du Parti Socialiste, Ségolène Royal, et par le candidat de l'Union pour la Majorité Présidentielle, Nicolas Sarkozy, conduisent à reconsidérer l'importance de ce média, jusqu'alors marginal dans les stratégies de campagne nationale, où la télévision apparaît traditionnellement comme le média de prédilection des candidats. Certains des candidats d'envergure plus modeste, et corrélativement moins présents dans l'espace médiatique traditionnel (télévision, presse, radio), ont quant à eux investi l'espace électronique depuis plus longtemps. C'est le cas par exemple du candidat de l'UDF, François Bayrou, déjà praticien régulier du *chat* avec les internautes lors de la campagne présidentielle de 2002. De nombreuses applications (sites Internet, blogs, *podcast*, *chat*, forums, *newsletters*...) apparaissent ainsi comme les vecteurs de la communication politique devant assurer un lien – interactif – entre le candidat et les électeurs potentiels, en même temps qu'elles permettent la diffusion d'informations auprès d'eux, et ce d'autant plus que leur contenu est parfois également relayé par les médias diffusés (par exemple, la polémique autour de la vidéo en ligne où Ségolène Royal s'exprime à propos de la mise en place éventuelle des 35 heures dans les lycées). La place du citoyen dans le dispositif de campagne apparaît dès lors essentielle. Outil d'organisation, de mobilisation voire de recrutement de militants – souvent déjà parties prenantes hors ligne – Internet permet aussi de solliciter la prise de parole de citoyens « ordinaires », jusqu'alors cantonnés au rôle de récepteurs de la propagande politique. Ces derniers sont désormais appelés à (s')investir dans la campagne, et à devenir, ponctuellement, militants, selon des modalités et des degrés divers, pouvant par ailleurs être significatifs d'un engagement « distancié » (Ion, 1997). Relais des idées du candidat, « colleur » d'argumentaires préparés par l'équipe de campagne sur les forums des sites adverses ou de la presse, spammeur, créateur de blogs de soutien, le citoyen peut également et plus simplement faire valoir son point de vue dans les espaces d'expression largement présents sur les sites Internet de nombreux candidats. Dans cette communication, nous souhaitons examiner le rapport qu'entretiennent les différents candidats aux usages – et limites – participatifs d'Internet. Deux axes seront privilégiés. D'abord, ces modes d'information et d'échanges reposent-ils sur une conception précise et *a priori* de la participation ou bien révèlent-ils des pratiques inorganisées et fluides liées à une démarche pragmatique du candidat ? Ensuite, et au-delà de ces seules pratiques de campagne, conjoncturelles, de quelles conceptions de la participation politique via Internet les candidats sont-ils porteurs ? Ces questionnements seront appréhendés à l'aide de l'analyse des propos que peuvent avoir tenu dans la presse les membres de l'équipe de campagne (notamment ceux en charge de la communication sur Internet) et d'un corpus de textes sélectionnés au sein des programmes, des discours et des interventions des candidats effectivement en mesure de se présenter à l'élection présidentielle.



## **L'approche interdisciplinaire pour penser les terrains et objets en communication politique**

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L'interdisciplinarité inhérente aux recherches en sciences de l'information et de la communication est convoquée dans mon travail de thèse. Cette réflexion menée plus largement dans le champ des sciences sociales a permis de trouver un compromis entre les sciences politiques et plus particulièrement la sociologie politique, portant un vif intérêt pour les nouvelles voies de la démocratie, mais qui n'a encore que peu investi le « cyberspace », et les sciences de l'information et de la communication. Elaborer de nouvelles méthodes d'analyse et d'investigation permet de faire apparaître et de décrire les fonctionnements du sens, de sa production et de sa saisie, dans les discours, les images, les moyens de communication et d'information et, en général, toutes les pratiques sociales et culturelles. La perspective socio-sémiotique choisie permet en effet de multiplier les emprunts méthodologiques et épistémologiques à la sociologie de l'organisation, aux sciences politiques, aux théories de l'engagement et du militantisme, pour éclairer d'une manière plus globale ce qui se joue dans les processus de communication étudiés et qui nous renseigne de manière effective sur les pratiques réelles, les différentes significations et les stratégies des organisations. Cette recherche a voulu avant tout se débarrasser des pesanteurs et des « allégeances comme préalable à l'affirmation de sa propre identité, à des façons de faire qui caractérisent d'autres disciplines », c'est dans ce contexte que l'approche pourrait passer pour du bricolage théorique et méthodologique. Pourtant, plus encore que dans n'importe quelle discipline, il s'avère indispensable de repenser les outils, les préalables pour inscrire irrémédiablement cette recherche en sciences de l'information et de la communication. L'intérêt de cette approche transversale est donc double : il s'agit en effet de constituer un arrière plan théorique qui tienne compte des avancées des recherches antérieures sur des objets et méthodologies voisins, mais également de permettre de concevoir des outils propres à des terrains particuliers et peu stabilisés, comme ce fut notre cas. L'intérêt de cette communication sera de montrer le cheminement intellectuel, mais aussi les barrières qui ont été dressées tout au long de ce processus face à un objet mouvant, l'Internet, des acteurs marginaux, ainsi que face à une posture de recherche se situant hors des sentiers balisés de la sociologie des usages.

## **Interfaces entre réseaux locaux et réseaux globaux : Rôle et définition**

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La plupart des rapports internationaux produits par les organisations internationales ou les ONG, qui évaluent l'action internationale en matière de développement ou d'action humanitaire présentent les objectifs, le contexte de l'action, la communauté visée et bien sûr toute une panoplie de résultats quantitatifs: Le nombre de personnes concernées par l'action; le nombre d'enfant vaccinés, le nombre de femmes ayant bénéficiées de cours d'alphabétisation...La plupart du temps la façon dont l'action a été mise en place est peu détaillée. On parle de mise en place de groupes de réflexion, de réunion entre les différents leaders ou représentants de la communauté ciblée, de participation communautaire indispensable à la mise en place du projet. Mais ces rapports ne développent que rarement les différentes petites étapes qui sont, selon nous, le véritable cœur du projet. Comment rentre-t-on en contact avec les communautés locales ? Qu'appelle-t-on sur le terrain une communauté ? Comment identifie-t-on un leader, ou relais d'opinion ? Au-delà d'un positionnement idéologique et démocratique que signifie la participation communautaire ? Quels sont les freins ou les promoteurs de cette participation ? Autant de questions qui se

posent bien en amont de l'exposé des résultats mais qui sont une partie importante de l'évaluation d'une action. Ainsi bien au-delà des résultats ou du financement de l'action, nombres d'étapes informelles dans la mise en place de l'action restent fondamentales quant à l'existence de celle-ci. L'étude de ce que nous appelons "les interfaces" entre local et global est à l'origine d'une autre façon d'envisager et d'apprécier les résultats d'une action internationale, d'une source d'autonomie des réseaux d'acteurs locaux face aux organisations internationales, in fine d'une source de pouvoir pour les communautés locales. Ainsi l'objet de notre étude n'est pas thématique mais systémique. Il ne s'agit pas de s'intéresser au type de projet ou au domaine d'action mais à la façon dont un projet formulé globalement se concrétise localement, aux enjeux de cette translation du global vers le local. Afin de faire le lien entre une analyse théorique portant sur la constitution des réseaux et de leur mise en œuvre systémique, le corpus de cette étude comporte outre une série d'entretiens qualitatifs des différents types d'acteurs constitutifs des réseaux locaux et globaux, deux analyses de terrain. La première est menée auprès de communautés musulmanes pauvres en Egypte. Plus particulièrement auprès d'un échantillon des communautés résidentes des quartiers informels du Caire notamment Ezbet El Hagaana. La deuxième enquête de terrain sera menée au Mali auprès de communautés multiethniques. Dans chacun des cas l'acteur international observé sera l'Unicef, programme de fond pour l'enfance de l'ONU.

#### **« Du eux au nous ». La responsabilité sociale des journalistes face à la reconstruction européenne**

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L'étude s'intéresse aux *transformations délibératives* du discours de la presse roumaine sur l'Europe, une fois la Roumanie devenue membre de facto de l'UE en 2007. L'analyse porte sur une condition de production spécifique de la parole délibérative: *la construction médiatique du rôle du journaliste* au niveau de l'interaction avec les acteurs statutaires (la classe politique, les leaders d'opinion, etc.) et avec l'opinion publique. L'étude prend appui sur les questions de recherche suivantes : dans quelle mesure l'argument européen influe sur la manière dont les journalistes définissent leur « mission », voire leur identité symbolique dans l'espace public ? Quelles sont les *stratégies de généralisation* mobilisées par les journalistes afin de légitimer leur participation à la définition de la « post-adhésion » comme *problème public* ? On considère ainsi que le positionnement des journalistes par rapport à leur propre statut médiatique institue un certain type de parole délibérative qui s'avère également révélateur des processus d'eupéanisation des acteurs sociaux. L'étude prend appui sur des concepts (tels que « eupéanisation », « espace public médiatique » et « problème public ») appréhendés par une approche constructiviste et par une méthodologie discursive. Appliqué à la problématique européenne, ce cadre d'analyse met en lumière la manière dont les médias en tant qu'« entrepreneurs moraux » utilisent les différents répertoires européens et consacrent ainsi des stratégies de résistance, de négociation ou de ralliement consensuel à des « communautés imaginées ». Il en résulte une approche moins déterministe (« bottom up ») de l'eupéanisation des médias et de l'espace public étant donnée que l'on étudie la reconstruction du « rôle du journaliste » à travers des positionnements-mêmes des journalistes. Le corpus comprend des articles d'opinion à visée « prise de position » et porte sur une campagne de presse initiée en 2006 par *Cotidianul*. Intitulée « *La génération expirée* » cette campagne avait comme but la construction d'une hiérarchie des personnalités publiques ayant influencé de manière négative le développement des diverses sphères d'agir sociales (cultures, sciences, politique, sport, etc.) pendant le communisme et après sa chute.

Ce concept médiatique a généré un débat public intense entre les journalistes du *Cotidianul*, les intellectuels, les leaders d'opinion et le public. Au cœur du débat on retrouve des positionnements divers par rapport au syndrome « des hiérarchies, des listes et des généralisations » opérant au niveau d'une offre médiatique commerciale. En même temps c'est tout un discours institué sur le rôle du journaliste qui a fait débat, d'autant plus que les journalistes ont justifié leur campagne comme un exercice nécessaire de moralité avant l'adhésion imminente de la Roumanie à l'UE. Il convient aussi de préciser que cette campagne n'est pas un format singulier dans le paysage médiatique roumain. Au fur et à la mesure que l'adhésion à l'UE s'avère un événement imminent, la presse se penche sur des questions renvoyant aux identités collectives exemplaires, d'où l'émergence des formats à visée didactique-civique et conçus en même temps selon toutes les règles publicitaires et de divertissement. Plus le processus d'intégration semble imminent, plus les médias se replient sur les identités collectives et appréhendent les événements européens selon la formule « nous », par rapport à l'« Europe ». A travers trois journaux de la presse roumaine, des repères de la presse d'information (*Cotidianul* ; *Evenimentul Zilei* ; *Jurnalul Național*) et deux magazines culturels (*Dilema* ; *Observatorul cultural*), l'analyse opère avec des descripteurs supposés intervenir dans la construction médiatique des problèmes publics, voire du rôle du journaliste: (i) *l'espace de visibilité publique selon les profils socio institutionnels des participants au débat*; (ii) *la valorisations des savoirs publics à travers des stratégies de généralisation*; (iii) *la gestion discursive des émotions*. L'analyse s'achève avec une « discussion » concernant notamment l'émergence des nouvelles identités médiatiques des journalistes dans l'espace public roumain.

### **El caso del marketing político-empresarial del movimiento “El mejor de Brasil es el brasileño”, durante el gobierno del presidente Lula da Silva**

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Este trabajo investiga el movimiento publicitario "El mejor de Brasil es el brasileño". Dos datos resumen su relevancia: 1) Fué considerada la mayor campaña publicitaria hecha en Brasil; 2) Fué hecha a través de un acuerdo entre el Gobierno Federal y algunas de las mayores empresas privadas del país. Ocurrieram dos campañas: “Yo soy brasileño y no desisto nunca” (2004); y “Bueno ejemplo: esta moda cola” (2005). En la primera, hubo una alianza entre el Gobierno Federal y la ABA (asociación de compañías que pagan propaganda). Su objetivo sería “resgatar los niveles de auto-estima del brasileño” y tuvo la adhesión de 300 empresas (privadas y estatales, de los medios y de otros ramos) y organizaciones de la sociedad civil. El lanzamiento (19 de julio de 2004) tuvo “la presencia del Presidente de la República, cinco ministros y otros importantes dirigentes gubernamentales, presidentes de grandes empresas, líderes del mercado de propaganda y de los medios de comunicación, la prensa y representantes de organizaciones de la sociedad civil [y fué] el punto de partida del movimiento de movilización nacional por la valorización de la auto-estima del brasileño”. En el 7 de julio de 2005, fué lanzada la segunda campaña, que pretendía “movilizar y estimular la mejoría de la calidad de la vida de los brasileños” y diseminar un buen comportamiento en la familia y en la comunidad. La iniciativa fué de las entidades de propaganda que detienen 85% de las inversiones en propaganda en el país, repitiendo la misma alianza con el gobierno. La campaña fué creada por una reunión de agencias de propaganda; tuvo la participación de los más famosos publicitarios de marketing político brasileños; fué divulgada en la TV, radio, Internet, periódicos y revistas; y las empresas usarían la marca del movimiento en sus propias propagandas. En el análisis de contenido de las campañas, constata-se que todos los problemas que aparecen son individuales y sin causas ni responsables sociales, culturales o políticos; las soluciones

también son fruto de la fuerza de voluntad individual; los excluidos pueden ser incluidos por su esfuerzo personal; y la campaña puede evocar, a más de esto, una presencia simbólica del presidente Lula da Silva que tiene una imagen de quién ascendió socialmente por esfuerzo propio. Por otro lado, transmitió la idea de ir “mejorando la vida cotidiana y transformando el país” (lo que lleva una imagen de cambios que el gobierno buscaba). Y el sector privado puede utilizarla para vender sus productos, manipulando el discurso del “bueno ejemplo”, mientras vende también una imagen de responsabilidad social y refuerza su propio ideario liberal. Entretanto, luego en el inicio de la segunda campaña surgieron las denuncias de corrupción contra el gobierno Lula da Silva, y la situación quedó contradictoria, pues el gobierno no estaría dando un buen ejemplo para el país. Estas circunstancias provocaron el fin de esta campaña en poco tiempo.

### **La campaña del miedo. Influencia de las campañas negativas en las preferencias electorales: el caso de las elecciones presidenciales de México en 2006**

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En este trabajo se presentarán los resultados de un estudio en el que se analizan las características de la llamada campaña del miedo que el Partido Acción Nacional implementó en contra de su principal oponente, el Partido de la Revolución Democrática, en el proceso electoral que tuvo lugar en México en 2006. Interesa particularmente correlacionar la influencia que esta campaña tuvo en las preferencias electorales de los votantes. Para ello: a) mostraremos, por un lado, las estrategias discursivas a través de las cuales esta campaña logró movilizar a los votantes apelando a las emociones, en particular al miedo, y no a la razón; y b) identificaremos los momentos clave de esta campaña con relación a las encuestas de preferencias electorales que fueron publicadas en tres periodos de tiempo: enero, mayo y junio de 2006. Los resultados confirman la centralidad de lo mediático en los procesos electorales, la efectividad de este tipo de campañas para incidir en la intención de voto y la necesidad de regular estas campañas para consolidar la democracia en países como México.

### **La configuración del sistema polarizado de medios escritos en España: causas y efectos**

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La configuración del actual sistema de medios escritos español hunde sus raíces en la Transición política que vivió el país a finales de la década de los 70. La llegada de la democracia supuso una serie de desafíos informativos que hubo que satisfacer con prontitud y, en ellos, el papel de los medios españoles fue central desde un principio. Para algunos autores, el súbito cambio de régimen se fraguó en simbiosis con el mundo informativo. De esta forma, la fuerte implantación de la prensa como interlocutora política le valió el calificativo de Parlamento de papel, en parte, también, por su fuerte vinculación ideológica. Así pues, en la historia de la comunicación española, destaca cómo los medios colaboraron en la implantación del régimen democrático y cómo, posteriormente, una vez que la democracia estaba garantizada, ambas instituciones mediáticas y políticas iniciaron un proceso de distanciamiento e, incluso, de oposición. Después de un periodo de estrecha colaboración para conseguir unos objetivos comunes, se inició una separación, en aras de la independencia periodística, para unos, y del ejercicio normalizado de la función política, para otros. Pero, en la actualidad, el sistema de medios español, lejos de haber consolidado esa independencia característica de los sistemas del norte de Europa, ha tendido a polarizarse. Esto es, que los diferentes grupos de comunicación, entramados empresariales nacionales e internacionales, se han posicionado en el mercado mediático con una clara línea editorial que los acerca a la órbita de un partido político. Así lo entienden, entre otros, Hallin y Mancini para quienes, la

separación de políticos y periodistas no fue total tras la Transición sino que, como en un efecto magnético, cada medio se distanció de ciertas opciones políticas mientras se acercaba, con la misma intensidad, a otras. Por tanto, después de esa época de cambios y gran intensidad política, se ha configurado un sistema de medios escrito en el que paralelismo ideológico es elevado. Y ello se ha agudizado especialmente en los últimos años en los que, con escasos periodos de relativa tranquilidad, el panorama informativo español ha evidenciado y se ha autoalimentado de la polarización mediática y política. Esta comunicación contextualiza en dicho marco histórico un estudio de la situación del sistema de medios español desde los noventa y analiza las repercusiones de la polarización en el escenario mediático. En esa década y, especialmente, entre 1993 y 1996 tuvo lugar la última legislatura con Felipe González como Presidente del Gobierno y, en ella, la tensión entre su grupo y determinados medios escritos, especialmente El Mundo y ABC, y su cercanía con otros, especialmente El País, fue determinante en la configuración de la agenda pública. Más aún, el enfrentamiento informativo y empresarial entre el diario de Unidad Editorial y el de Prisa vivió entonces momentos de palpable intensidad que, en estas últimas fechas, ha vuelto a escenificarse. Posteriormente, con la llegada al Gobierno de José María Aznar, y especialmente con su segunda legislatura con mayoría absoluta, el clima de contestación mediática se vio rebajado, en líneas generales, hasta que, especialmente el hundimiento del Prestige y el apoyo español a la guerra en Irak, volvieron a incrementar la tensión mediática a gran escala. La llegada al Gobierno de José Luis Rodríguez Zapatero estuvo antecedida por los atentados del 11-M y, a pesar de ser el tema que mayor confrontación ha generado entre los medios escritos españoles, es tan sólo uno de los asuntos que, en la actualidad, ha hecho que la ciudadanía española vuelva a ser consciente de una polarización palpable y sobre cuyos efectos y raíces se cuestiona. La política antiterrorista es, sin duda, el segundo asunto que acerca a los medios a los partidos y los enfrenta entre sí. En la actualidad, son numerosos los sondeos en los que se pregunta a la ciudadanía si creen que la crispación es culpa de los políticos o de los medios; partidos y grupos de comunicación presentan un nivel de enfrentamiento paralelo. En conclusión, esta comunicación ofrece un análisis del actual sistema de medios escritos españoles desde la perspectiva de su posicionamiento político y estudia las manifestaciones más visibles de la polarización mediática-política así como sus resultados para la actualidad política y la opinión pública.

### **Estudio experimental de los efectos socio-cognitivos de los encuadres noticiosos (news frames) que definen la imagen política electoral**

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En la línea de la tendencia a la personalización política que hoy define las estrategias de las campañas electorales, las imágenes de los candidatos se construyen con base en determinadas características o atributos (Goeminne y Swyngedouw, 2004; Miller, Wattenberg y Malanchuk, 1986) que tienen influencia significativa en cómo son éstos percibidos por los propios ciudadanos. Tradicionalmente, la investigación empírica sobre los encuadres que definen la imagen política electoral se ha reducido al análisis de la presencia de ciertos rasgos o atributos de los candidatos electorales en el contenido de las informaciones, en donde el nivel de relevancia o visibilidad de cada uno de estos atributos en los textos noticiosos supone ^según demuestra la segunda dimensión de la Teoría de la Agenda Setting- un criterio clave que repercute sobre los juicios que definen la imagen percibida de cada candidato por los

ciudadanos que son posteriormente encuestados (Weaver y otros, 2004; McCombs y otros, 1998; Domke y otros, 1998; Weaver, Graber, McCombs y Eyal, 1981; McCombs, Llamas, López-Escobar y Rey, 1997; McCombs, López-Escobar, Llamas, 2000). Siguiendo esta línea de investigación, la Teoría del Encuadre o Framing, y más concretamente los trabajos relacionados con el estudio de los encuadres noticiosos como variables independientes (denominado efecto framing o framing effect) se presenta como un paradigma de investigación paralelo para analizar la construcción de la imagen política electoral, que apuntala la idea de que el enfoque utilizado por los medios para definir un tema o a una persona en relación con una situación ejerce un impacto significativo sobre las respuestas cognitivas (qué pensar) y en los juicios afectivos (cómo pensar) que manifiestan los sujetos (Scheufele, 2000; De Vreese, 2004; De Vreese y Boomgaarden, 2003; Price, Tewksbury y Powers, 1997; Valkenburg, Semetko y De Vreese, 1999). Este trabajo pretende profundizar en el análisis de los efectos de los encuadres noticiosos aplicados a la imagen política electoral siguiendo un novedoso diseño experimental que se ha demostrado válido para abordar las consecuencias sociocognitivas de la formación de imagen pública (Igartúa, 2006). En concreto, nuestro trabajo incluye el estudio de la imagen de los dos principales candidatos que se presentan a la campaña electoral 2007 de la Región de Murcia (región española de 1.500.000 habitantes) (Ramón Luis Valcárcel, por parte del PP y Pedro Saura, por parte del Partido Socialista). Para ello, se someterá a un experimento de laboratorio en el que participarán 150 estudiantes universitarios españoles, reunidos en diferentes grupos en los que se observarán los efectos sociocognitivos atribuidos a la imagen política cada candidato (y diferenciada en cuatro caracterizaciones o frames: competencia, honestidad, liderazgo y carisma) que se derivan de la exposición a textos periodísticos seleccionados en virtud del tema principal de la campaña: la corrupción política.

### **El estado de la nación: debate, contenidos y representación mediática**

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Los debates sobre el estado de la nación son una práctica política en las democracias parlamentarias. Es objeto de esta contribución presentar, como caso de estudio, el análisis del discurso del presidente del gobierno español, la respuesta de los líderes y portavoces de los grupos políticos y la representación que de estas intervenciones realizaron los informativos de las televisiones en sus telediarios. Las formas de decir y mostrar, centradas en las estructuras argumentativas, las acciones comunicativas y los elementos retóricos utilizados, constituirán categorías centrales del análisis. Desde la perspectiva de la teoría del discurso, como instrumento metodológico, y la comunicación política, y los recursos empleados en la práctica de la misma por los actores concernidos por ella, ya sean los políticos, ya los medios de comunicación, particularmente, la televisión, se pretende mostrar de qué manera este género discursivo pone de manifiesto estrategias, habilidades, prácticas encaminadas a convencer o persuadir sobre las fortalezas del propio discurso y las debilidades del contrario. En situaciones de comunicación en las que se efectúa un balance de la acción de gobierno y el cumplimiento de los puntos programáticos y su control por parte de la oposición, el uso de la comunicación política, en ese juego de *decires* y *haceres*, pone de manifiesto implícitos, supuestos, atribuciones, descalificaciones o justificaciones con la finalidad de desprestigiar y desacreditar al contrario y referenciar y ponderar el acierto de la propia política. El resultado de este juego de ida y vuelta se puede concretar en el éxito o fracaso del discurso construido. A su vez, la televisión en esa labor de “dar a conocer” - “informar”, en ocasiones, se decide por un “hacer creer” apelando al recurso de la interpretación.

## **El Marketing de Políticas Públicas: Nueva propuesta para gobernar con efectividad**

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La presente investigación tiene su fundamento en dos pilares: “El Marketing Social” y “Las Políticas Públicas”. El primero corresponde a la ampliación del marketing que ha venido cubriendo Nuevas áreas. Así, desde un comienzo eminentemente mercantilista (en los albores de su nacimiento, hace aproximadamente medio siglo) hasta una concepción más social enmarcada dentro del “Marketing de Ideas y Aspectos Sociales”, pasando por el “Cambio Social Voluntario-CSV, con estrategias de Marketing”, aspectos estos que se enarcan dentro del ámbito del “Marketing Social”. Para ello se hace un breve recorrido de esta disciplina, recurriendo a tres conceptos marcados por el tiempo y concentrándose en una de las más recientes definiciones de Marketing: “ “Campo que estudia la forma como las relaciones de intercambio son creadas, estimuladas, facilitadas, valoradas, gestionadas (administradas) y gobernadas, dentro de un contexto determinado. La esencia del marketing está en las “relaciones de intercambio”, entendidas como las conexiones entre personas, recursos y actividades orientadas hacia la creación de lo que es valor para el mercado”. (Kotler, Hunt, Fox y otros. 2003) El otro pilar, es el hecho de que toda “Política Pública” - en un comienzo es una simple idea que el gobernante de turno debe convertir en realidad tangible. Esas promesas -que todo candidato hace en su campaña ante su electorado dentro de su programa político- una vez electo, tienen la obligación (ya como gobernante) de cumplir con su palabra empeñada y proceder a convertirlas en realidades tangibles. Para ello se recurre a entender la Política Pública como “Las sucesivas respuestas del Estado (o del gobierno de turno) frente a situaciones socialmente consideradas como problemáticas” (Salazar-Vargas, Carlos “Las Políticas Públicas”. Segunda Edición, 1999. Facultad de Ciencias Jurídicas y Facultad de Ciencias Económicas y Administrativas, Pontificia Universidad Javeriana). Para lograr el propósito enunciado se estructuró este documento en cinco partes: 1. El Marketing Social: ¿Una moderna tecnología gerencial? 2. Las Políticas Públicas: ¿Así se comunica el Estado con la Sociedad? 3. Políticas Públicas y Marketing Social: ¿Hasta dónde se complementan? 4. El Marketing de Políticas Públicas: ¿Una propuesta útil para gobernar? 5. A manera de Reflexión. ¿Comentarios finales o consejos pertinentes?

## **El infoentretenimiento político televisivo: nuevas perspectivas en su investigación**

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Esta investigación pretende utilizar como antecedente las investigaciones realizadas y publicadas, anteriormente, por la profesora Berrocal sobre un tema de reciente investigación en España: el infoentretenimiento político televisivo, con el objeto de exponer qué trabajos se han realizado hasta la fecha en el campo de estudio, qué cambios se han producido en los últimos años en el panorama televisivo y cómo están afectando a las actuales investigaciones y plantear qué metodologías son útiles para analizar programas que al amparo de su consideración como programas de entretenimiento están realizando y ofertando información política.

## **Looking for news space or thinking strategically? The case of the Spanish governments' communication**

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Rhetoric has been categorized by different authors as an useful perspective to look at Public Relations (see, amongst others, Tomkins, 1989; Heath, 2001 and 2006; L'Etang, 2006). Under this perspective, Rhetoric is seen as a tool that public relations can use to test ideas and forge

opinions; a way to look for sufficient agreement –zones of meaning- that supports collective actions. Applied to organizational communication, situations can be analyzed in terms of contending different definitions in which rhetors challenge one another and compete for adherents. Therefore, a specific organization communication can be seen as an strategic approach to bring matters of importance to the attention of publics. “This rhetorical perspective of public relations assumes, at a minimum, the constructive need to adjust people to ideas and to adjust ideas to people through the blending of relevant zones of meaning” (Heath, 2001, p. 47). Organizations are then worthy of public trust, depending on how successful they be at building a symmetrical communication with their publics when explaining situations. This paper applies three models for Government communication suggested by Denton and Woodward (1998): the ‘press agent’ model, the ‘events coordinator’, and the ‘strategic planner’. Using in depth interviews with all Government Spokespeople in Spain from 1986 until 2006, this paper analyses how strategic government communicators have been, and to what extent symmetrical communication is looked for in the way Governments interact with their publics.

### **The Rise of Political PR in Party Communications in China since SARS in 2003**

Guanpeng Dong, Steven, Tsinghua University, Beijing, China

This paper examines how Chinese government under the Communist Party has adopted modern public relations theory and strategy to replace its old-fashioned party journalism methods. After a brief review of the fast development of Chinese media and public opinion environment, case studies of government reaction to the SARS and the Olympic Legacy are provided to support the idea that China is building a new center of global communications while the Party and Chinese government are having great benefits. It is to conclude that Chinese politics is not only mediated but also with effective communications beyond the media.

### **Professionalization at two speeds? Can government communication learn from electoral communication?**

Holtz-Bacha, Christina, University of Erlangen-Nuremberg, Germany

Professionalization of political communication in the sense of adapting to the challenges of an unpredictable electorate and a diversifying media system could long be observed in electoral campaigns. This process was speeded up first by the establishment of television as a campaign channel and later by the commercialisation of the media system. In Western Europe, where parties dominate the political system, more and more campaign tasks have over the years been given into the hands of outside marketing and polling experts but are still mostly decided and organised by campaigners who come from inside the parties and thus have a political background, learning ‘on the job’ in election campaigns. Although the same conditions apply for day-to-day political communication as for campaigning, the marketing orientation does not seem to take over in the same way as is visible in campaigns. The communication experts, who are in charge of conveying politics to the media and the electorate, are mostly part of the political system and remain in the background. Therefore, professionalization of political communication could be said to proceed at two speeds. When it comes to campaign communication, professionalization has come far and progresses quickly, but the process is more restrained where routine political communication is concerned, because the constraints are more effective where politics is *made* rather than just *represented*. However, as the political system is encountering a more and more disenchanted electorate, the question is whether it could – and should – benefit from adopting the marketing techniques that electoral



communication uses so effectively. Against this background, this paper discusses the process of professionalization of political communication and examines whether and what the routine communication of politics can learn from electoral communication.

### **Government communication in ‘flawed’ democracies: the Philippines and Thailand**

Montemayor, Carla, University of Sheffield, UK

The Philippines and Thailand emerged from authoritarian rule within the same decade though both have undergone serious democratic reversals during the last two years. In both countries, however, media remain in private hands and self-regulation remains the norm. This paper looks at the paradox of liberalized and “free” media amidst shrinking political space and eroded civil liberties in these two countries. It will examine the Thai and Philippine governments’ use of legal and economic tools to manage image, justify anti-democratic measures and penalize critics and dissenters in the media. It will analyze how the maintenance of a “free”, commercial media environment is a vital element of government communication strategy in ‘flawed’ democracies.

### **The Blair years 1997-2007: lessons for government communication?**

Sanders, Karen, San Pablo University, Madrid, Spain

In a speech entitled ‘What future for Government Communications?’ given in London on 20 January, 2005, Labour’s newly appointed government communication head, Howell James, outlined his vision for the revamped ‘Government Network’. He spoke of the need to ‘move on from a culture of announcement to one of dialogue and debate,’ to become ‘more radar and less loud-hailer’. The declared shift from the heavy, and many critics would argue excessive, emphasis on presentation in the first years of Blair’s prime ministership (see Barnett and Gaber, 2001; Pitcher, 2003 and Franklin, 2004), appeared to be a tacit acceptance that the approach to government communication epitomised by Alastair Campbell, former Press Secretary to the Prime Minister, had serious flaws. This paper examines key moments in the development of government communication in the Blair years (1997-2007) and the critical academic and journalistic response to them. It explores what lessons, if any, can be learnt for government communication.

### **New media and government accountability: the case of Brazilian Chamber of Deputies, news agency and tv station**

Lemos, Cláudia, Chamber of Deputies/ UFMG (Federal University of Minas Gerais), Brazil

Teixeira Barros, Antonio, Chamber of Deputies, Brazil

Brum Bernardes, Cristiane, Chamber of Deputies/IUPERJ, Brazil

Brito, Maíra Chamber of Deputies, Brazil

Larcher, Marcello, Chamber of Deputies/UnB, Brazil

Progress of communications technologies and legislation about new media has created the opportunity for Brazilian government institutions to develop a comprehensive communications system, planned not only to feed commercial media, but also to talk directly to the people. The political decision to invest considerable efforts in this system resulted from the diagnosis of lack of credibility of these institutions and from the belief that commercial media contribute to foster prejudices against them. Their work is based on the constitutional principle that citizens have the right to publicity of government actions and decisions. This article analyzes more carefully the media of Brazilian Chamber of Deputies, specially its national cable TV station and the online news agency ([www.camara.gov.br](http://www.camara.gov.br)). Besides them,

the institution runs a radio station and other communication programs that together involve 580 professionals. Using concepts of political science and communications, we intend to discuss if these media contribute to strengthen public space and democracy, producing information that is different and more accessible than that provided by private media. Further, we want to verify if this communication tools promote participation of citizens in the activities of Legislative. Could these institutional vehicles be considered as effective public communication actions? We explore the concept of public communication, developed by French authors like Zémor and object of current debate in Brazil, where a strong tradition of government communications designed to promote politicians is being modified after the Constitution of 1988 with focus on concepts of transparency, access and pluralism. First results of a research project summarized in this paper deal with those concepts brought from politics and communications studies; review briefly public communication history in Brazil; and describe the complex communications system of Brazilian Chamber of Deputies, including already assembled evidence of consequences of its work. We show, for instance, how live exhibition of legislative sessions of debate, voting and investigation affect their functioning. Next steps of the research project will analyze in detail the production and reception of communication items of the Chamber of Deputies, system and try to provide a more comprehensive answer to the questions about their effectiveness as democratic instruments.

### **European Public Spheres Beyond National Limits**

Dahlgren, Peter, University of Lund, Sweden

Discussions and debates about the EU public sphere have rightly often underscored that it takes place largely via national mass media and is filtered through national political cultures. However, the internet offers communicative spaces for small, but growing EU public spheres that operate beyond the national institutions. To be sure, these spaces are populated to a great extent by lobbyists for private interest groups, or, to a smaller degree, by municipal or regional interests. There does exist, however, a range of civil society groups who use the net within an explicit and formal EU context to promote various democratic values—and legislation. These advocacy NGO's, though still relatively small in number and weak in influence, evoke a theoretic interest, because here we see a new form of civic engagement, in a new communicative space, operating beyond national self-identities. Among the interesting issues raised are questions about the nature of this engagement. Castells writes of a 'project identity', Habermas of 'constitutional patriotism'. Both, in other words, suggest a civic agency that is quite rational and instrumental, rather than one motivated by 'passion'. A look at a number of websites of these NGO websites will lead into discussion of possible modes of civic identity and agency in the newer, post-national, web-based EU public sphere. While not constituting any immediate solution to the EU's famous democratic deficit, this phenomenon does raise some modest optimism when coupled to the overall, long-term changes in political communication in late modernity.

### **EU Communication policy: towards realizing the 'right to be heard'?**

Hoffman, Julia, University of Amsterdam, The Netherlands

Hamelink, Cees, University of Amsterdam, The Netherlands

As a contribution to the period of reflection after the backlashes in the ratification process of the Treaty establishing a Constitution for Europe, in its recent White Paper on a European Communication Policy the Commission declares it its aim to make communication a 'policy in its own right'. It further states as one of the aims of such a policy to realize the citizens'

“right to be heard” as a basis for further democratization. The formal as well as substantial issues that arise with these plans are considerable. While it remains contested whether the Commission (or any EU institution for that matter) has the formal competence to actually realize a European communication policy, the content of any such policy is left unclear. What possibilities are provided in the foundational Treaties and what consequences those options would entail for the inter-institutional balance will be briefly discussed. Subsequently, special attention will be given to the implications an effective exercise of a ‘right to be heard’ would have for the content of a potential communication policy in the first place. What would it mean? Can it be realistically achieved, and if so, how and by whom? Proposals that have been brought forward so far in the Commission’s documents (Plan D and the White Paper) will provide the basis for a critical evaluation.

**Correcting the “public sphere deficit”: Mediatisation, democratisation and politicisation**  
Stratilatis, Constantinos, Aristotle University of Thessaloniki, Greece

In February 2006, the Commission launched a White Paper “on a European Communication Policy”, declaring its determination to ‘close the gap’ between the European Union (EU) and its citizens. A few months earlier Commission had issued a “Communication” document, expressing its dedication to promoting citizen’s participation in the processes of Europeanization, under the impressive title of a ‘Plan-D for Democracy, Dialogue and Debate’. Through the lines of the above documents one could see an active institutional response to current political and theoretical concerns about the missing preconditions for the formation of Europeanized public spheres. However, as I will argue, this does not stand, at least from the perspective of the necessary interconnection between EU’s mediatisation, democratisation and politicisation. My normative thesis is that the EU’s institutional *fora* should move toward a civic-republican conception of communicative rationality and equality. That is, the defining of common principles of public action is a matter of empowering citizens’ *capacities* for deliberation and participation—and this can be performed only via providing non-formal, i.e. educative, cultural and *media chances* for real communicative interaction. The needed and unavoidable interpenetration of the affective popular culture and the cognitive public knowledge (Dahlgren) should stand in favor of the emergence of *new publics* that could *possibly* orient themselves toward the affairs of a shared European future. The evidence provided by empirical surveys, so far, offer only weak indications of such an evolution. At the level of policy-making, the long awaited amendment of “Television without frontiers” Directive did not touch upon such matters as info-tainment or edu-tainment; most of all, the new Directive surrendered to the pessimistic view of those who see advertising as the only possible form of a financially sustainable audiovisual sector. Of course, the other side of such a view is a passively formed audience, which proves negative as to its contribution to *any kind* of political project. Hence, all the hopes for ‘closing the gap’ seem to rest on Internet interfaces and on its ambivalent as to their political performance “virtual communities”. In view of this situation, I argue that media policy-making should transform itself into *media politics*: Alternative patterns of electronic media sphere must be constructed in terms of an aggressive policy so as to act against the structural trends of political alienation. European institutions should address the presently disaggregated European citizenry, by exploring the territories of the social and political constituencies of the Union, in order to call forth an enrichment of the contents—and not only the forms—of European political communication. Similarly, European political parties should relate their programs to the qualities of electronic publicity, as an independent factor that so far distorts, but potentially could contribute to, the emergence of a European democracy. Thus, the primacy of democratic politics must be

practically confirmed not only in terms of the EU's *democratisation*, but also via its necessary *mediatisation*.

### **European citizen's ignorance and the EU's democratic deficit**

Kaitatzi-Whitlock, Sophia, Aristotle University of Thessaloniki, Greece

'Knowledge is power' and political ignorance is powerlessness. So, why is it that the extent of ignorance about European political and public affairs, is increasing among EU citizens? How come that ignorance about key political processes and outcomes at the EU level is deepening, even though we are experiencing the era of the much pushed and much vaunted knowledge- and information society? This paper, first, traces up and studies comparatively successive Eurostat and Eurobarometer statistical data on the amounts of knowledge of European citizens regarding their political affairs. This is, the knowledge that they themselves admit to having or lacking regarding decisions and policies pursued at the supra-national 'Brussels' level. The examined period extends to thirty (30) years back, but special attention is reserved to the period since the adoption of the Maastricht Treaty and its subsequent ratification 1991-1993, when the European citizenship was proclaimed, thereby, raising the political aspect of the process of integration, to a more central position. The evolutionary-comparative follow up of this factor permits to identify fluctuations and changes, increases or decreases in the levels of political knowledge among Europeans. These, in their turn are useful to explain political behaviour. The evaluation and analysis of the political knowledge – political ignorance factor and its 'trajectory' is, then, correlated both with the quantity, the extent and the quality of political communication in regard of the European dimension of politics, but also with political conduct, in terms of citizens' participation or not in elections or referenda. The paper argues that lacking political communication is a direct contributing factor to the fast increasing levels of ignorance and that this condition is also directly linked to the phenomenon of the Democratic Deficit of the European Union. In fact, the paper argues that there is a causal relationship and that the elimination of the democratic deficit cannot be achieved without the elimination of the political communication deficit.

### **What do we mean by the European Public Sphere?: four plus one approaches**

Nieminen, Hannu, University of Helsinki, Finland

In the last decade or so, among European social research there has been an increasing interest in the issues concerning the European Public Sphere (EPS). The concept has even been adopted as an official policy term in the European Union documents. In my presentation, I will firstly discuss why such an abstract and highly normative concept enjoys such popularity within the European research community and in the EU. I will give a brief overview of what we mean by the Public Sphere and how does it relate to European realities today. In this connection, I will render a brief review of the predicament of the EU and what the future for Europe looks like today. I will then proceed to discuss the four main approaches in the research of the EPS. The first can be called affirmative as it assumes that the basic conditions for the EPS already exist, and the question is only how to make them work effectively. The second can be called processual as it sees the EPS emerging in stages. The third can be called sceptic as it questions the basic feasibility of the EPS, due to cultural and political constraints. The fourth can be called radical-critical as it challenges the basic socio-philosophical assumptions behind the EPS. Although these four approaches differ in many ways, they nevertheless seem to share the social imaginary of a national public sphere as their basic critical reference point. National public spheres are however conflictual by nature, and to apply their conceptual tools even critically to European framework leads us to conceptual and

theoretical problems. The EPS should better be seen as an intersection of a multiplicity of different European networks and their public spheres. In the same manner, national public spheres should be understood as intersections of geographically determined networks and their public spheres. From this point of view, the basic function of European public institutions is to offer institutional framework for European wide cooperation between these networks. This kind of understanding the public sphere has several implications which challenge traditional ways of conceptualising European level democracy and democratic legitimacy.

### **Assessing the quality of EU media relations – Journalists' opinions on EU communication for Finnish and Italian Media**

Valentinin, Chiara, University of Jyväskylä, Finland

One of the pivotal aspects of world wide public relations' activities is media relations. Media relations ranks on the top three most mentioned PR activities in many countries (Grunig et al., 1995) and thus it represents one of most important areas to be studied. Generally media relations' inquiries deal with aspects of source-reporter relationships (Schoemaker and Reese, 1991; Giber and Johnson, 1961), evaluation of PR influence in news contents (Curtin and Rhodenbough, 2001; Lee and Solomon, 1990; Sallot, 1990; Aronoff, 1976; Sachsman, 1976; Schabacker, 1963; Cutlip, 1962), in relation to interpersonal relationships, organisational dynamics and societal impacts (Shin and Cameron, 2003; Cameron et al., 1997) and perceptions and cross-perceptions between practitioners and journalists (Sallot et al., 1998; Belz et al., 1989; Jeffers, 1977; Aronoff, 1975). Media relations' practices have widely been used by private and business organizations in order to enhance their image and create positive opinions among their different publics. Nevertheless, influencing individuals, groups and organizations is not only a prerogative of market-driven companies, but it has become a necessity tool for governments for explaining their objectives and gaining public consent or support for their actions. In a democratic society citizens' consensus is expressed through their participation in the decision-making process and ultimately, in their right to vote. For this reason, today's authorities must provide information and the opportunity for public participation in government affairs in order to successfully achieve their goals. By establishing good relationships with media, authorities provide information to citizens, convey specific messages to concerned publics, and generate dialogue that can influence strategic planning and future activities. This is more true when organizations are multi-public owned and have a supranational structure such as the case of the European Union and its institutions. In recent years the European institutions have felt the necessity to improve EU communication channels by establishing better relationships with governments of the member states and the national media. It is through a more local support that EU institutions could improve their reputation and increase citizens' participation. Previous studies, however, have provided little explanation on how EU is dealing with media relations. In fact the majority of studies on news media and the European Union generally relates with the analysis of news reporting either as a factor of visibility (de Vreese, 2001) or of tonality of the news (Statham and Gray, 2005; Peter et al., 2003; Le Torrec et al., 2001). Few have tried to understand what journalists think about EU information and how media relations could be strengthen in order to increase public discourses and opinions (Valentini, 2006; Gleissner and de Vreese, 2005; Gavin, 2001; Morgan, 1995). The intent of this study is to look at EU media relations with the eyes of journalists in order to understand what it is affecting the quality of their relationships with EU officers. In particular it aims at discovering what journalists think about specific EU activities/materials addressed to them. Journalists working for national/regional press media of two countries, namely Finland and Italy, have been qualitatively interviewed in order to

understand their opinion on media training in terms of utility, efficacy and learning, on the received EU materials in terms of quantity and quality, on the real and desired coverage of EU news in their newspapers/ magazines, on different aspects of EU agenda in relation to national agenda and on their perceived role in citizens' opinion formation about the European Union. The data, collected between December 2005 to April 2006, underlines a systematic problem on EU-journalist relationships in both countries and confirms the necessity for the European Union to invest more on qualitative, personal and tailored media relations.

### **Political Communication over the EU Constitution in the British public sphere**

Firmstone, Julie, University of Leeds, UK

Statham, Paul, University of Bristol, UK

In recent years the legitimacy of the EU has been subject to increasing criticism from politicians, the media, and academics, and the EU has been accused of suffering from a democratic deficit. In part, the EU's attempts to formalise its status through the creation of a Constitutional Treaty was designed to address these difficulties and attempted to bring the EU closer to its citizens through engaging with civil society. Scholars have identified the national mass media as the principal location of political communication about the EU and any Europeanisation of the public sphere. Based on the claims making method (Koopmans & Statham, 1999), this paper presents empirical findings on the nature of the debate about ratification of the EU Constitutional Treaty in the British public sphere. A comparative analysis evaluates the similarities and differences in the patterns of communication over ratification in comparison to debates about the EU in Britain more generally. Newspaper coverage of five key events relating to the ratification of the Constitution in 2004/5 is compared to debates over the EU during a longer period 1990-2006. Taking reports from two broadsheets, one on the left (the Guardian), and one on the right of the political spectrum (the Times), the paper evaluates the visibility of elite vs. civil society actors, actors, positions towards the EU and the Constitution, and the communicative links between actors at different levels (national and EU). The paper looks for evidence of an increase in participatory action by civil society in debates on the Constitution, and on Europe more generally.

### **Challenges to Modernity and Modernization: Television in the Arab World**

Tawil-Souri, Helga, New York University, USA

The diversity of programs available on Arab television channels (terrestrial and satellite, local and pan-national) is staggering. At first glance two opposing trends appear: an opening towards Western aesthetics and ideals especially in entertainment programming such as music videos, and an increasingly conservative, Islamist, presence on the airwaves by groups such as Hizbullah and Hamas. Based on analysis of television content (from 'fundamentalist' news to lecherous music videos and everything in between), this paper argues that television has become an agent and product of important social currents reflecting larger struggles over Arab identity and politics. In making this argument it first examines the landscape of Arab television and programming, while recognizing that popular culture, and specifically television, is constitutive rather than merely epiphenomenal. Arab TV, as a whole, has become a new terrain of power and struggle that articulates with social and religious forces and political economic processes in variable ways across a range of institutional locations – in the Arab world and beyond. Yet its contradictory content and its ambiguous relationship to various political projects beg us to revisit the notions of modernity and modernization. Secondly, the paper addresses the theoretical goal underpinning this presentation: tackling the literature on modernity and modernization, in light of the cultural and political shifts due to

media globalization. Both terms have historically been charged against the Arab world in order to civilize it, democratize it, secularize it and bind it as the Other. However, a re-articulation of modernity and modernization – and their attached concepts of ‘traditional’ versus ‘global,’ of ‘conservative’ versus ‘modern’ – allows for a more nuanced reading of Arab television. Thus, this paper proposes the concept of ‘alternative modernities’ to explain the contradictions taking place on Arab screens equinamously rather than in opposition to each other, and as diachronic rather than as instances of progress on a trajectory from Arab to Western. Only through such a dialectical analysis can we then understand what is happening on Arab streets.

### **Mapping Visual Culture in the Middle East**

Khatib, Lina, Royal Holloway University, UK

The Middle East region is known for its established oral traditions. From poetry in Iran and the songs of Um Kulthoum in Egypt, to the traditional storytellers of the Arab peninsula, cultural expression in the Middle East has until recently been focused on the spoken word. Visual culture had found its expression in architecture, paintings and the fine arts, however the image as a means of cultural expression had been relegated to a secondary status. The rise of the visual media in the region, beginning with cinema in the early 20th century and then the broadcast media in the sixties, marked a gradual transformation in the propagation of cultural messages. While the spoken word has not disappeared, it is now being coupled with a more visible presence of visual culture. Never before has the region seen such a surge in images, especially electronic ones. Video art is sharply rising in popularity among the region’s young artists. Satellite television has overtaken radio in becoming the region’s primary broadcast medium. Cinema in Egypt—traditionally reliant on wordy scripts—is finally making more use of the visual potential of film. And more and more attention is being given to the importance of images in political processes, from Iraqi insurgency VCDs to Hizbullah’s post-war “victory” campaign to picture blogs by Lebanese activists. This presentation maps the evolution and current state of visual culture in the Middle East, using references to the visual media in their different forms (film, broadcast media, VCDs, internet) to illustrate the way the image has come to take a central place in the cultural and political landscape across the Middle East.

### **‘Intepellating’ the collective; The Mediated Speeches of Hassan Nassrallah**

Matar, Dina, School of Oriental and African Studies, UK

Much has been written about the July 2006 war between Lebanon’s Hizbullah group and Israel and much has been said about the ways in which the war served to help the group reposition itself and redraw its place in Lebanese and Arab/Islamic politics. However, an assessment of the history of Hizbullah shows that it has been changing and re-adapting its public image over the past two decades to operate as a holistic and integrated network which produces sets of values and meanings embedded in an interrelated religious, cultural and political framework. This presentation focuses on a key process in this makeover, the mediated political speeches of the group’s leader Hassan Nassrallah. It assesses the ways in which Nassrallah uses popular language, rhetoric and symbols to interpellate (or hail) the intended audiences (within and outside Lebanon) as an engaged cultural collective that is a participant rather than a passive recipient of mediated culture and meanings. It argues that this form of popular communication (as distinct from state or private communication) marks a shift towards a popularization of the political or the politicization of the cultural, in which media play a major role. In making this argument, the paper uses a broadly culturalist

approach to understanding politics, thus reflecting the need to incorporate cultural, ideological and social changes in understanding the political.

### **Al-Jazeera: Communicating 'Frames of Common Injustice'**

Sabry, Tarik, Westminster University, UK

Since its inception in 1996, al-Jazeera, the Arab news satellite channel, has been the object of heated debate among ordinary people, journalists, politicians and media scholars in both the West and the Arab world. This has resulted in a substantial number of scholarly papers and commentaries, some championing the channel's progressive broadcasting as a beacon for a new, free and open Arab public sphere, others who, in the main, see the channel as a threat to their economic and ideological hegemonies have fiercely critiqued the channel for being partial, non-objective, anti-American and against Arab rulers. Outside this polarity, we can also find very useful scholarly work investigating the channel's political economy and programme structures. This paper attempts to make sense of Al-Jazeera's success with Arabs using a phenomenological approach as an alternative methodology and asks: What is it that is inherent to the structure of al-Jazeera's programming that makes it so popular, even a phenomenon with Arab audiences? This paper argues, through unpicking the structure of different al-Jazeera programmes that the channel's success is inherent to its highly perceptive understanding and communication of the 'common frames of injustice' shared by Arab and Muslim audiences. The communication of these 'frames', I argue, is not unintentional or hazardous; rather, it is part of a coherent intentional 'care-structure' that is intentionally embedded in most of al-Jazeera's programming. It is these 'frames of common injustice' and how they are communicated, this paper argues, that transform an otherwise stratified and heterogeneous audience into a homogenous one. These frames, the paper shows, are the product of *endogenous* and *exogenous* elements. The *Endogenous* elements (by which I mean internal or coming from the Arab and Muslim worlds) can be summarised in the Arab and Muslim Masses' dissatisfaction with their repressive and undemocratic regimes, and lack of civil freedoms. The *exogenous* elements are the product of external historical events including, in order of importance: The Arab/Israeli conflict and the plight of the Palestinian people, the occupations of Iraq and Afghanistan and the US's continual bias towards the state of Israel. The success or failure of any broadcaster wishing to attract an Arab audience, I argue, depends largely on how they articulate and deal with these 'frames of common injustices'. Al-Jazeera's success is due to its understanding of these complex frames and their importance to their audiences.

### **International news, national authority: The Western media and Palestinian authority Representation as Co-Constitutive Processes**

Bishara, Amahl, University of Chicago, USA

The Palestinians have a problem of representation both in the international media and in terms of their formal political representation, and as the last year's crisis in the Palestinian Authority shows, these two problems reinforce one another. Viewing media and political representation as two co-constitutive processes helps us to understand the relationship between the international press and the Palestinian Authority. The PA and Western news must be seen as participating in parallel processes of representation that rely upon each other for substance and authority and that serve particular interests within Palestinian society. Both in the eyes of the international community and in the eyes of Palestinians themselves, legitimacy of the PA is forged to a significant degree by powerful outlets of the Western media. This is a drastic divergence from the liberal relationship between a government, a people, and the national



press. This paper considers two examples of how this dynamic works on the ground and how it privileges particular parties within Palestinian society. In it, I analyze two key events from my fieldwork, PA President Yassir Arafat's funeral in November 2004, and the subsequent PA Presidential Elections of January 2005. During the funeral, Palestinian officials planned the funeral to appeal to international expectations and values, even pleading with mourners in the crowd to behave appropriately to fit this media image. Their pleas were largely unsuccessful, though, and international coverage of the funeral focused on the chaos of the event. Officials' execution of the 2005 elections was more successful in promoting a positive image of the Palestinian Authority. Yet in both cases, the imperative to represent Palestinians on the world stage sometimes took precedent over important social and political processes within Palestinian society.

### **The Shia-Sunni Media Divide in Lebanon**

Maluf, Ramez, Lebanese American University, USA

The paper argues that there is a significant, powerful and consciously encouraged Sunni-Shia media divide in Lebanon, despite an apparent discourse that advocates Islamic unity. This often subtle divide, reinforced by the government-decreed sectarian split within the broadcasting industry, has played a significant role in intensifying the current conflict in the country. The first part of the paper examines current literature on the problematic relation between the social sciences and media studies. The review of the literature is undertaken with an aim to providing a basis for analysis of the religious discourse in the Lebanese broadcast media and its significance on the political level. The second part examines the religious component and the current structure and behavior of the general entertainment broadcast media in Lebanon in light of different typological models. It pits the stations against the Habermasian distinction of journalism of action and journalism of understanding. It focuses on a form-and-content comparison of the main political talk shows hosted by both a Sunni-controlled and a Shia-controlled station. The third and final part examines the importance of non-articulated messages in ten programs in two stations over a period of five weeks. The programs are form-and-content analyzed. As a conclusion, the paper identifies further research topics regarding the role of religion in general entertainment media in the Arab World.

### **Social Media and Political Activism in the Arab World**

Ibahrine, Mohammed, the Al-Ahkwayn University, Morocco

During the "third wave" of democratisation around the world in 1990s, the Internet did not figure prominently. This does not mean that it will not do so in the future, where civil society organizations especially human rights and other advocacy groups are intensively using the Internet and where authoritarian political structures and traditional cultures predominate. The Internet has exposed a large number of people to democratic ideas and practices by providing greater access to information about domestic events such as government abuses of power and by building social capital through online virtual communities. In the Arab world, there is a perception that the Internet seems not to have had such effects. There are frequent reports of new Internet regulations that are censorial in one form or another. The advent of the Internet in the Arab countries has brought with it promises of democratic transformation. The Internet is being regarded as an instrument for greater and unrestricted flows of information. The most potent technology developments go beyond Web 1.0 and encompass Web 2.0. Unlike other regions, the Arab world witnessed slow but steady emergence of blogging in recent times. In Arab countries where the authoritarian grip over the channels of political communication is

very tight, civil society groups and activists have turned to social media as an efficient tool for political communication to compose statements, to distribute anonymous political messages to targeted audiences, especially to younger supporters and to mobilize followers and supporters for demonstrations. This paper tries to explicate those advances and explore their implications both for media and for public participation in the political process. The advances and contributions of social software such as blogs, message boards, podcasts, wikis, and vlogs have limited the effects of traditional media. The potential of emergent social software and related technologies lies in their capacity to engage people in collaborative activity, in prompting new ways of organizing information and in producing and sharing media product. The social media's collective desire to share information and media services has created and supported a new form of participatory media that relies upon two-way symmetric communication. The paper will cover news stories becoming big in the Arab blogosphere and then being (re)introduced into Arab mass media. Arab bloggers already carry out the role of grassroots reporter and fact-checker. They offer a variety of diary-style reportage, eye-witness accounts and photographs, and intense scrutiny and analysis of the coverage of events by traditional media. Not only can Arab bloggers respond and interact almost instantaneously, they can also use mobile photographs, provide clips from TV reports, link to podcasts and make use of satellite mapping imagery. With the social media gaining in importance, media 2.0 amateur and practitioners have moved from observer status to commentator or even shaper of events and have made journalists themselves being questioned, not the questioner. This paper will position social media in the context of participatory journalism and show that Arab mainstream media response to the new technology are reflections of its emerging influence; and illustrate the power of social media to affect the news agenda. It also aims at contributing to the discussion whether social media will change the face of mass communication and whether they have the potential to create an effective public sphere and thus enhancing civic responsibility and activism. In a world of co-creation, social media are increasingly recognized as promising tools to change the form of information, to speed information transmission, and to increase the level of creation, sharing and consummation of information. This paper examines the real potential of social software as a political communication instrument in mobilizing socio-political demonstrations as well as the diverse social and political factors that impinge upon its actual use in citizens' political participation in some Arab countries as well as its profound implications for Arab traditional political institutions and legitimacy. Recent popularity of blogging has traceable effects on an emerging Arab blogosphere. Political and religious authorities in the Arab world are challenged to figure out how to control the new "technologies of freedom" along with their liberalizing and democratising effects.

### **After the fall of the party press: Are journalists a new type of political actors?**

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As an institution news media provide both incentives and constraints for political actors; structure political behaviour and influence the preferences and decisions of political parties and governments. The paper discusses, on the basis of Scandinavian experiences, the political role of news organisations and journalists after the fall of the party press. The main research question is whether news organisations and journalists still play a role as political actors, even without formal party affiliations. And if so, what characterises then this new, independent role and how do news organisations use their power? The analysis is empirically based on two case studies. Both concern what can be called 'media scandals'. One case study analyses the political role of the mainstream press (including newspapers with different political traditions)

in a critical campaign against several members of the new conservative-centre government in Sweden in the autumn 2006. The result of the crises was that two members of the government had to leave their posts. In the second case study we analyse the role of news media in an intense campaign of critique against the female leader of the largest trade union movement in Norway. The result of this campaign was a political crisis which accelerated a debate about the relations between the ruling social democratic party and the trade union movement.

### **Media Intrusion or Development Journalism? Framing the 2006 Singapore General Election**

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This study pits two rival theories against each other, to find which best explains Singapore media coverage of Singapore's 2006 General Election for Parliament. Media intrusion theory holds that media distort campaign coverage to reflect journalistic priorities of the media business, emphasizing entertaining, dramatic coverage of competition between candidates at the expense of issues. According to media intrusion theory, media adopt a game frame, focusing on elections as horse races between candidates. Because, at least to some extent, Singapore mainstream media follow journalistic standards that evolved in the Western media business but have become international standards, one might expect game-framed coverage to dominate Singapore election coverage. On the other hand, Singapore media have long been described as following the development journalism model, cooperating with government to advance government solutions to problems. According to the development model, the issue frame will likely predominate, with election coverage focusing on proposed solutions to societal problems, rather than on entertaining coverage of the competition. To determine which theory best describes Singapore media coverage, we analyzed coverage of Singapore's *The Straits Times*, the dominant English-language newspaper, in the run up to the 2006 election, and found that game-framed coverage predominated, lending support to media intrusion theory rather than the development model. Singapore media have often been charged with bias toward the ruling party, the People's Action Party (PAP). We documented the alleged bias in election coverage at least arguably--on some dimensions. Of articles that focused on a party, more articles focused on the PAP (44.3%) than on opposition parties (34.5%). An overwhelming number of news articles featuring the PAP portrayed it favorably (67.9%), and another 31.6% that featured the PAP portrayed it in a neutral manner, with only one article out of the 190 PAP-dominated articles casting it in an unfavorable light. However, articles featuring the PAP were not placed more prominently than articles featuring the opposition. Implications of the findings of game-framed coverage rather than issue-framed coverage, combined with findings of bias toward the ruling party, are discussed. Though the predominance of game frame coverage may be seen as verification that international journalistic conventions for election coverage prevail in Singapore, alternative explanations are discussed. Media favoring the ruling party, explicitly or implicitly, may deem game-framed coverage suitable given the circumstances of the 2006 General Election, where the PAP's victory was virtually certain, because game-framed coverage may have contributed to making opposition victories seem hopeless. Other factors contributing to coverage emphasizing the ruling party are discussed, including the importance of the ruling PAP candidates as newsmakers compared to opposition candidates, and the strength of the PAP in creating large campaign events. Finally, media may favor the ruling party because of fear of consequences for unfavorable coverage in Singapore's much-criticized political and legal environment.

## **Attack Journalism and Boomerang Effects: An Experiment on Medias Attacking Coverage of the Presidents**

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This experimental research tested the effects of attack journalism in presidential coverage on presidential credibility and media,s own credibility. It was uncovered that medias attacking coverage of the presidencies harms not only presidential leadership but also medias credibility. Research questions: 1) Does attack Journalism have a negative impact on public support for the president? There have been outcries that the media do not play just a watchdog role but they attack the presidents. But it still remains to explore the effect of attacking news and editorials of the presidents on the presidential approval from the public. The questions of whether and how different media entities, individual members of the public's party identities and ideologies would be working also need to be investigated. 2) Does attack journalism of the presidents have a boomerang effect on the attacking media,s credibility as well? When the media harshly criticize beyond disciplined boundary (in other words, attacks) towards the presidents, the blames from the public might be laid not only on the presidents but on the attacking media itself. We may argue that medias credibility crises comes partly from its attack journalism mode. Methodology: The two research questions and related hypotheses were explored with a two-step research design. In the first step, a 3 x 2 factorial design was used to assess the effects of attacking journalism in presidential coverage. The independent variables in the experimental design were news media entities (conservative newspaper, liberal newspaper and portal site) and journalism mode (attacking news and objective news). The second step dealt with the two intervening variables, political interest (high and low) and party identity (conservative party, liberal party and Independent) in a 2 x 2 x 2 and a 2 x 2 x 3 factorial design, respectively. Findings: The experiment's results uncover both the attacking effects and the boomerang effects of medias attack journalism of the presidents. 1) The experiment group exposed to the news attacking the president showed lower supports for the president than the controlled group exposed the objective presidential news. 2) The experimental group, however, did not give credibility for the attacking media towards the president. 3) The party identity played a role as intervening variable in the process of attack journalism performance. The individual members of the experiment groups for or against the president's party differ in supporting the president and in giving credibility for the attacking media after exposed to the experiment stimuli. The ideology and political interest did not work as intervening variables.

## **News journalism, political parties and ad hoc groups in risk society**

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Independence and integrity are the core values of modern, professional news journalism. Through independence, the journalists are also supposed to achieve credibility. Based on the theories of Ulrich Beck, Anthony Giddens and others, this paper argues that the existing comprehension of independence and integrity among journalists is outdated. Independence is interpreted in a technical way, as absence of formal connections, like party membership, stock ownership or family ties. But these were the "problematic" connections of the industrial society. Beck describes how risk society split the coherent and stable identities (like "worker") into looser part-identities with often incompatible interests. One day we are car-drivers who want lower fuel taxes (and lower tax revenues), the next day we are hospital patients who demand better care (and higher public spending). The transformation of Norway (and other European nations) from a society characterised by coherent and organised identities to a society in which people is "shopping part-identities" was described in the final

report from the major Norwegian “Power and democracy” research project. It found that political activity in ad hoc organisations tend to replace activity in political parties. Partisan journalism used to oppose ad hoc organisations because they conflicted with the over-all interests of the political parties. The “independent”, professional news journalism is able to adjust to risk society in a smooth way. Like ad hoc groups, modern news journalism sees authorities or “the Power” as their counterpart. Due to an indistinct definition of their “societal task”, professional news journalists find it is easy to practice in a society of self-contradictory part-identities. The result is that news journalism tends to oppose political parties and support ad hoc groups and interests groups in their fight against authorities. The outcome could be that modern news journalism paves the way for right way populist parties that in the same manner oppose “the traditional parties” and support ad hoc groups and trends. Bringing in the theories of risk society may highlight the paradox that the Norwegian right wing Populist Party in the last election attracted 20 per cent of the Norwegian voters (and scores a massive 30 per cent in recent polls) in spite of no official support from the media and very low standing among the journalists. In discussing these questions, the paper uses quantitative data from a survey on journalists and editors.

### **The Politics of Public Moral. How scandals changed society’s issue management**

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Wolf, Frederike, Hamburg Media School and University of Hamburg, Germany

Following the first approaches towards a complex theory of political scandals by Thompson, who reflected on the fact that scandals in the mass media differ from other scandals which do not appear published, this paper presents a concept of media scandals as new appraisal of political communication theory. Since a systematical comparative analysis of scandals, reaching further than the mere identification of its phenomenon structure, has now become possible, our integrative theory of media scandals opens up a fertile field for studies in political communication. The empirically based, theoretical approach explains the functions of media scandals for the collective differentiation- and identity management of society with the help of a qualitative content analysis (cf. Keller 2001) ranging from the fields of constructivism, discourse- and narration theory to the origins of system theory. Further, the sociology of news production, studies on framing creation and framing consequences for public opinion, as well as research models on how media functions in social control, are essential for our theoretical background. In order to develop our model, we applied the theoretical concepts on the following case: In 273 articles derived from publications in 29 media titles from May 2003 until November 2003, we studied a German media scandal concerning the President of the European Jewish Congress and Vice President of the “Central Council of Jews in Germany”, that deals with social identity and the politics of Anti-Semitism in Germany. Our results show, how in the age of mass media, scandals have developed into politics of public moral. By merging information with entertainment, media scandals qualify and update the symbolic structures of social systems and they allow the participants the construction of identity and mediation through the media. In brief: Every event, situation and action can be used to create a possible scandal about it, provided that you know how to tell a scandal story. Scandal telling shows a very strong connection to current political and social developments, to society’s problems and its allocation of power. With media scandals being a powerful means of political campaigning, our presentation aims at elaborating on the interactions and power relations between the media and politicians. Key aspects of scandal communication, ranging from political communication in general to political campaigning especially, can thus be explained:

1. How media scandals stage assumed drawbacks behind the facades of power and how they update the social self-conception.
2. How individuals and lobbies compete for political influence and economical sovereignty.
3. How communication rights and responsibilities are distributed and purposely applied. Taking these perspectives into account, we create a basis for an interdisciplinary scandal research model, which, for the first time, integrates the journalistic processes of media production as well as the strategies of political issue management in the public sphere. Our presentation will give a deeper insight into the uses of public moral in political campaigns, as well as in political marketing processes as they become visible in media scandals. Moreover, we are going to outline the confluence of trends such as the commercialization of news media, the blending of news with entertainment, and the economic rationale for exploiting scandals, since these emerge to be the perspectives and trends in the future of political communication.

### **Mind the gap! The 2003 Iraqi war coverage, propaganda and journalistic identities**

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The coverage of the 2003 Iraqi War has been problematised by both journalists and academics (see for instance Tumber and Palmer 2004), again showing the powerless of journalism to deal with the extremities of war. Especially dealing with government propaganda and military media management turned out to be far from easy. For instance the existence of weapons of mass destruction (WMD) was considered to be (and reported as) an objective fact, where the relevant question became when the WMDs would be discovered and not whether the WMDs existed. These problems allow us to focus on the tension between objectivity-as-value and as-journalistic-practice. It is argued here that during wartime—as wartime ‘*highlights and intensifies many of the things that happen in peacetime*’ (Williams, 1992)—the universalised nature of objectivity-as-value becomes highly visible through the particularity of journalistic practices (see Laclau 1996), and a clear gap opens up between the objectivity-as-value and objectivity-as-practice. Looking at how journalists deal with this gap between their much-cherished value system and their always-imperfect (and sometimes highly problematic) particular practices-in contexts often controlled by governments and the military-will be the focus of this paper. In order to do so, we will apply an updated (and slightly simplified) version of Lacan’s theory of desire. Integrating these Lacanian concepts in journalistic theory and practice, we will consider the concept of objectivity as the *objet petit a* of journalistic professionalism. Because of the inevitable particularities of journalism, the very notion *objectivity* is in the end nothing but an unattainable goal and a confronting illusion for the media professional. From this point of view, journalistic objectivity can be thought of as the object-cause of desire, the ultimate starting point for each single journalist; nevertheless unreachable and ungraspable. More specifically, this paper examines how the Belgian and Dutch “*unilateral*” Iraqi war correspondents deal with this tension. We will argue that in reporting on the Iraqi War, unilateral journalists are exposed to a double lack. Not only needs to be dealt with the illusionary nature of the objective coverage of reality; moreover these correspondents have to cover a reality they cannot access, for this reality in itself is a sophisticated construction, governed by propaganda, military censorship and commerce. Special interest will be paid to those correspondents who explicitly recognize their *objet petit a* and to the discursive actions they undertake in order to cope with this double lack. As we will show, it is quite ironic that as an ultimate attempt to dig behind the ‘fog of war’ and to come to terms with their contradictions in their professional identities, these unilaterals make use of subjective strategies like the publication of ego-documents. In this sense do these

narrations of the self open up the road for a critical journalism that can exist with its own contradictions, and that can provide us with more honest, truthful and even objective forms of war journalism.

### **The cartoon project: introduction and some general conclusions**

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This paper drawn together some of the main results and conclusions of the international research project. This presentation offers a general framework for the other four presentations of the session. In addition it also presents a snapshot of how different local context in the 14 countries of the project resulted in somewhat different ways interpreting the notion of Freedom of Speech in the press. These varieties of liberalism, fundamentalism and multiculturalism offer an important insight into the role of journalism as a supposedly global phenomenon. The paper also considers how the coverage reflected and was conditioned by broader discursive formations (such as orientalism and occidentalism, or more concretely “clash of civilisations”) and how these discursive contexts interact with the notions about freedom of speech.

### **Muhammad Cartoons and Failed Integration**

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During the so-called cartoon crisis, Danish newspaper Jyllands-Posten that originally published the Mohamed drawings wrote an editorial according to which too much consideration is being shown towards religious feelings, arguing that less compromise towards Muslims and other immigrants would lead to a better integration into Danish society. In the Danish media, debates seem to be dominated by a discourse that represents integration as a denial of ones’ former values—considered threatening and demanding—in order to fully embrace Danish values. This paper will explore how dominant discourses of integration and logics of culturalism are invoked in the cartoon debates by carrying out a comparative study of the Danish and French media coverage. These two approaches to integration will be put into further perspective by drawing on examples from other Western European countries, such as Sweden, and Finland. We wish to focus on the ways in which the media represented the conflict and its root causes and which “solutions” were offered, both explicitly and implicitly, to each country’s alleged failed integration. Such solutions imply less compromise, more overt criticism, and even ridicule towards immigrants’ and their descendants’ way of living, as well as stricter legislations directly aimed at minorities. We argue that the media debates represent cultural diversity as *the* major problem to be managed, not least in relation to people from non-European countries. This culture-of-the-others-as-a-problem discourse existed well before the cartoon publications and can, indeed, be traced back to discourses of ethnic nationalism.

### **Group Think vs. Underdeveloped Professionalism**

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Coverage of the cartoon controversy was not exclusive to a single medium but rather different mass media in a more of complete media campaign. The coverage touched upon many complicated issues such as Orientalism and Occidentalism, Islamphobia and Westernphobia as well as the kind of professional values involved. The dilemma here is between the

advocacies of absolute freedom in the western thought and with double standards of application on one hand. It seems that it was difficult for the western media to understand the reactions in the Muslim world. The paper argues that there exists a kind of *Group Think* – phenomenon in the Muslim world where westernization is seen like an epidemic disease. This mood infected the Muslim and Arab and, in this context the call for jihad against the Danish cartoon could function as a catalyst to restore the integration of the organic Muslim community. In much of the media of the Arab world, the problem lies in the detachment between events and reportage on one hand, and the difficulty of getting any facts reported once a confrontational line is drawn. In this context, no one expected that a series of cartoon drawings would be transformed into a popular and political issue when they were first published in September. This paper looks at one of key sites of reaction, Egypt. Most of the Egyptians due to high rates of illiteracy, poverty and lack of interest in reading, people did not follow up the development of events at the first place but rather depended on what they think is true from either the headline or lead, while neglecting the rest of it even the partisan or non-governmental newspapers. This brings up serious professional problems of accuracy and professional ethics when it comes to the Egyptian journalism structure. Egyptian journalists prioritize their personal gain to maintain their jobs and do what is expected from their audience i.e., going along the traditional conventional lines. This study provides both journalists and media scholars first hand experience of the news coverage of Danish cartoons in Egypt, which offers a new perspective to Egyptian language system in press, which in turn helps in identifying its different elements and show how they relate to one another. Besides, it also reflects the language discourse with its different kinds of use in journalism ethics and professional values. Finally, the paper argues that there is an urgent need to revisit the notion of "Public Square" that is not only the physical space that holds Muslims together outside their private homes, but also the metaphorical symbol that represents the actuality and potentiality of civil society.

### **Pictures are travelling, discourses are not. Decontextualisation and Fragmentation of the Mohammed Cartoon Controversy in Global Media**

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Männistö, Anssi, University of Tampere, Finland

The controversy on the offensive European newspaper cartoons of the Islamic prophet Mohammed in early 2006 and its aftermath reported and commented by different global media is a textbook example of the international mobility of pictures, but immobility of the accompanying discourses. Oftentimes, the latter is due to great geopolitical, geocultural, georeligious, and geolinguistical distance between different global media. They serve and use each other as simple providers of pictures and (exclusive) visual material. But, the related original context discourses only seldom reach the pictures overtaking media and their other audiences also. At best, the pictures overtaking media mention the existence of another perspective, but without giving concrete and detailed information about it. Against the theoretical and empirical backdrop of anthropological findings on cross-cultural communication (Edward T. Hall) explaining that cultures (civilisations) across the world tend to differ in their communication systems even though they are constantly in contact with each other and that, thus, any item of information is culturally conditioned and coded, not unequivocal per se, but acquires meaning only within its politico-cultural context, this contribution analyses that the same information item about the cartoon controversy could be extremely different from one context to another. The collision of different viewpoints or 'contextual objectivities' (Mohammed el-Nawawy and Adel Iskandar) by representatives of different media can lead to intercultural friction. For instance, whereas many Western media



joined in denouncing theocratic censorship, the majority of Arab news anchors referring to the cartoon controversy used phrases such as *al-nabi al-karim* (English: the dear Prophet) or added ‘peace be upon him’ after the Prophet’s name. Furthermore, this contribution expounds the problems of the polysemy and the iconic ambivalence of the language of pictures assumed to be a universal instrument of communication that can be detected in the coverage of the cartoon controversy in different global media. Although the language of pictures is considered to be also a semiotic system, a visual information item is even less unequivocal than one given in a natural verbal language. Presented without its explicatory and narrative original discourse a visual information item, albeit illustrative as an ‘initiative symbol’ (Umberto Eco), can lead to different ‘readings’ and ‘interior verbalisations’ (Hertha Sturm) in the recipients’ decoding. Finally, this contribution concludes that the deficit phenomenon of decontextualised, fragmented, and distorted *travelling pictures* and *not moving discourses* can be also observed in the post-9/11 media coverage in general

### **Who Speaks and Who Gets Heard?**

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“Who is licensed to talk about other people’s experience? Who is empowered to ventriloquise other people’s opinions? Who is licensed to picture other people’s lives? Who chooses who will be heard and who will be consigned to silence, who will be seen and who will remain invisible?” (Graham Murdock, *Corporate Dynamics and Broadcasting Futures* 1994: 28). The belief that ideas should be tested to destruction if necessary, and that all voices must be heard, lie at the very core of Western ideas of democracy (be they those of Mills, Locke Hume or Voltaire). So the question of who speaks, who is heard, and how they are validated, should be central to any debate about Freedom of Speech. The debate about the Danish Cartoons was, we were told, an opportunity for the newspaper Jyllands-Posten to test the boundaries of press freedom and freedom of expression. An analysis of the international press coverage of this ‘event’ provides an excellent opportunity to interrogate the attitudes of newspaper editors and journalists to this most basic freedom. This paper will focus on the actors in this debate and how they were represented in the press in a selection of the countries represented in the Cartoons research. It will ask not only which actors spoke but also the context of those voices and ask whether the “free” press gave a platform to a variety of voices in the debate or whether, as Stanley Fish (Fish 1994:102) suggests, “Free speech is just the name we give to verbal behaviour that serves the substantive agenda we wish to advance.”

### **Internet use among European opinion leaders: patterns and profiles of cognitive political mobilization**

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Nowadays, numerous social scientists speculate about whether the idiosyncratic structure and interactive arrangement of the Internet will provide true new forms of political participation, tempting the disengaged and apathetic into public life, and producing a more egalitarian democracy. According to several political science scholars (e.g. Pippa Norris, 2000), the appraising of this new democracy model substantially depends on the diffusion of the new communication and information platforms and services, especially those providing innovative means of public deliberation. The enhanced capabilities of the Internet are supposed to help the social-political actors to raise awareness, educate citizens, mobilize supporters, and coordinate collective responses. Correspondingly, communication theorists assume that the

emergency of a deliberative democracy depends on those considered (even themselves) both heavy seekers and heavy users of political information (e.g. Monberg, 1998). These individuals, thought of as an online community of political participants and activists, will “normalize” new forms of public expression over the years, along with Internet usage expansion into mainstream society. Much of the debate around the effects of ICT use on political consciousness and mobilization has been dominated by what is commonly known as opinion leaders, or influentials. Opinion leaders are characterized besides by their higher social status (even within lower social strata), sociability, or higher qualification by being more exposed to and responsive to new information and ideas, traditionally obtained through diverse mass communication media (Katz and Lazarsfeld, 1955; Keller and Berry, 2003, among others). Effectively, it is not until opinion leaders come up with actual ways of using a new IC platform that it starts to find its place in society. According to Rogers' innovator theory, diffusion amongst opinion leaders holds the key to Internet adoption and use as a whole (Rogers, 2003). Hence, the link between opinion leaders and the Internet raises such questions as: To what extent do opinion leaders use new ICT for political discussion, opinion sharing, and information exchange? Is there evidence that political opinion leaders (who by definition have large discussion networks, i.e., many friends, family and acquaintances with whom they discuss politics) are likely to use the Internet to supplement or complement face-to-face discussions? All these items opinion leadership, media and Internet uses may be assembled together to formulate an initial probabilistic equation of the effects of the Internet on socio-political change. Employing data from Eurobarometer 64.2, we propose both a segmentation analysis model and a logistic regression model containing these variables (being the nation a dummy variable), in order to explore opinion leaders' media information-seeking-and-contagion behaviors and their supposedly significant relationship with conventional and interactive media use. Our multivariate analysis confirms that these media uses and behaviors by opinion leaders vary significantly across nations in Europe, though levels of interpersonal political discussion and specific individual socio-demographical traits do not (European Internet users, population is disproportionately concentrated within a very concrete and privileged stratum). We conclude inferring that the gap between the information-rich and information-poor, at both individual and societal levels might hinder any political transformation in the emerging Internet era.

### **Participation, deliberation and democracy: new media, new social movements and a new politics?**

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New media, it is claimed, has re-invented transnational activism. The Internet with its networked, additive, interactive and polycentric form can accommodate radically different types of political praxis from different places at different times. This new found means of political mobilization is challenging our understanding of the political public sphere, counter public spheres and with it our analyses of what constitutes democracy in a mediated world. To date, neo-Habermasian studies have considered the implications for a revision of the public sphere without necessarily extending this to a critique of the concept of democracy inherent within the public sphere thesis. This paper considers the claims for new media and the revival of oppositional politics in light of reconsiderations of the public sphere and the claims of a new politics of the 21st century. The paper critiques the key concepts of participation, deliberation and democracy in Habermas public sphere thesis through an examination of the radical-pluralist, or agonistic approach in the work of Chantal Mouffe and the rhizomatic politics of Deleuze and Guattari and Hardt and Negri in the context of new media and global social movements. The paper will argue for the engagement of political communication

scholars with a politics that can engage critically with the concerns of difference and multiplication of the sites of power and resistance while recognizing the ever increasing reach of global capitalism and the enduring prevalence of state systems based on hierarchy.

### **Social Movement Web Use: A Survey of Activities and Attributes**

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Communication scholars suggest that the Internet can serve as an important resource for social movement communication, since social movements often act as sites of public advocacy around social and political issues and their views are routinely misrepresented or ignored by the mainstream media. However, few studies examine whether and how social movements actually use the Internet. This paper examines social movement Internet use by surveying how national social movement organizations utilize this communication resource at one of its most visible points of access, the World Wide Web. Drawing on alternative media studies, the paper develops a typology that identifies the communication functions most central to social movements and surveys the Web sites of social movement organizations (SMOs) to determine the degree to which their Web-based activities and attributes perform these functions. The survey results suggest that the majority of national SMOs are not utilizing the Web to its full potential and posits a number of reasons why this might be the case, including organizational objectives, organizational resources, and the structure of the larger Web-based networks of which SMOs are a part.

### **“Carrying Online Participation Offline” – Assessing the Effects of Participation in Ideologically Homogeneous Online Groups on Civic Engagement**

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This study assesses the effects of participation in ideologically homogeneous online groups on political participation. It also incorporates the research on social networks and civic engagement analyzing whether the likelihood that online groups' members will engage politically is contingent on political dissimilarity of their offline ties. The study relied on cross-sectional data obtained through an online survey from over 300 members of neo-Nazi and radical environmentalism online discussion forums and contextualized them with an analysis of forums' postings. The websites, of which forums are usually part, were identified by online search and web-graph analysis using the Issue Crawler Software. Web-graph analysis yielded central websites, pointed to others not found in the basic search, and assured that the sampling frame on the level of forums is exhaustive. Research suggests that using the internet for information seeking increases users' interest in politics, self-efficacy, likelihood to vote (Johnson & Kaye, 2003) and to donate money to candidates (Bimber, 2001). It also affects knowledge (Johnson & Kaye, 2003) and volunteering or community problem solving (Jennings & Zeitner, 2003). Participation in unanimous groups, moreover, reinforces views with which individuals enter the discussions (Turner, 1991), leads members to overestimate public support for their views (Wojcieszak, 2006), and increases the likelihood that members will express their positions (McKenna & Bargh, 1998). Research further suggests that exposure to homogeneous structured and moderated online discussions groups increases participants' civic engagement (Price et al., 2002). I thus hypothesized that participation in homogeneous online groups will increase members' civic engagement. Studies also show the importance of the composition of social networks to political participation. Voters exposed to dissimilar views wait longer to decide for which candidate to vote (Berelson et al., 1954; Lazarsfeld et al., 1948) and are the least involved (Knoke, 1990). Consonant social ties, in contrast, motivate individuals towards a collective goal and increase their perception of

success (see, Knoke & Wisely, 1990; Mutz, 2006). It follows that offline groups should also influence civic participation and that there should be an interaction between online participation and exposure to dissonant views of offline ties with regard to political participation. Regression analyses confirm the first hypothesis. Members of online groups become more politically engaged the longer they participate in discussion forums, the more time they spend discussing with other participants and the more frequently they visit online groups. Above and beyond, high political dissimilarity of offline ties—operationalized as perception that strong and weak ties have dissonant political views, exposure to dissimilar views, and disagreement while discussing politics—is associated with decreased civic activity while homogeneity of offline environment increases participation. This study addresses issues crucial to democracy. That is, when homogeneous online spaces favor racial violence or civil unrest and increase political engagement of participants, the effects are of concern and might have consequences for democracy despite the relatively small number of people who participate. In other words, although active citizenry is valued, the internet might disproportionately increase engagement of radicals who converge in online discussion spaces.

### **Can Political Virtual Participation be transformed into Political Influence? The Wiki-Law as a tool for Citizen Empowerment**

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The Study pleads to examine the possible Usage of Wiki Technologies in order to empower citizens and enhance their political influence. The study suggests a new tool: the "Wiki-Law", a Wiki Based Law proposal system that will allow citizens to actively participate in the governmental process by proposing their own laws. The new tool will be tested in a web based simulation, using the Usability Test technique, which is commonly used to test new technological products and human-computer interaction.

*Theoretical framework:* The basic assumption of the study is that "Orthodox" Virtual Political Participation Methods (i.e. Forums, talkbacks and blogs) do not allow true political influence, but only create a Narcotic "Placebo Effect". The citizen taking part in the "Orthodox" Virtual Political Participation Methods believes he might also be influencing the political system, whereas in fact he might be contributing to the formation of a meta-political discourse in the Habermasian theoretical sense, but barely makes any contribution when it comes to political influence in the practical functional manner. Wiki is server software that allows users to freely create and edit Web page content using any Web browser. Wiki is unusual among group communication mechanisms in that it allows the organization of contributions to be edited in addition to the content itself. Allowing everyday users to create and edit any page in a Web site is exciting in that it encourages democratic use of the Web and promotes content composition by non-technical users. The Wiki technologies represent a larger perspective, which I will refer to as "Web 2.0 Ideology". This Ideology is an Ideology of interest-free collaboration, of free joint creation and – most importantly – of ease of interaction and mass donation.

*Research question:* Could the Wiki-Law tool assist to transform Political Virtual Participation into Political Influence?

*Method:* The two main variables: political virtual participation and political influence will be nominally defined. The research tool: Web Based Simulation, followed by Qualitative and Quantitative Usability Test of the "Wiki-Law" Model, a simple model based on Wiki Technology, which allows citizens to convert virtual political participation into political influence, by proposing their own laws, which will then be submitted to the government.

The simulation participants will be comprised of a sample of regular participants in 2 large Israeli Political Forums, which will be asked to take part in a testing of the new Wiki tool. Their behavior will then be observed and analyzed.

*Expected results:* An expected outcome is the contribution of the "Wiki-Law" model to the political system. If the "Wiki-Law" model will be found as an effective, serious and profound tool for citizen empowerment, it will be presented and recommended for fluent use in Democratic Government systems all around the world. This will contribute to the formation of stronger ties between Citizens and Governments, thus allowing more stable and solid democracies.

### **WWW - Opinion Leadership on the Net. Who Writes What and with what effect?**

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Six decades after the introduction of the concept by Lazarsfeld and his colleagues (1944), studies on Opinion Leadership are still extremely relevant for communication and political studies. Yet, scholarly attention to the conceptualization, the antecedents, measurement and consequences of opinion leadership within the context of CMC (Computer-Mediated-Communication) groups is very recent and only now it is beginning to show theoretical and/or empirical results. Based on both survey methods applied to CMC groups as well as content analysis of their online verbal artifacts, this paper advances a revised model of opinion leadership, in the communicative environment of Internet forums. This paper's three main contributions to political communication literature are: First, we expand the construct of opinion leadership and opinion seeking to the CMC groups, context i.e., conceptualization, antecedents, measurement and consequences-and specify its relevance for political communication and civic participation research. Second, we apply online-based surveys to Internet forums where the CMC groups communication is readily accessible. This data base serves for examining self-designated opinion leadership and opinion seeking as a variable, including PS (Personality Strength Scale) dispositions, media information seeking, and engagement in interactive CMC messaging. Finally, we collect data from a representative random sample of publicly available contents within these CMC groups, in order to examine: a. levels of interactivity in Internet forums, b. the relationship between opinion leadership and opinion seeking on the one hand, and interactive CMC messaging patterns on the other hand.

Scientific background: The discipline of opinion leadership study has its roots in the work of Lazarsfeld, Berelson, and Gaudet (1944), which investigated the 1940 presidential election. Lazarsfeld and others demonstrated that voting choices were primarily influenced by face-to-face communication rather than mass media. Following this, Katz and Lazarsfeld (1955) dedicated an entire volume to personal influence in the consumption process, concluding that communication flows from the source to the opinion leaders, who pass it on to the others in the social system (i.e., two-step flow). Several hundred opinion leadership studies have, since then, attempted to characterize opinion leaders in terms of demographic and socio-economic variables (gender, education level, and social class), media exposure, social position, and personality traits (Weimann, 1991, p. 28). Most past work conceived of opinion leadership as an individual characteristic with relational implications, that is, a person's status in social interactions: "Opinion leaders are to be found on every level of society and presumably, therefore, they are very much like the people they influence." Weimann (1994) includes most aspects of previous definitions of opinion leaders, that is, higher levels of interest, knowledge, and social recognition than nonleaders. Weimann also observes that opinion leaders display higher levels of political activity. Noelle-Neumann (1999) echoes this perspective, alluding to the confluence of civic dispositions present in opinion leaders that leads to involvement. Shah

and Scheufele (2006) examine how traits such as sophistication, innovativeness, and self-assuredness work through opinion leadership to effect information seeking and civic participation. They conclude that opinion leadership is largely explained by nonpolitical dispositions, such as the above traits.

**Upside Down Porto Alegre: Alternative Media Networks, Transnational Political Mobilization and Collective Identity in the European National Front**

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Ban, Cornel, University of Maryland, USA

After the untrimmed post cold war enthusiasm for civil society, scholars began to fault the Putnamesque optimism in the correlation between democracy and social capital. It has been argued that “the choice is not really between isolation and participation but rather between different types of participation” and that in the civil society debate “few are talking about types of participation that undermine democracy” (Chambers & Kopstein, 2001: 838). This paper focuses on the European National Front, a transnational umbrella for new, radical right movements from 15 West and Eastern European countries. By contrast with manifestations of liberal civil society (e.g. social movements around gender, race), cases of illiberal civil society (e.g. far right) remain a topical, although less studied issue that can highlight the ways in which transnational media networks can be used to convey a transnational, yet exclusionary agenda around religious, ethnic and “civilisational” boundaries. By drawing on scholarship on transnational social movements, political communication and diffusion theory, the paper addresses two research questions. First, by using network analysis of alternative media networks, the paper identifies key cultural entrepreneurs in the European National Front who propose specific frames of global citizenship and concrete political projects at the EU level. The paper discusses at length what appears as an essentially transnational process of cultural entrepreneurship aimed at building a repertoire of collective identity for a transnationalized, revamped radical right, despite the popularity of national, versions of the radical right. Second, the paper asks what the various national far right groups learn from each other when they interact online (blogs, discussions), as well as when they participate together in rallies at the EU level. The analysis focuses on new forms of political contention and of new media strategies and suggests that the diffusion of certain innovations in political contention occurs, surprisingly, from the Eastern European periphery to the West European center.

**Posters**

**Conseils de presse et éthique journalistique. Trois modèles d'organisation reflétant l'état des tensions politique, judiciaire, économique et socio-culturelle**

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Tous les ans, Reporters sans frontières publie son classement mondial de la liberté de la presse dans le monde. Souvent, les pays en voie de développement se glissent en fin de liste : les journalistes sont l'objet de menaces, d'interrogatoires, d'arrestations et détentions arbitraires quand ils ne sont pas soumis à la torture, emprisonnés ou simplement éliminés. Si le travail des professionnels du journalisme est à ce point difficile à exercer, c'est bien sûr à cause de conditions sociopolitiques particulières qui font qu'aucune institution autonome ne permet de surveiller les entraves à la liberté, l'indépendance et l'éthique des journalistes. Pourtant, de nombreux pays sont dotés d'une telle instance : le conseil de presse garantit les conditions d'exercice d'une presse libre, fixant un cadre déontologique, établissant les règles d'arbitrage et s'attachant au respect du pluralisme politique. Basé sur les résultats d'une étude

historique exhaustive des divers conseils de presse existant dans le monde et réalisée dans le cadre d'un DEA dirigé par le professeur Armand Mattelart, cet article analyse la multiplicité des modèles d'organisation et de fonctionnement de ces conseils et propose une typologie regroupant trois modèles :

-le modèle de l'autodiscipline : sorte d'idéal-type caractérisant des pays où liberté de la presse, responsabilité journalistique, droit de réponse s, autorégulent ; les trois instances que sont le conseil, la presse et le public sont à égalité et dans ce cadre, le Conseil de Presse est symbolique.

-le modèle de médiation : celui qui est en vigueur dans les pays démocratiques ; le rôle du Conseil de presse, organisme paritaire, est fondamental car il est chargé de régler les litiges entre presse et public, voire avec le pouvoir politique.

- le modèle rebelle caractérise les pays totalitaires où la presse n'est pas indépendante, les journalistes travaillent dans l'insécurité totale; quand il existe, les membres du Conseil de presse sont nommés par le pouvoir et sous contrôle. Son rôle se borne à sanctionner les journalistes récalcitrants.

Chacun de ces modèles révèle un degré dans l'échelle de la liberté, de l'indépendance et de l'éthique professionnelle des médias et expose l'état des relations entre presse, public et conseil de presse. De même, ces modèles constituent un excellent indicateur de l'état des régimes politiques, judiciaires, socio-économiques et socioculturels qui encadrent les médias à l'échelon de la planète. Partant du principe que la liberté médiatique aide et contribue au développement et que ce dernier participe à l'émancipation politique, culturelle et sociale et, ce faisant, au développement harmonieux d'une société, ces modèles permettent de mesurer le degré d'évolution d'un pays. L'article s'appuie sur les analyses de chercheurs anglo-saxons et français spécialistes de la déontologie journalistique et du rôle de la presse dans les démocraties (Gill Branston, Roy Stafford, Martin Keene, Henri Pigeat, Aurélin Leclerc, Claude-Jean Bertrand, Daniel Cornu, Alexandrine Civard-Racinais).

### **Internet and the political association sphere**

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The wide-scale adoption of the Internet by the political associational sphere may be enabling a shift toward a multidimensional pluralism, in which associations and individuals relate to one another on a more fluid and dynamic basis. For US politics, this means that the cleavages which have defined it for decades may be more open today to redefinition or at least a more sophisticated renegotiation than in quite some time. In today's American political environment, largely characterized by class- and culture-based cleavages, exploring such novel political behavioral possibilities is of some consequence. A review of the current literature, however, shows that communication scholars and political scientists speak at times in different academic languages; in order to more fully capture the nature of today's Internet-influenced political behavior, there is a need to support the growing efforts of both disciplines to address this topic together. It is conceptually inadequate to continue to speak of "the politics of the Internet." To do so is to conflate the two main types of interaction: Internet vector and Internet object politics. I seek to delineate the two and to explore the implications of this dichotomy for the groups that comprise the political associational sphere. Internet vector politics refers to the use of the Internet as a tool for or vector of waging of political conflict: websites used by political campaigns, lobbying efforts by pressure groups via online petitions to members of Congress, etc. This contrasts with Internet object politics, which describes political battles fought over the use, infrastructure, and control of the Internet itself: net neutrality, digital privacy regulation, etc. The interplay of these two types of politics, which constitute the extremes on the continuum on which individual issues fall, is of central

importance. This new arrangement is somewhat at odds with the conventional view of online behavior of pressure groups, individuals, and to a growing degree business: these are much more than idealized monoliths who established websites and continued to conduct business as usual. Demonstrating a new ability to rethink their actions in the public sphere, associations may now frequently be both at odds with one another over Internet vector issues such as the church-state relationship, and also collaborate for Internet object politics such as net neutrality. Associations do all of this in an online environment that has dramatically lowered the costs of entry and operation. As a result, groups form and dissolve with relative ease; those that endure, however, can successfully rearrange the political and associational network. The conventional, dominant pressure groups still exert control over their membership, but have lost a degree of this control to a new type of group comprised by certain of their members the sub-associational unit (SU). SUs can effectively link to any level of the associational sphere, connecting with SUs inside or outside of their parent-organization, or directly with other parent-organizations. SUs introduce both chaos and order into the associational system by eroding the power of traditional parent-organizations as well as providing new linkages between associations and, ultimately, people.

### **The Emperor's New Clothes or the fashion of democracy: An Empirical Study of the blogs of Political officials in Mainland China**

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Compared with the importance of blogs in helping political officials with their elections in US and western European countries, the blogs of political officials in Mainland China is still a novelty. 2006 is the first year witnessing the burst of political officials blogs which provide a quick and vast connection between public politics and private expression. The popularity of officials, blog lies in its characteristics of freedom, equality and interactiveness. People wish to participate in political issues using this new kind of platform which will increase the freedom of speech. There are controversies raised about this issue among the public. Some argue that it provide a new mode of information administration which contributes to collecting opinions, strengthening social supervision and online democracy. By breaking the boundary between private sphere and public sphere, officials, blogs provide a convenient channel for effective political communication and active participations in politics. However, on the other hand, there are skepticism concerning about the effectiveness and also the motivation of official,s blogs. Some expressed their worry about whether this platform is merely a political show or will prove to be a decoration ultimately. Some pointed out that discussing public issues in a private sphere may lead to the ambiguity of public and private sphere making public issues more intricate. Also, public power and resources may be controlled by Netizens who visit the blogs more frequently. Based on these phenomena, this research aims to figure out whether the political officials, blogs in Mainland China play a positive role in increasing political democracy and how far it is from the expectation of the commonality by conducting an online survey among 400 people who were randomly selected and also analyzing the contents and communication mode of typical officials, blogs based on political communication theory. There are few empirical studies discussing the roles play of officials, blogs in political democracy and this research may fill the blank. The results show that the officials, blog still has a long way to go concerning the high expectation of it. Contrary to the prosperity at the inception, some blogs almost close down without updating for several months. Some switch to be a semi-administrative blog other than a private one written by the officials themselves. As to those blogs that are running smoothly, their effectiveness are overestimated due to the formalism which hamper the real communication between Netizens and officials. To sum up, officials, blog plays a role of supplement other



than replacement in modern democracy. It uses the new technology to solve the old problems. What is important in democracy is not the format, but the essential nature. Due to the political systems in Mainland China, it seems that there is little improvement in democracy concerning the development of technology and the burst of officials, blogs claiming to provide with more chances of freedom of speech, which leaves with lots of questions to be further discussed in future.

### **The “Effect Seekers”: a “dramaturgical” explanation of media effects in a political campaign in Hungary**

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The suggested paper reports on the ambivalent effects brought by the Hungarian public service television news, highly biased, on voters in 2002. Starting from this ambivalence, media audiences will be theorized on as “effect seekers”, and media effects as contextual “alliances” between actors and audiences of media. Both concepts will be deployed as parts of a “dramaturgical” framework which points to the essential theatricality of various media-audience encounters. “Effect seeking” is a hybrid concept, amalgamating what mainstream research has presumed to be opposing: media effects and audience selectivity/activity. By simultaneously adhering to and transforming a classical idea of U&G research (“reality seeking”), the idea of “effect seeking” expresses how the selective and active stance of media users may turn them into the object of media effects that surpass their intentional control. Empirical research on factual media has mostly lacked this approach, however, two important theoretical efforts have raised the idea that audience selectivity and activity may mediate and amplify and not merely fade out media effects: Rubin and Perse’s “Uses and Effects” model and John Zaller’s “resonance” model (this latter term comes from Iyengar-Simon [2000]). My paper aims to think further these two models, by introducing some “culturalist” insights on drama, ritual and performance to the more positivist empirical research of the uses and effects of media. The empirical case study to be presented addresses a dramatic period of Hungarian politics: the 2002 election campaign. In that period, public service television (m1) enacted a heavily propagandistic mobilizing campaign in favor of the incumbent right-wing government. The bias of evening news has been recognized by large-scale audiences however, news has proved the only news programme to bring considerable effects on the audience. This seeming ambivalence will be explored empirically and interpreted from a “dramaturgical” standpoint. It will be argued that the recognition of news, bias fulfilled ultimately diverging functions among left-wing and among right-wing voters. Importantly, in neither segment this “bias awareness” represented a critical, independent or reflexive stance. The recognition of bias has proved to be embedded in two different “power flows”, two different symbolic performances. As if people with different political sympathies would actively step into two different “theaters” of political performance. In the right-wing part of the electorate, those frequently watching PSB news were more likely to recognize the programme’s bias and accept the programme’s ideology than those not watching the programme. In the left-wing electorate, “bias awareness” has served as a main ideological point of anti-government mobilization, independent of whether or not voters watched the programme. Although this interpretation at some points evokes Zaller’s rather pessimistic picture about the blindly tribal character of engagement, it will be argued that audiences willingly engaging with political actors and discourses were able to keep distance and only “partially” engage with them. Their “effect seeking” attitude implied aware and conditional engagements in a word, “alliances” with political actors. Like in theater, this “alliance” implied a deliberate permissiveness from the part of the audience willing to reach faith. This attitude of citizens consuming factual media evokes the reception mechanism typical to

performing arts: the willing “suspension of disbelief” enacted by audiences thirsting for catharsis (Alexander 2006, Schechner 2003).

### **Analysing the Coverage of the Iraq War 2003 in the New York Times and Frankfurter Allgemeine Zeitung: Limits to the Supervisory Function of the Press in Democracies**

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Newspapers in democracies have the task to serve as governmental watchdogs. However, they have been criticized for failing to supervise governments concerning essential issues. My research paper deals with the press coverage of the Iraq War 2003 in the New York Times (NYT) and in the Frankfurter Allgemeine Zeitung (FAZ). Using content analysis, I will show that the coverage of the NYT was supportive of the US government and of the Iraq War 2003 during the time frame of March 20 to April 9, 2006 (the prime period of military conduct). I will also demonstrate that the coverage of the FAZ during the same time frame was supportive of the war and unsupportive of the German government. Placing my research in the context of the role of the press in democracies. I will briefly trace the development and this role in relation to the government. Outlining a supervisory function of the press in democracies, I will turn to the NYT and FAZ to examine whether the coverage of the FAZ and NYT has served to supervise the German and the US governments in the past. The conceptual framework of this research will be provided by International Relations Theory. That is, I will rely on Graham Allison, who has demonstrated that individual theories are non-exclusive. Consequently, I will question Realism, according to which the state is considered to be a unitary actor. Demonstrating how exactly the coverage of the NYT and the FAZ criticized or supported the US and the German governments, I will both undermine and reconfirm the relevance of the state as a unitary actor. The research hypothesis is that the FAZ and NYT coverage will reflect the two papers' supervisory role and therefore, that it will be rather critical of the German and American governmental position on the war. However, using content analysis, I will show that in the case of the Iraq War 2003, the NYT did not exercise its supervisory role of the government and failed to perform its expressed task. In this way, my research outlines current limits of the supervisory function of the press in democracies, and that is despite some differences between the two papers.

### **The presidential rhetoric: an analysis of inaugural speeches of Korean presidents**

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This study intends to explore the changes of Korean presidents' recognition of people by analyzing inaugural speeches. Rhetoric is a way of exchanging symbols and purposes to gain what the speaker wants by the means of language. And dynamic relations between the speaker and the listeners as well as linguistic patterns are reflected in a discourse. So analysis of speech reveals not only the use of language of a speaker but also her views of politics and about communities. In the study the type of government in modern Korea was classified into 4 categories of authoritarian, military, transitional, and elected governments. Words used in fifteen inaugural speeches were analyzed to investigate the relationship between the president and people. Words used to indicate the president himself, words used to call people, rhetorical devices used to describe people, and the meaning of the word 'we' were analyzed. The result shows that elected presidents are more humble and respectful for people and use more various rhetorical devices than other presidents. But there were no significant difference in the meaning of 'we'. More detailed results and its implications were discussed.

## **Mocking Democracy and Assaulting the Judiciary: A Proposition of the Media Negotiation Agenda**

Kalyango, Jr., Yusuf, University of Missouri-Columbia, USA

This paper examines a political conflict between the President of Uganda, Yoweri Museveni, and his former medical physician, Dr. Kizza Besigye in a 2006 politically charged presidential election. The study is inspired by two main objectives: The primary objective is to proffer theoretical considerations of how the news media can pursue a negotiation agenda through political news coverage to resolve political conflicts. The second is to understand how and why this conflict escalated during the 2001 and 2006 presidential elections between the two Ugandan political leaders. For background, the paper narrates and profiles presidential candidates, Museveni and Dr. Besigye, in their former roles as cabinet colleagues, ex-freedom fighters and former military comrades. The data show how the regime descended back to the abyss of unlawful and undemocratic rule during the 2001 and the 2006 presidential elections. The narrative highlights the incarceration of presidential candidate, Dr. Besigye on falsified terrorism and rape charges, detention of journalists and closure of the critical news media, the Supreme Court siege by the military, and the imposition of martial law. So, what did the two former friends, political associates, and comrades contribute in their capacity to escalate this conflict? What interpretations can we draw from this conflict to explain why the regime under Museveni dislodged constitutional law, closed critical media, and defiled the legal order? In what ways can the news media play a negotiation agenda to promote a resolution of such political conflicts? The contention of this study is that the media that promote a negotiation agenda could possibly contribute to a peaceful resolution of conflicts in emerging democracies. This study follows, with a slight amendment, three key concepts developed by Fisher and Shapiro (2005) to provide a theoretical proposition for the news media that contributes to conflict resolution through negotiation. The concepts are “building affiliation,” “expressing appreciation,” and “acknowledging status.” The paper also draws from coherent perspectives advanced by Mayer (2000), Riskin et al. (2005), and other students of conflict resolution who have replicated and tested these concepts. This is a case study grounded in theory building of a “negotiation agenda” for the news media, to promote dialogue in times of political conflicts. The analysis and discussion proffers considerations of how journalists can engage both President Museveni and Dr. Besigye on how to resolve their conflict through a negotiation agenda. Students of political communication and communication law that specialize in conflict resolution have produced no known research that suggests ways that the news media can mediate political conflicts during presidential elections in most of sub-Saharan Africa. In fact, no known studies have proposed a journalistic role that promotes an agenda that aims at contributing to the resolution of conflicts through negotiation. This study aims to bridge that gap and provides a basis for future research. Data are gathered from court records, presidential statements, and the textual analysis of two Ugandan newspapers: *The Daily Monitor* and *The New Vision*. The nature and dynamics of this political conflict and how it has fractured regime legitimacy and derailed democracy are explicated in the study.

## **Digitisation and online activism**

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As digitisation becomes gradually more characteristic of contemporary society, culture, economics and politics, this paper presents a theoretical attempt to typify online activism/cyberactivism and to ground it within contemporary academic debates. Increasingly, the Internet and politics are being substantially correlated. Resnick (1998: 55) distinguishes between three aspects of Internet politics: “politics within the Net, politics which impacts the

Net, and, political uses of the Net'. Regarding the political uses of the Internet, an emerging wave of literature has been devoted to the understanding of oppositional online politics, as well as global and local activism which is mediated online (Carty, 2002; Bennett, 2003; McCaughey and Ayers, 2003; Bennett, 2004; Kahn and Kellner, 2005). Vegh (2003) proposes that a concise typology of online activism of particular movements and their use of the Internet can be classified in three broad categories: a) awareness/ advocacy, b) organization/ mobilisation, and c) action/ reaction. Building upon this classification, I map out the diverse ways with which the Internet is used as an oppositional campaigning tool. I criticize and augment this typology by introducing three ways through which we could conceptualize online organization according to the social actors which employ it: a) small scale cyberactivism (political blogs, netizens, input in online instances of open publishing, and even social networking platforms used for political purposes), b) medium scale cyberactivism (localized social groups and collectives), and c) large scale cyberactivism (official activist organizations, such as NGOs and social movement). This paper discusses issues in attempting to typify Internet content, such as the interconnectedness and convergence of online and off line practices, the oscillating nature of the electronic medium, and the complications involved in addressing the Internet as a dependent or independent variable. The main research question behind this endeavour is whether there can be a useful classification of online activism? I conclude that certain instances of the Internet signify that it is potentially a great facilitator of global activism and social change. Unarguably, there are still multiple obstacles in Internet inclusion, such as inequalities of access, cyberbalkanization of online audiences, and prevalent monopolization of ownership; at the same time, the sophistication of online activism has been evident since the late 1990s. Through the attempted classification of online activism a plethora of innovative online practices and off line practices organized and mobilized by the Internet are delineated. My case studies indicate a strong predisposition to global networking, through both linking and affiliating, although exposing what Bennett (2004: 131) describes as ideologically thin communication in diverse networks. Online activism can function as a powerful supplement to off line action, presenting activists with better means of communicating, collaborating and campaigning.

### **Media Dynamics in the Rising Civil Society: A case study of the protest against demolition of Star Ferry in Hong Kong**

Lai-ye, Miranda, The Chinese University of Hong Kong, China

The notion of 'civil society' has been extensively discussed in Hong Kong after a series of large-scale demonstrations since 2003. The historic July 1 demonstration in 2003, the second largest protest in Hong Kong, registered the participation of 500,000 citizens protesting against the national security legislation and general incompetence of the Special Administrative Region (HKSAR). The demonstration gained immediate political consequence by forcing the government to postpone the legislation and it was widely interpreted as a case of the victory of people power. It later triggered a core of a pro-democracy wave of movement. The revival of civic solidarity has brought a hope to many political activists as civil society, under certain circumstance, is believed to be able to strengthen the public sphere and generate resistances opposing the state. (Cohen and Arato, 1992). With the reviving civil society, more and more radical social movements emerged under the discourse of in "defending social space and collective memory". The most visible one would be the protest against demolition of the Star Ferry Pier in December, 2006. Some communication studies have suggested that civil society is created, changed, and sustained through various types of communications. For instance, Taylor (2000) argued that the media has an important role in the development of civil society in Bosnia. The independent media, in particular, helps

activist organizations set public agendas and stimulate public discourse. Taylor and Doerfel (2003) demonstrated the creation and maintenance of social capital through different communication channels. This research, therefore, aims to further understand the dynamics between media and civic associations by a close investigation to the civil society in Hong Kong, using the mentioned case of the protest against demolition of the Star Ferry Pier. It is worth studying as the nature of civil society has kept shifting in the post-handover Hong Kong. Civil society in Hong Kong was categorized as autonomous, non-oppositional and lack of participation before handover of sovereignty (Lui and Chan, 2001). After the waves of pro-democracy demonstrations in the past few years, a more self-initiated, oppositional and active civil society has been revived, it is thus significant for communication researchers to explore the characteristics of this revitalized civil society. Also, the roles of media, including the mainstream and alternative ones, in building civil society and articulating resistance are also interesting and meaningful issues to be observed. In order to look more thoroughly into the dynamics between media and civic organizations in the civil society, following research questions are raised: What are the roles of mainstream and alternative media in connecting pro-democracy civic organizations in Hong Kong? What are the dynamics and interactions between mainstream and alternative media in the social movement? Is the civil society capable in empowering the publics, and in what ways?

### **Journalisme d'agence et dés-occidentalisation du regard des professionnels dans le «conflit de Bakassi »**

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Au terme de 13 années d'une guerre picrocholine pour le contrôle d'une péninsule qui regorge de l'or noir, le Cameroun et le Nigeria ont finalement trouvé un modus vivendi dans ce que les médias ont baptisé « l'affaire Bakassi », (du nom de cette presque île dans le golfe de Guinée). Son caractère de plaque tournante dans cette sous-région pétrolifère (composée du Congo, Gabon, Nigeria, Guinée Equatoriale, Cameroun) charrie des émotions, soulève d'énormes appétits et suscite des stratégies politiques de la part des puissances occidentales. Le golfe de Guinée est considéré depuis les années 1960 comme le « pré-carré » français. Le positionnement géo-stratégique des Etats-Unis qui manifestent de plus en plus une tendance à agir sur l'échiquier africain, en fonction des affinités linguistiques mais surtout de leurs intérêts énergétiques ne laisse pas les médias indifférents. Ceux-ci ont souvent relevé des contradictions, des oppositions, des désaccords à peine voilés entre Paris et Washington au sujet du règlement du « conflit de Bakassi ». Dans un contexte politique international marqué par un « droit d'ingérence » et une volonté de transparence de la part de la communauté internationale, ce conflit d'intérêt marque-t-il, de manière feutrée, une rivalité sur le continent africain entre la France et les Etats-Unis, comme certains médias l'ont écrit ? Nous prenons cette perspective géopolitique et conflictogène des médias comme postulat afin de voir si le regard des correspondants locaux des agences mondiales d'information (AFP, AP, Reuters) et des radios transnationales (RFI, BBC, VOA) véhicule une vision dés-occidentalisation, donc unitaire, ou alors fragmentaire répondant à la tension (à l'attention) voulue par les médias occidentaux. L'interrogation principale tentera d'articuler la tension permanente entre la perception de l'actualité par le professionnel, son intelligibilité sur le plan géo-politique et les attentes de son employeur. L'approche se veut exploratoire et compréhensive du travail du professionnel de l'information.

### **An analysis of slogans in Greek political campaigns**

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Two political parties, the Pan-Hellenic Socialist Movement, PASOK and the conservative New Democracy, managed to dominate power in the third Greek Republic that emerged after the fall of the dictatorship in 1974. The centre socialist PASOK governed the country for almost two decades, supporting the change, from Right to Left Politics during the first period and promoting social and economic modernisation, throughout the second. This research studies the campaign slogans of PASOK in the eleven elections that took place until 2004, following the changes in its political discourse, in order to decode the underlying social demands of each era. The analysis of those campaign slogans aims in revealing enlightening information about the values, norms and implicit claims of the social masses that led PASOK to power. Furthermore, we might be able to reach some valuable conclusions about the wider social context, which undergoes significant changes in these thirty years.

### **Will People's Voice Vanish? - An Empirical Study of the Impact of Internet Censorship on Individuals' Online Political Communication in China**

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With the rapid growth of Internet population in China, Internet is bringing profound changes to China's information environment and social system. Internet provides people with more opportunities to access, send and exchange information, which has potential for boosting the process of China's democratization. China's public Internet services have broke down the government's monopoly on information, and made it difficult for the China Communist Party (CCP) to hoard and control information resources. From the perspective of the technological determinism, the development of information technology would impel statism toward western-style democracy. However, CCP quickly acknowledged the threat of the spread of Internet to its authoritarianism. CCP hopes that the rapidly increasing population of netizens creates a new economic wonder in the information era, instead of bringing about greater demand for 1 This research project is a part of China's National Social Science Foundation founded project of "Cyber Society and Internet Control", 05•ZD015. Yushu Zhou & Nai-peng Chao -idemocracy. Thus, China is constructing a whole Internet control mechanism for Internet use, as well as using this medium to both extend their reach and push forward national development (Kalathil and Boas, 2001). In the cyberspace with Chinese characteristics, the virtual censorship emphasizes on objectionable or "subversive" political information, such as those about democracy, human rights, Tibetan independent, Tiananmen crackdown, Falun Gong spiritual movement, and Taiwanese independence. But CCP encourages "Soft Information" on Internet, such as entertainment, economical topics, and even loosens the control on pornographic contents (He, 2003). One inescapable issue is how to understand China's virtual censorship mechanism and its efficacy. Though there are an increasing number of publications regarding Chinese Internet censorship (Huang, 1999; Qiu, 1999; Hachigian, 2001; Hartford, 2002; He, 2003; Shie, 2004), few empirical researches address the efficacy of Chinese Internet censorship. CCP has owned advanced Internet censorship technologies, but Internet provides many possibilities and creative ways -both in its operating philosophy and technical setup- to bypass Internet censorship. Although China's Internet regulations are both expansive and draconian, those regulations may not be as effective as mass media regulations (Qiu, 1999). Besides, because the flow of online information increases at an exponential rate, it is impossible for CCP to censor all Internet information and watch every netizen. By analysis of China's virtual censorship mechanism,

China's censorship measures function mostly as potential deterrence or warning, instead of direct penalty (Qiu, 1999), which mainly make netizens feel fear or guilty when they receive or distribute some "sensitive" information online. Thus, in order to evaluate the efficacy of China's Internet Yushu Zhou & Nai-peng Chao -iiicontrol, this paper focuses on the evaluation of the impact of those deterrent virtual censorship measures on Chinese netizens' willingness and behavior of OPC. Based on Noelle-Neumann's theory about social climate and people's opinion expressions, this paper proposes four hypotheses and a micro and dynamic research model with four variables: the assessment of Internet censorship, the fear of potential risks in OPC, the willingness and behavior of OPC. Social environment is believed to affect or alter individuals' opinions expressions (Milgram, 1961; Noelle-Neumann, 1974; Price and Allen, 1990; Katz and Baldassare, 1992). Individual can form a picture of social environment to evaluate the chances of success and the security of their own proposal (Schmidchen, 1959; Noelle-Neumann, 1974). This paper proposes that the fear of social pressure or potential risks varies according to individuals' assessment of social environment. And then, this fear will affect the process of the willingness of expression determining the behavior of expression. Although Noelle-Neumann believed that fear of isolation motivates individuals not to publicly voice deviant opinions, there is no evidence to prove the fear of being isolated is the only reason for keeping silence. We don't limit the sources of "the fear" into the "macro" or "micro climates" or only to "the fear of be isolated". This paper tests the degree of the fear of potential risks in OPC, but not examines the resources of individuals' fear in OPC. In addition, the aim of our research lies in examining the impact of Internet censorship on individual's expression of political topics, not in studying the dynamic process of public opinion, like "Spiral of Silence". Thus, the variables of individual characteristic or micro-climate are not included in our research model. But we employed four variables as Yushu Zhou & Nai-peng Chao -ivcontrol variables: individuals' age, education, passion for politics and the degree of Internet use.

### **Bloggers as Alternative Journalists? Their news media use and demographic characteristics**

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End-users create, publish, and distribute their own text, images, and video-clips through blogging sites. Despite its popularity and phenomenal growth of blogs, little scientific research has been conducted to elucidate bloggers, motivations and blogging patterns. In particular, blogging has been spotlighted as a new form of grassroots journalism, and in order to assess blogging's potential as alternative journalism, two factors need to be taken into consideration: (1) the primary source from which the bloggers scrap news stories to post on their blogs and (2) active bloggers, professional background and expertise. Based on such rationale, this study attempts to uncover the primary news source bloggers gather their news stories from and the demographic nature of bloggers if they are ordinary citizens or professional experts and opinion leaders in off-line life. An online survey was conducted in Korea (n=1,505). First, bloggers are categorized into heavy-, light-, and non-bloggers depending on time spent on blogging and blogging habits. The results demonstrate that heavy-bloggers use newspapers and magazines significantly less in comparison with light-bloggers. While heavy-bloggers gain significant amount of news information through Internet portal sites (e.g., www.yahoo.com), their use of Internet newspaper-sites (e.g., www.nytimes.com) does not significantly differ than light- and non-bloggers. That is, news stories on Internet portal sites are most likely to be redistributed by blogging than those on

other Internet news sites. In addition, analyses on their demographics show that heavy-bloggers are predominantly male adults from the middle-class, while most of their occupations were part-time (including students). Based on the profile of heavy-bloggers generated from this empirical survey, we conclude that heavy-bloggers tend to depend on Internet portals as their primary news sources while being predominantly part-time employees and psychologically more anxious in offline life.

### **The influence of regulatory focus on political advertisements**

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Based on the hedonic principle, which assumes that people tend to pursue pleasure and to avoid pain, Higgins (1997) proposed regulatory focus theory that concentrates on self-regulation toward desired end-states. The theory identifies two distinct regulatory systems (i.e., a promotion focus and a prevention focus) for achieving desired end-states. Individuals with a promotion focus pursue nurturance-related goals such as accomplishment and advancement, whereas individuals with a prevention focus pursue security-related goals such as safety and protection. Previous research (e.g., Higgins, 2002; Kim, 2006) examined the regulatory focus theory and identified the tendency that when the fit between a desired goal and its strategic means during goal pursuits is congruent, strategic means have more positive and effective results. That is, when a prevention focus is associated with the use of means such as the presence of hope and positive outcomes, it is more likely to be effective. On the other hand, when a promotion focus is associated with the use of means such as caution and the absence of negative outcomes, it is more likely to be effective. This study tries to apply the regulatory focus theory to the context of political communication with emphasis on the effectiveness of political advertising messages. In a 2 x 2 experiment of 200 subjects, participants, political ideology (liberal vs. conservative) and advertising message frames (the promotion-framed message vs. the prevention-framed message) are manipulated. This study hypothesizes that participants with liberal political ideology are likely to have higher intention to vote, higher awareness of the ad and more favorable attitude toward the sponsor candidate when they are exposed to a promotion-framed message than when they are exposed a prevention-framed message. By contrast, participants with conservative political ideology are likely to have higher intention to vote, higher awareness of the ad and more favorable attitude toward the sponsor candidate when they are exposed to a prevention-framed message than when they are exposed a promotion-framed message. These hypotheses are tested in two types of political campaigns, the presidential election and education superintendent race. The scale and scope of election campaigns differ in the presidential election and a relatively small-scale electoral contest, and these campaign types are expected to affect the participants, levels of salience and perceived efficacy. Findings of this study may shed light on the development of the regulatory focus theory and the role of regulatory focus in political campaign strategies.

### **The Websites of the Largest Political Parties in Poland, Mexico and India: a Comparative Study**

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The main goal of this empirical study is to analyse a new form of communication between political parties and their effective and potential electorate. In this case, the study deals with the websites of the largest parties in three countries from three continents and three different cultures. The analysed countries are Poland, Mexico and India. All these three countries are not among the biggest powers in the world, but they are some leaders in their respective



regions. Poland is the biggest country among new postcommunist members of the European Union. Mexico is the most populated country in Hispanic America and India, however, is one of the biggest Asian powers that is looking ahead optimistically. Also all these countries have some colonial heritage: Mexico were a part of the Spanish empire, India belonged to the British empire and Poland were a satellite country of the Soviet empire. Nevertheless, today all three countries are democratic ones, where the Internet is more and more popular, also in the political life. Even so, the democratic tradition in India is largest then in Poland and Mexico, where the real democratic elections and procedures are known from 1989 (Poland) or 2000 (Mexico). In other side, in the new index of globalization, published in the volume XI/XII 2006 of the American magazine "Foreign Policy", in the category 'Internet Users' Poland gained 31. position, Mexico 36. and India 57. in the world. In the category 'Internet Hosts', however, Mexico gained the 31. position, Poland 35. and India 53. The comparative analysis of the websites of the largest political parties in these three countries (PiS, PO and SLD in Poland; PAN, PRI and PRD in Mexico; INC, BJP, JP/CPI in India) shows the differences characteristic of the respective cultures. One could notice also some differences characteristic of the political options representing by the parties analysed, but the cultural differences are undoubtedly more clear. The competition between political parties in the respective countries is viewed in the 'political cyberspace' too. It seems that the profesionalization of the Internet communication is more advanced in Poland and Mexico then in India. Nevertheless, this Asian country develops with a 'crazy speed', well the perspectives on the new forms of communication should be analysed in this national context too. The websites in this comparative study are analysed by different aspects: contents, graphics, interactivity, 'navigation' facility as well as the political marketing purposes.

### **The media and electoral politics in Portugal**

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How can a political candidate become the President? How can candidates influence the way voters see them? Can those perceptions influence an election outcome? These questions are the point of departure to study the 2006 Portuguese presidential election. More specifically, the main concern is to understand the political and the media construction of a winning candidate. The research was based on a media content analysis and interviews to presidential candidates, their communication advisers, political columnists, editors and journalists. With the empirical analysis and through the number of news stories and their content, we have reasons to believe that the former Prime Minister (1985-1995), presidential candidate and now President Cavaco Silva received special treatment in the weekly newspaper Expresso. From 1999 (the first time that was mentioned the possibility of his candidature to the 2006 presidential election) until the election in January, Expresso published 770 articles about him. The news bias was mainly positive and the majority of these positive news stories were about his possible candidature, his strong possibilities of winning and his competency to exert the post, especially during a period of crisis, like the present. Expresso published several articles about Cavaco Silva, his professional and academic life, and his opinions on different national and economic subjects, in what can be seen as an attempt to clean his past image of an authoritarian and inflexible ruler, projecting an image of competence, independence and of a changed and more communicative person. Moreover, due to his academic formation in Economy, he was seen as a possible saviour, to the Portuguese current economic and budget crisis, in spite of the Presidency non executive functions. Moreover, all Cavaco Silva's actions seem to point to the direction of a presidential ambition. We can identify the preparation of public opinion to the announcement of his candidature and in his case, where besides constructing a candidature, he had to build a new image, some earlier actions were

decisive. And this can be seen with the publication of books and articles in the press, where he re-assessed his past and tried to erase the bad memories left by his last years in Government, showing a new, more communicative person, but equally concerned with the future of the country and where the desire to begin a new phase in his political life was implied. In this way, the Expresso newspaper performed a determining role in bringing the activity and course of the proto-candidate into public view and was an important vehicle in the construction of a different image of Cavaco Silva, which helped his election: an image that is certainly more adjusted to the exercise of the Presidential function in Portugal, which means a listener, and a more tolerant person.

### **Representation of the 2004 US Presidential campaign in the Greek media. A case in Nation image making**

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Practically any event can contribute to the forming of the image of a nation. While international public relations aim to cultivate the image of foreign nations, news media reporting of foreign affairs often governs what kind of image of a country predominates. On the other hand the overall image of the country filters the way that certain events are being perceived by a countries media. This paper examines the representation of the 2004 USA presidential campaign in the Greek media the interplay of these representations with USA nation image making. At the level of international communication the hegemonic position of the USA in international politics is transformed into hegemonic function in the international news making processes. The original framing of the USA administration, however, does not go unchallenged. Geopolitical interests and domestic political perspectives fuel ethnocentrism of the host,s country,s national media and may result to phenomena of oppositional reinterpretation of the USA statements and the development of counter-frames. In Greece frames employed to construct the representations of the USA are linked to recent historical contexts: the Civil War, the junta, the US role in Cyprus and the Kosovo crisis, as well as geostrategic reasons: USA preferential treatment of Turkey and the negative images it created in the Greek media. Previous research identified in Greece the operation of a Counter master frame which functions as the interpretative pillar of anti-Americanism in the Greek media. This master frame reached maturity during the Kosovo crises. Content analysis studies provide evidence that the Counter master frame was employed by the Greek press to frame the blame game for 11/9 as well as to constructs the representations of the USA invasion in Iraq in 2003. Subsequent research project exploring the instrumental actualization of events related with USA in the Greek media and their capacity to affect the image of the USA found out that the image of the Bush presidency and the image of the USA foreign policy, particularly within the context of the War On Terrorism related activities, were the most heavily loaded with negative evaluations, connotations and image attributes and at the same time had the highest potential of all USA-related events to transfer such negativity upon the overall nation image of the USA. Another research on the representations of Katrina in the Greek media found out that the loading of the USA image with negative attributes was so high that it cancelled the discourse of compassion that would normally have been triggered by a natural disaster like the Katrina hurricane. This study merges nation image making theory with the anti-Americanism literature and draws from both the international communication and political communication domains. It analyses the census of news items that appeared in five Greek newspapers on the USA presidential elections (N=177) in the period 15/10-15/11/2004. It examines the evaluation patterns of USA campaigning and electioneering and the extent that this contributes to the nation image making of USA. Also it examines the ways

that the possible result of the elections is being framed and it address the question of the long terms effects of the negative effect of the Bush Presidency to the image of the USA.

### **Communication Patterns of Thai Local Politicians in Southern Provinces**

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This research investigates the communication patterns of local politicians in Southern provinces and the factors influencing their selection of communication patterns. In addition, this research also examines their problems of communication. In-depth interview, focus-group interview and non-participant observation were utilized in this research to gather the required data. The samples consisted of male and female local politicians and villagers from the Southern provinces of Thailand, namely, Songkhla, Nakorn si Thammarat, Phuket, Trung, Satun, Khabi, Phungya, Surat Thani, Pattalung, and Ranong. The results indicated that, to use particular communication patterns, local politicians strongly consider the factors of budget, media efficiency, media strength and weakness, and the response and need of the villagers. Also, they moderately consider the villagers' level of education to influence their choice of communication pattern. The local politicians utilize three methods to communicate with their subordinates and villagers: (a) interpersonal communication/face- to- face communication; (b) mass communication and (c) formal and informal communication. Aside from these, they communicate with the villagers via formal and informal opinion leaders, learning centers, villagers' information centers, and informal discussion forums. The final results indicate that the quality of the sender, message, channel, and receiver influence the communication problems involved.

### **Corruption Reporting and Public Confidence in Government**

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The year 2006 saw tough political crackdown on high-profile government officials in China. In June, Zhihua Liu, Beijing's deputy mayor in charge of land requisition and infrastructure, was sacked for corruption. In September, Liangyu Chen, Shanghai's Communist Party Secretary-General, was dismissed for engaging in the notorious Shanghai corruption scandal, which involved many high-level government officials and well-known businessmen. An earlier public opinion survey by Fudan University reveals that people list corruption as a major concern that erodes their confidence in Chinese government (Peng, 2005). Among various causes for the declining tendency in confidence in government, the effect of an increasing amount of media coverage of corruption has been widely discussed (Li, 2003; Liu & Zhang, 2004; Peng, 2005). A modified version of the cultivation theory posits that mass media, through repetition of themes, cultivates common images or perceptions of the world among heavy users of mass communication sources (Gerbner & Gross, 1976; Gerbner, Gross, Morgan, & Signorielli, 1986; Signorielli, 1987). This study intends to investigate the relationship between the public's exposure to corruption news stories and their confidence in government. Two hypotheses are put forward: H1: People who have more media exposure to corruption stories have lower confidence in government. H2: Education has a moderating effect on the relationship between media exposure to corruption stories and public confidence in government. In the United States, empirical studies based on content analysis and survey analysis demonstrate that media's negative depiction of government agencies undermines public's confidence in government (Becker & Whitney, 1980; Hollander, 1996; Miller & Reese, 1982; Moy, Pfau, & Kahlor, 1999; Moy & Scheufele, 2000; Pfau, Moy, Holbert,

Szabo, Lin, & Zhang, 1998). However, in China, there are few such empirical studies. For this study, the authors will employ content analysis and survey methods to explore the effect of media coverage on public's confidence in government in China. Content analysis will be used to assess the amount of corruption reporting in communication sources that enjoy high circulations or ratings in Beijing and Shanghai. Internet, television and newspapers are major information sources for internet users, and television and newspapers are major information sources for non-internet users (China Internet Network Information Center, 2007). Therefore, the authors will content-analyze corruption coverage from January 1<sup>st</sup> to December 31<sup>st</sup> in 2006 in the following communication sources: (1) internet sources: Sina News and Xinhua net (official website of Xinhua News Agency, the national news agency of China); (2) television sources: Focus and News Probe, two investigative television news programs produced by China Central Television (CCTV); (3) newspaper sources: Southern Weekend (a weekly nationally circulated newspaper, which is famous for its investigative reporting), and Beijing Evening Daily or Shanghai Morning Post. An online survey will be conducted to measure three categories of variables: (1) exposure to each above communication source, (2) public's confidence in government, (3) social demographic information. Media exposure to corruption reporting will be measured by a composite index that adds together the products of corruption coverage amount and exposure level for each identified communication source. Public confidence will be assessed by a composite index. Respondents will be asked how trustworthy they think the government is, how serious they think the corruption problem is among government officials, how much they think the government is working for the benefits of a few interest groups or all the people, and how much they think the government has carried out effective measures to prevent or relieve the corruption problem. Respondents will be asked to answer the questions on a 9-point interval scale (untrustworthy/trustworthy, very serious/ not serious at all, etc.). Demographic variables will be treated as control variables. Prior research shows that demographic variables, especially education and political party affiliation may influence the public confidence in government. Hierarchical regression analysis will be used to assess the effect of media coverage on the public's confidence in government. For hypothesis 1, the demographic variables will be input into the equation first, followed by the composite index for media exposure to corruption stories. For hypothesis 2, after the demographic and media exposure variables are input into the equation, an interaction term-the product of education and media exposure-will be entered into the equation to see how education level will influence the relationship between media exposure and public confidence (The education variable will be recoded into a dichotomous variable – high- versus low-level education). For hypothesis 1, we expect to see the negative relationship between media exposure and public confidence. For hypothesis 2, we expect to see a stronger effect of media coverage on people with low-level education than people with high-level education.

### **A comparative analysis of e-government development at the provincial level in China-- Determining Key Factors in e-government development**

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E-government is one of the important components of China's informatization development strategy. Despite the rapid growth of e-government in China, very few studies systematically or empirically examine China's e-government development, especially the status of e-government development at the provincial level. This study fills a gap in the literature by comparing the provincial-level e-government capacities of the 27 provinces (not including the four municipalities) in China and exploring the factors behind the disparities among the provinces. To evaluate the e-government performance of the different provinces, content analyses were conducted on the 27 provincial-level governments, portal web sites. Economic

development (per capita GDP), internet infrastructure (online population), province location, and province population size were hypothesized to be significant predictors of the e-government development status of the provinces. Due to the high correlations between the hypothesized factors of economic development (per capita GDP), internet infrastructure (online population), and province location, especially the multicollinearity between the first two factors, the multiple regression equation with all the four factors yielded significant equation yet non-significant predictors, while test on the multicollinearity-controlled model (chose either per capita GDP of online population, plus the other two factors) showed that online population was a significant predictor of e-government development, yet not the other factors. Meanwhile, however, further separate regression analyses on the individual factors found that per capita GDP, online population, and province location individually all can serve as a significant predictor of the e-government development status, with the only exception of population size. The eastern provinces, which are economically more developed and have higher internet population percentages, had an overall better performance than the inland provinces, especially the western provinces. Another concluding observation was that, among the four hypothesized factors, online population was the most prominent factor significantly impacting the provincial-level e-government capacity in China, while population size did not exert any influence on the dependable variable in this case.

### **New Unionism Across Fractured Information Societies: Comparing the Stakes of Knowledge Work in India and the USA**

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Since the late 1990s, the issue of access to knowledge work, specifically in the broadly defined information technology (IT) industry, has animated political debates in both India and the United States. In both countries, traditional unions as well as looser forms of worker-based organizations have targeted organizing workers within the IT industry, including a few prominent efforts to tackle the difficult task of cross-border organizing, across both vast geographic and political and economic differences. This paper considers the similarities and differences in the issues at stake across these two disparate transnational information societies. In considering the possibilities for "social movement unionism" that might transcend national differences, I argue that theoretical distinctions between "material" and "immaterial" labor are less resonant in postcolonial societies like India. I focus on recent national union efforts in the business process outsourcing (BPO) sector, where access to "modern" employment opportunities in the formal urban economy carries significant symbolic power within a mainstream political discourse that includes vibrant if often contradictory social justice platforms. In parallel Northern information societies like the U.S., I argue that a relative political vacuum in mainstream discourses on labor and social justice leads to a narrow debate around high-skilled migration and the "outsourcing" of knowledge work.

### **Fighting Back: Communications Unions in North America**

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Digitization and corporate concentration have delivered a one-two punch to the trade unions that represent a broad range of communication workers in North America. This paper reports on a three-year research project that explores how the unions have responded to, resisted and adapted to changes in their working conditions brought about by forces that are beyond their control through traditional collective bargaining. It finds that trade unions have pursued a variety of approaches. One of these, pursued by both the Communications Workers of America and the Communications, Energy and Paperworkers Union of Canada, is to merge into sector-wide unions, with a goal of not just catching up to corporate concentration but staying one step ahead of it. A second approach, pursued by the Hollywood unions (Screen Actors Guild; American Federation of Television and Radio Artists) and by the Telecommunications Workers Union in western Canada, is to pursue inter-union co-operation within and beyond national borders. A third is to create and support social movement unions, which operate outside the traditional collective bargaining structure. An example of the latter is the attempt to create a Freelance Writers' local of the Communications, Energy and Paperworkers Union of Canada. The paper concludes that while all three approaches have their pitfalls, they show promise as ways for communications workers to guard and promote their interests within their own territories. Nonetheless, there is growing awareness of the need to work across national borders and build international bridges to unions and labor organizations in other parts of the world.

## **Global Labour Convergence: International Worker Organizations in the Knowledge Economy**

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International labour organizations in communication have received very little attention, particularly when compared to their counterparts in the corporate and government worlds. The paper takes one step toward addressing this blindspot by reporting on a project that examines global labor convergence through case studies of different types of international worker organizations. Specifically, it provides an analysis of the Union Network International (UNI), a federation of workers in the communication, information, telecommunications, and financial services sectors. Calling itself “a new international for a new millennium,” UNI was founded in 2000 and today brings together 15.5 million workers from 900 unions in 140 countries. It primarily spans the newly converged electronic information and communication sectors including workers in the postal, media, entertainment, telecommunications, and culture sectors. A driving force behind its creation was the growth of companies that span these sectors by taking advantage of converging electronic technologies. Although it is new, UNI has been in the forefront of global labour issues like outsourcing and prominent in applying pressure to transnational corporations and global organizations like The World Trade Organization. The paper examines the effectiveness of building a global labor federation in the knowledge and communication sectors, focusing on UNI’s effort to forge connections between workers in the developed and developing worlds on the vital issue of outsourcing knowledge work.

## **High-Tech Workers of the World, Unionize! A Case Study of WashTech’s “New Model of Unionism”**

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The problem facing today’s Information Age knowledge workers is the same as it ever was under industrial capitalism: working harder for less in return. In Marxist terms, workers are suffering under the requirement that they produce surplus value, the extraction of which corporate owners and associates seek to perfect. Over the past two decades, the convergence of technological and management trends has heightened the dispersion of labor across space and time locally and globally in ways that further extract surplus labor by demanding more for less. Labor historians and political economists have examined the dispersion of labor across space and time and the spatialization of production has long preoccupied political economists. Scholars, however, have largely overlooked workers’ response to these shifts. This paper remedies this gap by discussing a case study of WashTech, the Washington Alliance of Technology Workers, headquartered in Seattle and affiliated with AFL-CIO. One of the earliest and most influential high-tech workers’ unions in the U.S., WashTech is a leading organizer of workers whose labor has been made spatio-temporally mobile through temporary contracts and offshore outsourcing. Employers have used these tactics to demand more from workers for less pay and security. With 1,000 members under contract and thousands more “members-a-large” and listserv participants across the U.S., WashTech contributes to a wider local and global labor movement. The paper draws on government reports, scholarly texts, union-supported research, list member posts, and press coverage from WashTech’s inception in 1998 through the present. Service as an active WashTech “member-at-large” between 1999-present also informs analysis. I hope to illustrate how for WashTech, providing a “voice for the digital workforce” has also meant producing “a new model of unionism.” By opposing “permatemping” and “offshore outsourcing” while establishing links with Indian IT workers, WashTech is forging new strategies to unite workers who are doing more for less.

## **Telephone Workers in the Shadow of China's Telecommunication Miracle**

Yuezhi Zhao, Simon Fraser University, Canada

Much has been written about China's unprecedented telecommunication network expansion and the trajectory of rapid system transformation in this sector. However, hardly anybody has paid any attention to the role of telecommunication workers in this process. This paper attempts to fill in this gap by exploring the transformation of the labor regime inside the Chinese telecommunication industry as it moved from a state monopoly to the current system of state-regulated market competition in a globally integrated context. Particular attention will be paid to shifting labor roles and practices inside the Chinese telecommunication industry and the impact of system transformation on the welfare and the relative bargaining power of telecommunication workers within the system. Field research for the paper will be conducted at a provincial telecommunication system in central China.

## **The Degradation of Social Service Work in the Twenty-first Century**

Rideout, Vanda, University of New Brunswick, Canada

The case study discussed in this paper uses the commodification of labour concept to examine twenty first century social service sector workers who provide job placement programs for disabled clients. The paper explores the real world of knowledge workers who provide employment services for mentally disabled clients at an urban Canadian community center. It argues that: (a) inadequate funding and staffing make it difficult for social service knowledge workers to do their jobs, with or without information and communication technologies; (b) government advanced technology networks help deepen and extend scientific management practices to the workers and their clients; and (c) these digital services obscure both the commodification of the labour of information age workers, as well as the cogitative problems and structural inequalities of the clients. The Riverview Centre case study investigated how staff members used advanced information and communication technologies to deliver employment services to clients. Several data collection techniques were used to obtain a comprehensive understanding of the daily experiences of the workers who provide the services, and the impact they have on the clients. Seven staff members (mental health workers and employment specialists) from the center took part in in-depth interviews and a focus group discussion was held with six social service workers. The clients' point-of-view were obtained from 96 completed survey questionnaires and from a 10-client focus group. The centre's staff helped the author select a representative sample, based on income levels, gender, age and ethnicity for the questionnaire and the focus panel. A political economy perspective guides this paper and helps explain the results of the study. The analysis supports Mosco's assertion that information age advanced government electronic service systems and accompanying web sites expand the process of commodifying labour. The Canadian government's online employment service centralizes power and control over all aspects of employment services within the bureaucracy. Moreover, this system and a similar provincial government system broadens and extends scientific management practices by monitoring and measuring the activities of the knowledge workers and links this information to the centre's fee-for-service funding. The digital employment system also measures and monitors the clients as they conduct compulsory job searches.



## **Promotional Culture?: Changing Media Landscapes and Journalism Practices in Europe**

Preston, Paschal, Dublin City University, Ireland

This paper considers the implications of new digital technologies and related ‘information age’ developments on journalists’ practices and news cultures in Europe. It draws on the findings of the primary research to provide a selective overview of major features of the media landscapes and trends of change in journalism and news making practices in European countries over the past 20 years. The paper considers key aspects of new ICTs and ‘Europe’s way to the information society’ as they relate to changes in the overall role, status and contours of the mediated communication sector. It examines the changing economic status and structural role of the media sector and other ‘soft communication’ functions (such as public relations, sponsorship and advertising), and their relation to journalism practices and news making trends since the 1980s. This paper draws on the interviews with 100 journalists and review of the European research literature to examine how the Internet and other ICTs have not only enabled the emergence and rapid growth of the Internet. It examines how the adoption of New ICTs has also been linked to multiple other changes in the production and distribution of news and current affairs content, as well as in journalists working practices over the past 20 years. The paper explores how technical developments must, in turn, be related to broader changes, within the expanding ‘information sector’ of the advanced capitalist economies. The latter include the role and operations of an expanding array of other specialist knowledge workers or ‘symbolic analysts’, including ‘soft’ communication functions such as public relations. In combination, these changes are seen to lead to a significant speed-up in news-making processes, increased reliance on the ‘information subsidies’ provided by public relations functionaries and other changes journalists’ working practices,

## **Political & Economic Factors Shaping Journalistic Culture and Practices/Work**

Guyot, Jacques, Université Paris 8-Vincennes à Saint-Denis, France

This paper draws on the interviews with journalists in 11 European countries, and the related research literatures, to examine how our interviewees (journalists) perceive the role of broader political and socio-economic factors in shaping the work of journalist and newsmaking practices. The paper is framed around responses to two key research questions: 1- The influence of the structures of ownership and market forces, 2- How journalists deal with controversial or sensitive issues. Major changes affected journalistic practices: end of state broadcasting monopolies and decline of public service broadcasting, increasing role played by advertisers, fierce competition between medias, development of commercial networks and above all growing of media concentration in a context of market globalisation. Beyond differences between national media realities, beyond the cleavage between state-owned or non-profit media and private-owned media, journalists generally feel ownership has little or no influence on their job whereas they are most worried by the impact of media concentration. The papers shows the tensions existing between journalistic values and economic logics when dealing with controversial issues: the critical point of view or the thorough analysis of facts and events are not easy to put into practice when heavy competition, lack of job security or short-time contracts drive media professionals to self-censorship and shallow investigation.

## **European Journalism and its Audiences**

Metykova, Monika, University of Sunderland, UK

This paper addresses key issues related to the changing relations between Journalists and their readers/audiences in Europe over the past 15-20 years, drawing on the interviews with senior journalists and reviews of the national research literature. It considers the role of audiences as participants in the mediated communication process, the implications of technological changes, consumer culture and other socio-political changes on the relations between journalists and their audiences. It also addresses the issues surrounding the growing role of intra-EU and external migration and the implications of multi-culturalism for journalism and media cultures in contemporary Europe.

## **The Role of the State and Self-regulation in the Journalistic Profession: The Balance of Power in Portugal**

Sousa, Helena, University of Minho, Portugal

Fidalgo, Joaquim, University of Minho, Portugal

It is widely accepted that journalism plays a relevant role in forming the concepts, images and belief systems which citizens use to interpret the world they live in. However there is a strong dispute as to the best approach to ensure the positive functions (however they might be defined) of this performative role and to reduce the negative social consequences of journalist's actions and omissions. Though in different ways, the legal apparatus, state media regulatory bodies and journalistic self-regulation mechanisms are expected, at least in advanced democratic societies, to raise journalistic standards and therefore to contribute to the expansion of public and private media social responsibilities. Quite frequently the opposition between journalistic duties and obligations, on the one hand, and media freedom, on the other hand, has been dichotomized as if both dimensions were not constitutive of democratic societies. Commercial media companies tend to argue for more autonomy and de-regulation in order to pursue their business objectives, suggesting that the market is the most adequate regulatory mechanism. Differently, other social actors have been defending a progressive sophistication of regulation, particularly state-centred media regulation, as a last resort to ensure fundamental values in an increasingly commercially-driven environment. Though the balance of power between state-centred regulatory bodies and professionally-based mechanisms differ quite considerably from country to country, the overall regulatory construct is designed to induce change in the name of the 'public interest' and it is the ongoing result of different (often conflicting) views regarding the role of the state in society. In every case, the external and internal regulatory institutions of the journalistic profession are socially constructed and there is nothing 'natural' about them. This paper focuses on the intricate regulatory mechanisms of the journalistic profession in Portugal. It presents the main traits of the legal apparatus relevant to the journalistic activity, the state media regulatory entity (ERC- Entidade Reguladora para a Comunicação Social) and the diverse journalistic self-regulatory instruments, namely newsroom councils, internal codes, newsroom guidelines, the journalistic deontological code, the deontological council, ombudsmen and media criticism. Analysing the journalistic regulatory apparatus (state-centred, professional and societal) and its historical development since Portugal became a democratic country in the mid-1970s, this paper argues that general interest values cannot be guaranteed by a single regulatory body, legal setting or individual action. Indeed, the Portuguese case shows that the social relevance of state-centred regulation, self-regulatory mechanisms and citizen's awareness depends on the overall functioning of the entire system.

## **Struggle over Globalisation? Journalism as Part of the Changing Finnish Power Structure**

Lounasmeri, Lotta, University of Helsinki, Finland

The Finnish society and its power structures have experienced substantial changes during the last 20 years. European unification, liberating of capital markets and investments, internationalisation of Finnish companies, changes in the working life as well as pressures to cut public spending have all heavily challenged the national power structures, ways of doing politics and the Finnish national culture. Globalisation is a key concept around which political discussion and struggle have been going on about these changes. Different interest groups in society have participated in the public discussion about globalisation since the end of the 1990's. The object of my PhD study is to analyse and describe this discussion, and to make conclusions about the role of mainstream journalism in the changes of the current Finnish society. I view journalism as a societal institution and structure; on the one hand as a vehicle to democracy and on the other as an exerciser of societal power and renewer of societal power relations. The idea is to view journalism critically as an organiser of public discussion: how does it handle a political subject like globalisation, and explain the processes and powers in the background? I am interested in looking at journalism from the point of view of Finnish power structures: how does this discussion reflect them and how is it used as a vehicle to challenge or renew them? What is the position of journalism in relation to other power bases in the Finnish society? As empirical data I am using the national newspaper, Helsingin Sanomat, and all the articles it has published about globalisation from 1992 till 2004. In my analysis I seek to answer the following questions:

1. What kind of discourses and ideas become dominant in the Finnish globalisation discussion set up by / as seen through Helsingin Sanomat?
2. What kind of societal actors participate in this discussion and what kind of discursive power do they get to use?
3. What is the role and power of journalism in the globalisation discussion? How do the routines and structures of journalism explain the discussion?

I am using critical discourse analysis as a method and drawing on Foucault's ideas of systems of knowledge as well as genealogy.

## **Online Journalists in Spain: Social and Working Conditions, Professional Profiles and Functions**

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Tucho, Fernando, Universidad Rey Juan Carlos, Spain

It is a fact that Information and Communication Technologies (ICT) influence the way of creating and distributing the social knowledge. In the same way, both the professional ideology of the journalists and the organizative structure of media are also conditioned by these digital ICT. This is especially relevant in the so-called Online Media. From that point of view, studying the changes that every technical advance imposes on the communication processes becomes a key duty for researchers. Taking that as a point of departure, this paper aims to accomplish several goals:

1. To identify the new professional profiles of the online journalists as long as to contrast these new profiles with the ones of the journalist working for traditional media. The paper aims also to contrast the professional relationships between these two kind of journalists, specially when they work for the same media group.

2. To analyze transformations the Internet is imposing both on the thematic specialization of journalists and, from that point of view, on the professional profile that is demanded of the new journalist.

3. To analyze hierarchic structures established in online newsrooms and the conditions that these structures may impose on three key aspects: the processes of decision making in the newsrooms; the professional autonomy of the so-called cyber-journalists; and the configuration of news contents in digital media.

4. At the end, these three goals drive to study the emerging new functions of journalists and journalism.

To reach these goals, we used two complementary methodologies. First, we carried out in-depth interviews with editors in chief of the most representative online media in Spain (Cadena Ser, Prisacom, 20 minutos, Vocento, Libertad Digital, El Mundo, Antena 3, Tiscali, Madrid Diario, Cadenacope.es, Telecinco.es, Efe.es, El periodista digital, Europapress.es, Radicable.com, El Confidencial, Ya.com, La Vanguardia, Telenoticias.com, Vilaweb and Informativos.net). Taking their answers as a point of departure, secondly we prepared a questionnaire that was distributed among the journalists in all the online journalistic media existing in our country in the date of the work (end of 2005, beginning of 2006). This paper constitutes a part of a bigger research project named “Journalism and the Internet: newsmaking and professional values”, supported by the Universidad Rey Juan Carlos.

### **The Enhancement of Culture through Market Forces or Cultural Criteria: Do the Democratization of Culture, Popular Culture and Cultural Industries Hinder Cultural Development?**

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Lemieux, Jacques, Laval University, Canada

According to Saint-Jacques and De la Garde (1992), complex societies normally develop cultural practices specific to the ruling classes. The people within these classes are those who establish the criteria for legitimacy and cultural enhancement (DiMaggio, 1982). Whether productions are approached from the viewpoint of production or reception, the existence of a scale of cultural legitimacy is observed in couples of terms that aim to demonstrate the existence of a cultural hierarchy: *élite/masses*, *legitimate/illegitimate*, *limited production/heavy production*, etc. (Fabiani, 2003). The legitimacy of the democratization of culture was one of the justifications for the state’s intervention in cultural matters. Over forty years of work by sociologists who studied culture based on hierarchy, legitimacy and social class in conjunction with a political will that led to the creation of a ministry in charge of rendering culture accessible in France in 1959 have served as models for the development of today’s policies. The failure of attempts at democratization resulted in a new perspective that involved a much more radical idea—cultural democracy. This perspective leads to a certain relativism that supplants the uncontested superiority of one form of culture over others. Current policies either aim for the democratization of culture above all, or offer a hybrid model that combines the democratization of culture and cultural democracy. Our study falls within the framework of a research program on businesses and organizations in the cultural sector in Québec. A minority French-speaking collectivity within an English-speaking North America, Québec has seen its cultural industries develop to an extent that is surprising for a “small society” (Baillargeon, 2002). However, we wonder if these successes, necessarily the results of an enhancement based on market forces, come at the expense of opportunities for enhancement based on cultural criteria (Bourdieu, 1992). We must also examine whether the democratization of culture and the market-based enhancement of culture operate at cross-purposes (where the democratization of culture consists of the State’s desire to “raise” non-

visitors or non-users to a culture enhanced by cultural criteria (Bourdieu, 1992), or whether, conversely, they both conflict with enhancement by cultural criteria (where the democratization of culture or cultural democracy then consists of making market-enhanced culture accessible). Certain authors have recently questioned the role of the State and the real impact of cultural policies (Benhamou, 2006; Caune, 2006), even while others criticize the validity of Bourdieusian analyses of culture or of any analysis at all based on social class (Lahire, 2004). We aim to verify certain hypotheses and research questions relative to the issue at hand. To this end, we will analyze the findings of a survey on cultural practices conducted by our research group in March 2007 as well as those of data from the ministère de la Culture et des Communications du Québec, the Observatoire de la culture et des communications du Québec and similar outside sources.

### **European Identity, Cultural Hegemony and the Television Without Frontiers Directive** Grantham, Bill, University of Sunderland, UK

The European Union promulgated the so-called Television Without Frontiers directive in 1989 after more than five years of debate (Commission of the European Communities 1989). At the time, it was widely viewed as a challenge to, and necessary defense against, American audiovisual hegemony. Article 4(1) of the Directive requires that the member states of the EU, now numbering 27, place quotas on non-European broadcasting. The present draft revision of the Directive leaves Article 4(1) intact (Commission of the European Communities 2005). I have previously argued that the quotas have virtually no market or cultural impact and suggested that they do little to promote the flow of European programming among EU members (Grantham 2000). However, in seven reports since the implementation of the Directive, the EU has continued to claim the quota regime as a policy success and plans to maintain it as it extends its regulatory mechanisms into emerging media. The proposed paper subjects the copious data on the implementation of Article 4(1) to critical scrutiny and asks whether the cultural mission of promoting “European” identities, even if feasible, has been advanced by the Directive. It is noteworthy that some major European companies that have prospered as audiovisual exporters during the pendency of the Directive (e.g., Endemol, Granada), have done so by versioning or formatting program concepts for national or regional audiences, rather than by serving any notional “European” cultural ethos. Ironically, such concepts have been accommodated comfortably to US cultural demands—Survivor, American Idol—without retaining any trace of their “European” heritage. Less the Empire striking back, than the eternal accommodations of the comprador.

### **From Local Cultural Practice to Global Cultural Commodity: Political Economic Considerations for Media Globalization** Sujatha Sosale, University of Iowa, USA

The recent past has witnessed radical transformations in the practices of development, in no small part due to new media technologies and their globalizing power. Evaluating discussions on the changes wrought by globalization, authors Gibson-Graham (nom de plume of two authors) (2002) have pointed out that the tendency is to associate the global and the local with certain standard images and terms—the global with capital, and the local with labor; or the global with forward-thinking entrepreneurship and the local with stagnant tradition. While this may indeed be the case as things stand, as we now know, there are also transformations at the local level that have the power to resist or even work with global capital. In this study, I would like to present a case where the developing world is integrated into contemporary global capitalism in novel ways, through new media. The case throws into question certain

assumptions about the relationship between capital and labor, or capital and surplus value. Studying such a case helps us explore the idea that the local-global relationship is far from straightforward, and that it may be time to problematize the discursive tendency to see “global dominance as untransformed” (Gibson-Graham 2002, p. 29), while the local is constantly being transformed. In my proposed case study, I would like to examine how local cultural practices such as traditional art and oral culture--primarily non-monetary activities—in developing regions are brought into contemporary transactional domains. This is the endeavor of a development corporation, a seeming contradiction in terms, that proposes novel ways of “doing development.” For this corporation, the Internet has been instrumental in helping change non-monetary activities into commodities for sale in the global market. I set this case study in a conceptual framework that takes elements of critical political economy, its historically established vocabulary, and equally, its resonance to contemporary globalization. Using this framework, I approach a case that represents a practice, very pragmatic in its logic, in order to understand some of the changes taking place in development and the media, and their implications for understanding contemporary globalization from a political economic perspective. The case raises interesting issues such as the following: the conversion of a cultural practice (more than just use value) to exchange value; the convergence of the concepts of labor and entrepreneurship; arguments for culture as material capital, and in relation to it, a re-assessment of surplus value as an important marker of development. The company’s arguments in its website are a persuasive combination of theory of and practice that prompt us to re-evaluate aspects to the political economy of the media and development. The intention here is not to paint a rosy picture of the company’s intentions and development projects, but to try to understand through an instance a path now being paved by the process of globalization.

Reference:

Gibson-Graham, J.K. (2002). *Beyond Global vs. Local: Economic Politics Outside the Binary Frame*. In Andrew Herod and Melissa W. Wright (Eds.), *Geographies of Power: Placing Scale*. pp. 25-60. Malden, MA and Oxford, U.K. Blackwell

### **Examining the Relevance of the ‘National’ in the Study of Cultural Industries**

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This paper is primarily concerned with the continuing significance of the ‘national’ within processes of globalisation. Our focus on the national is an attempt to identify and theorise its importance as a category within which contemporary cultural industries, and more specifically the music industry, can be studied. This paper suggests that this category, with its direct links to nation, nation-states and the ideology of nationalism, is dialectical and dynamic, with both spatial and temporal dimensions. While ample evidence can be presented about nationalisms’ contradictory and problematic articulations, the paper emphasises how the category of the national retains much that is of value when identifying or theorising particular questions of cultural production, mediation and consumption, and the ‘here and there’ of nationally demarcated spaces in which the recorded music industry is rooted and takes shape. At the heart of our argument is that culture has become another site for the accumulation of capital, with cultural work(ers) part of the labour/capital dialectic that frames all production within capitalism. Like other commodities with cultural meaning, music has use, exchange and symbolic values in national and global markets. While it is undoubtedly possible that producers and users of music in different geographic regions may share musical influences and may illustrate shared tastes and practices in the music they produce and consume, they are equally likely to be engaging their tastes and practices under different sets of constraints

imposed by their respective nation-states. The paper thus emphasises some of the key roles performed by the nation-state in shaping the production, mediation and consumption of recorded music through its continuing importance in the implementation and administration, primarily, of broadcasting regulations and intellectual property rights. Chiefly in relation to broadcasting, the paper moves to explore the issue of broadcasting quotas and debates surrounding the presence, or absence of domestic music on the airwaves. The paper then moves to examine the role of the nation-state in administering intellectual property law, and by extension the relationship of capital to the idea of culture as property. This section of the paper is concerned with examining developments within the recorded music industry to further investigate the idea that the neo-liberal phase of capitalism has performed its own 'cultural turn'. Drawing on the theories of Harvey (2005), Hesmondhalgh (2006) and Wood (2002), and using the recorded music industry as its subject matter, the paper highlights the essentiality of the nation-state to the current era in capitalist development because, while the free movement of capital is of necessity, globalisation also requires fragmentation. While, within this paper, we consider various accounts that imply the national to be of receding significance in an era of globalisation, we ultimately argue the national must be understood as an open, dynamic system around which issues of cultural production, mediation and consumption take form.

### **Ironies and Contradictions of the Labor Processes in Korean Audio-visual Industries**

Changwook Kim, Seoul National University, Korea

Myungkoo Kang, Seoul National University, Korea

Seol Ki, Seoul National University, Korea

This study aims to explore the labor processes of audio-visual industries in Korea. The contemporary labor market in Korean audiovisual industry is divided into two strikingly contrasting parts. While a small number of full time workers in major broadcasting and audio-visual industries enjoy high income and social prestige, the most of the labor forces work in the conditions of low income, excessive working hours, and unstable employment. Furthermore, the absence of institutional protective policy exacerbates the present labor conditions. However, the labor market of audio-visual industry in Korea shows some ironic phenomena. That is, the job market is getting competitive in spite of low salary and hard working conditions. Why does this ironic situation exist? Why do the workers do it even under this harsh situation? And how do the workers recognize and cope with their working environment? To clearly light up these phenomena, two research questions are constructed: First, what are the actual labor processes and condition in Korean audiovisual industries? Second, how do the workers negotiate, legitimate, and resist their working conditions? To account for these research questions, the study carried out questionnaire survey and a depth interview. In order to collect reliable data, the study team cooperated with the national Association for Journalism and Media Studies who could get support from faculty members from the media-related departments and schools. Fifty faculty members introduced five individual workers whom they used to teach. Two hundreds were selected for the quantitative survey, and 20 for the qualitative interview. They major in communication, journalism or related fields such as advertising, public relations or visual art. The study team contacted these sampled people in cooperation with their home university professors. The quantitative results empirically demonstrate that the actual labor condition of audiovisual industries has serious problems. Low vocational satisfaction measurement is revealed. The drastic diminish of the number of skilled laborers is evident due to the influx of new technologies in the process of creating contents. At the same time, the employees feel that the intensity of labor become increasing. However, the result of the qualitative interviews shows that the employees

countermove against the given conditions under the labor process. Though this countermovement divided into acceptance strategy and resistance strategy, the study can carefully predict how the ironic labor situation can be reproduced and where the rupture of the reproduction structure can be found in these contradictory circumstances. With the quantitative and qualitative analysis, this study suggests that the employees in Korean audiovisual industry are neither the victim of the unilateral structure nor voluntary conformist. Rather, it argues that the workers are both the product and former of the industry structure.

### **Mapping Cultural Industries in the Digital Era: Towards a New Audiovisual Landscape** Fernández Quijada, David, Autonomous University of Barcelona, Spain

To better understand the complex context in which cultural industries operate nowadays, the need for crisscrossing the traditional boundaries of political economy of communication seems obvious. The objective of this paper is to introduce an empirical study about Spanish audiovisual cultural industries based on a new theoretical methodology. This approach combines the political economy of communication with urban economics as well as industrial economy. ICT's have been said to be a de-centralization tool. In the case of cultural industries, which work is based in non-tangible material, this process should be emphasized, since there are no physical limitations to the circulation of their products with an appropriate access to communication networks. The empirical analysis should demonstrate if this process can be clearly observed or, in contrast, networks have reinforced a new re-centralization process. The main goal of this research project is a new proposal to analyze cultural industries since traditional models are increasingly unable to explain the processes of hybridization between the editorial and the flow logics usually assumed until now by the academic community since Patrice Flichy established them at early 80's. Digitalization and technological, commercial and corporate convergence are some of the factors that have made this traditional model non-operational. This new theoretical approach, called *cultural industries ecosystem*, is based on the ideas about the space of flows developed by sociologist Manuel Castells<sup>1</sup> and the network organization recently proposed by Joost van Loon.<sup>2</sup> It is organized around three nuclear concepts: mesh, nodes and links. These elements constitute the space through which symbolic products are produced, distributed and consumed. The nodes are the points where links are concentrated. These links are the basic traffic units -the flow- of the network organization that characterizes these industries. The mesh is the whole structure. The applied part of the project analyses Spanish audiovisual cultural industries from a double perspective: its logical and its physical structure. In both cases, the unit of analysis is the firm but relations among different companies are also analysed in order to establish the whole mesh. These relations have a commercial or a financial basis and are explored according to a double typology, incomes and audience reach, in order to combine economic and social approach, that is, the two faces of the cultural industries. The final aim is the mapping of Spanish audiovisual cultural industries. The results of the project show the close interrelation of external and agglomeration economies and the location of these cultural industries. In spite of new organizational models, such as flexible specialization, external economies and physical proximity are key elements among the reasons that motivate the location of audiovisual companies.

<sup>1</sup> Castells, Manuel (1997): *The Rise of the Network Society*, Oxford: Blackwell.

<sup>2</sup> Van Loon, Joost (2006): 'Network', *Theory, Culture & Society*, 23(2-3), p. 307-322.



## **The Political Economy of Communication in Spain and its Epistemological Deficit**

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Almiron, Núria, Universitat Autònoma de Barcelona, Spain

In Spain, communication (or communication science) faculties have consolidated their position and their number has increased considerably. While at the end of General Franco's dictatorship (1975) there were only four faculties of information science—Madrid, Bellaterra (Barcelona), Pamplona (Navarra) and Lejona (Bilbao)—by the end of the 1990s there were already about 20. Today there are 33 centres in Spain where journalism, audiovisual communication, documentation, advertising and public relations can be studied (16 centres at public universities and 17 at private universities). Research capacity for communication research has therefore greatly increased in Spain during this period and, consequently, the production of such research has increased—particularly as there was almost no research tradition in this area before the recovery of democracy in 1976. However, this does not automatically mean that the usefulness of the research, linked to society's specific needs for knowledge, has undergone a proportional transformation. That is, nowadays there may be more plural research, but an increase in the number of epistemological approaches fundamental for democratic structures—such as the critical perspective—is typically missing. Increasing the range of approaches or perspectives in communication research in Spain is a necessity considering the concentration of this research in areas such as the history of communication, (newspaper) journalism and semiotics, or, more recently, information and communication technologies. This research focus, centred only on certain fields, has been achieved at the expense of other epistemological approaches that could make Western democracies healthier and more vigorous. These include the political economics of communication, information and culture (PEPIC). PEPIC combines historical perspective, the shape of power structures, media structure and the message and approach to research that Habermas has called "liberation with the aid of reflection" (*Theorie und praxis*, 1963). PEPIC involves the contribution of a set of critical and heterodox approaches essential for understanding modern reality providing an important analytical instrument for looking in depth at the actions of non-hegemonic social agents in the sphere of communication and information. The existence of a growing number of private and sponsored universities linked to the principal economic powers (telecommunications, banking and energy) does not make the dissemination of this approach any easier, as, because of its nature, it needs to remain independent from the great flows of capital. This gap is an important deficit for communication research as a whole in Spain and for the democratic structure in general. The paper proposed here will present the results of a study carried out on communication research in Spain in 2006 – with the aid of the analysis of all studies on communication published in Spain that year. This reveals the serious democratic deficit that communication research is shoring up in this country.

## **Information and Media Policy Research**

Bates, Benjamin J., University of Tennessee, USA

As noted by Gramsci and others, one way in which power is maintained is through cultural hegemony, through the determination of appropriate paradigms and approaches. One area where this is evident is in the approach to debates about media and information policy and economics, particularly in discussions about intellectual property rights. Specifically, arguments and beliefs that the only meaningful value of information and media goods and services are those that emerge from commercial markets empowers commercial sectors while disempowering alternative sources and systems. Over the years, I have been developing a

“social economics” approach to studying media and information markets and policy (Bates, 1988, 1999a, 1999b, 2006). It is based on the idea that, for media and information goods and services, not all value is commercial, nor are the value implications of exchange limited to the immediate parties. The exchange and use of information creates a range of impact, and a comprehensive analysis needs to identify, and include, these other sources of value. This approach is based on work in several areas of economics (valuation, information economics, social economics), the political economy of media, and the social implications of new technology (particularly the empowering of social production potential). These provide a foundation for identifying and including these alternative sources of value in research on behaviors, markets, and policy. The main focus of this paper will be on outlining this approach, grounding it in various established perspectives and theories and discussing how it integrates and extends them in a coherent manner. I will argue for the validity of the social economic approach in media and information research, discussing the implications of such an approach for studies addressing valuation. At the very least, this approach argues for the expansion of considerations of value, and perceptions about value are at the heart of production, distribution and exchange behaviors, it is clear that such an approach could be transformative. In fact, the social economics approach directly challenges the dominant hegemonic view that only commercial valuations matter. The paper will conclude by discussing the implications for economic, policy, and political economy studies. I will argue that such an approach can provide an alternative approach to studying how power is manifested through determinations of value, an approach that may be independent of political structures or systems. Finally, I will argue that this approach can effectively challenge the dominant hegemony, and thus should be more widely used in political economy research.

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#### **Filling Out the Blindspot: Towards a Critical Review of the Political Economy of Communication**

Bolaño, César, Universidade Federal de Sergipe, Brazil

The author focuses on giving a coherent and integrated answer to a series of questions exposed by a great number of Marxist authors in the field of communication studies, with special attention to Dallas Smythe and his concept of audience commodity. In this way he summarizes and reinterprets some of Marx's contributions. From this he proposes an alternative theoretical point of view to define the general conditions that a Marxist theory of communication in capitalism should be able to explain, in which the surplus value of labour in the Cultural Industry, the double nature of audience, as well as the evident contradiction

between labour and capital-which articulates itself with the contradiction between culture and economy, are exposed.

### **Letting Political Economy Confront the Orthodoxies that Keep Media Studies from Confronting the Burning Issues of the Day**

Miller, Toby, University of California, Riverside, USA

Maxwell, Rick, Queen's College, USA

This paper provides the general overview of the authors' work towards a forthcoming book with Oxford that seeks to intervene in contemporary media studies in the name of a refreshed blend of political economy, cultural studies, and internationalism. The book draws on our earlier work, such as *Global Hollywood 2* and *Culture Works*, but rather than instantiating critique through exemplification, we seek here to confront head-on what we see as prevailing orthodoxies. Our aim to press political economy/cultural studies into the field as a way to start to build a socially-engaged media studies, and to move beyond the national frame, even as the sticky indexicality of the nation is acknowledged. Because the media are essential to social and individual life, media studies has historically drawn from a wide range of fields and disciplines in the social sciences and humanities. We are told that interdisciplinarity prepares students to participate at a high level intellectually, and thus plays a powerful role in public life. Yet a productive dialogue with public culture remains stifled. In this paper, we argue that three orthodoxies and a contradiction are fundamental to media studies, and hamper its contribution to progressive change. They are as follows:

Orthodoxy #1It is inappropriate for media studies to play an advocacy role in society (cf the dominant discourse of US abstract empiricism).

Orthodoxy #2Technology is sublime (cf the cyberbarianism of *Wired*).

Orthodoxy #3Creative ideas are real, but creative labor is immaterial (cf creative-industries discourse). Political economy is essential to the project of revitalizing media studies because it destabilizes the three orthodoxies to force deeper reflection on questions of advocacy, media power, media ownership, technology, and labor. However, to play this role, political economy must first resolve its own contradictory temptations, first identified by Golding and Murdock, of structuralism and instrumentalism: the instrumentalism that sees media ownership working in the service of elites without any external resistance or internal contradiction; the structuralism that sees social structure as permanently fixed rather than as constituted through social action. The temptation of structuralism tends to reproduce the totalizing narrative of monolithic capital and state power where ownership and control tell the whole story. For its part, work done on the active audience has over-emphasized struggle, such that readers and audiences dominate everyday life, interpretation, and fandom tell the whole story. This leaves us with the paradox that the progressive side to Anglo media studies has been overly functionalist on its political-economy side, and overly conflictual on its active-audience side. We need more frottage between these two forms of analysis. We need political economy to register struggle, and active-audience work to register structure. The key component of dialectics is otherwise sacrificed, as per the sorry work done under the signs of the sociology of cultural production, Hollywood business history, or industry studies. And all of this needs to be done in a way that is as disobedient of borders as the phenomena we describe. It has already been achieved in media studies beyond Britain, the US, and their white-settler academic satellites (Israel, Australia, Canada, and Aotearoa/New Zealand). We see the evidence in organizations such as <sarai.net>. For Rosalía Winocur, talk radio in Latin America since the fall of US-backed dictatorships has offered a simultaneously individual and social forum for new expressions of citizenship, in the context of emergent identities, minority rights, and gender issues a public space that transcends old ideas subordinating difference and

privileging elite experience. These are instances of work that understands the importance of material conditions of the media. We argue, following their example, that a modified and merged political economy/cultural studies must be internationalized and pressed toward a more materialist embrace of cultural production and everyday engagement with media.

### **Le créatif dans les entreprises du multimédia: un fan comme les autres?**

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Dans son article de 1981 sur la marchandisation de l'audience, Dallas Smythe avançait la thèse controversée que les audiences des médias travaillaient et, tout comme les ouvriers étaient dépossédés de la plus-value générée par leur force de travail, étaient flouées de la plus-value qu'elle génèrent par la vente d'espaces publicitaires aux annonceurs. Au-delà de la controverse suscitée par l'analogie entre activité de l'audience et travail, l'article de Smythe avait le mérite de permettre à l'audience de revendiquer une participation ou une influence sur les mécanismes de production des médias de masse (Mosco, 1996). Il nous semble que la théorie marxiste du travailleur spolié de sa plus-value et la théorie de Smythe sur l'audience spoliée de la plus-value qu'elle génère auprès des annonceurs pointent toutes les deux vers un phénomène qui condense ces antagonismes : la marchandisation du loisir chez le travailleur (rappelons que Thornstein Veblen considérait le loisir comme le paradigme des nouvelles sociétés capitalistes, sans toutefois s'intéresser à la dimension du loisir dans la production). Nous explorerons ce phénomène chez les créatifs du secteur du multimédia à Montréal à l'aide d'une quarantaine d'entrevues semi directives réalisées entre 2004 et 2006. Lors de l'analyse préliminaire de ces entretiens, il nous est apparu que les temps libres des travailleurs de ces industries (notamment dans les jeux vidéo) étaient investis dans des activités qui servaient directement à la bonification des productions réalisées dans le cadre professionnel. Il pouvait s'agir d'activité de production artistique amateur, d'activité de consommation culturelle (jouer à des jeux vidéo, lecture de mangas, visionnement de films) ou encore d'activités sociales diverses (discussion informelles). Nous explorerons les manières dont ces activités hors travail sont canalisées et exploitées dans le cadre de la production en contexte professionnel. Nous verrons si les entreprises étudiées encouragent ces activités hors travail, si le potentiel de ces activités pour la bonification de la production a été repéré et est exploité par ces entreprises. En résulte-t-il une perte de liberté de la part du salarié créatif de ces entreprises multimedia ?

### **The Political Economy of Media Ownership Rulemaking with the U.S. Federal Communications Commission: An Analysis of Media Ownership Studies**

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Brown, Duncan H., Ohio University, USA

Blevins and Brown (2006) showed how the 12 studies the U.S. Federal Communications Commission (FCC) used in its third biennial review of media ownership rules focused predominantly on economic aspects of the issue, while virtually excluding other analytic perspectives. This narrow economic perspective was widely seen as advancing the interests of the agency's most influential stakeholders, the regulated industries. The FCC used these studies to support its decision to further relax media ownership concentration protections on June 2, 2003 despite criticism of the studies, as well as thousands of e-mails from the public protesting the decision. Subsequently, the Third Circuit Court of Appeals in Philadelphia remanded key parts of those changes on June 24, 2004 (*Prometheus Radio Project v. FCC*), which set the stage for another agency review of its ownership rules that commenced in 2006.

During this period, U.S. Senator Barbara Boxer of California produced two draft reports the FCC had initiated during the third biennial review period. Although these reports had not been finalized, they would have provided evidence contrary to the agency's decision to further relax media ownership rules in 2003. Shortly afterwards, the Consumer Federation of America, Consumers Union and Free Press, along with the Benton Foundation (in conjunction with the Social Science Research Council) announced the release of several media ownership studies that also challenged any decision to further diminish ownership concentration protections. Accordingly, the study proposed here examines the media ownership debate from the critical vantage point of political economy and focuses on the types of research and public input that the FCC has not been using. This will include an original content analysis of the aforementioned studies in order to categorize the findings of each, as well as the sources cited in each study to support the research conducted and the conclusions reached. The studies will then be broken into three different groups (the 12 studies the FCC used to support its 2003 decision, the studies it excluded, and research conducted by groups outside the FCC) for comparison. The results will then be used to examine why the FCC tends to ignore non-economic research, as well as what would happen if the FCC did pay more attention to public comments and a broader range of scholarship into its policymaking process.

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**The Relationship Between Concentration of Ownership in the Cultural and Media Industries, Information Pluralism and Cultural Diversity: Lessons from the Political Economy of Communication**

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For decades, the implications of the concentration of ownership in the cultural and media industries has been viewed as one of the most important issues in the field of media and communication studies both internationally and domestically. In Canada, since the 1960s, this issue has been at the forefront of government and public discussions. This reflects the fact that Canada has among the highest levels of media ownership concentration in the world. In the reports published the Canadian federal and provincial government commissions and committees, the concentration of ownership is frequently viewed as detrimental to democracy insofar as it is seen to be linked to reductions in information pluralism and cultural diversity. The aim of this paper is to examine this idea in more detail by synthesizing the key lessons learned from research on the political economy of communication. The analysis provided shows that the concept of concentration often is more complex than it first appears, and that greater attention needs to be given to investigating the relationship between different kinds of strategies—mainly financial, industrial or commercial—and the diversity (and lack of diversity) of their informational and cultural outputs. The task is not so easy because numerous are mediations at the organisational level between financial decisions and concrete decisions at lower levels in terms of production process.

Bilan partiel des travaux en économie politique de la communication autour de la question de la concentration du capital au sein des industries de la communication, de l'information et de la culture. La concentration de la propriété en cours dans le secteur des industries de la communication, de l'information et de la culture (ICIC) conduirait-elle à un appauvrissement des contenus informationnels et culturels ? Autrement dit, cette tendance remettrait-elle en cause le pluralisme de l'information et la diversité culturelle ? La question mérite d'autant plus d'être posée que la concentration du capital des entreprises du secteur des ICIC est déjà très

avancée au Canada. Celle-ci a été notamment abordée par des chercheurs et des chercheuses dont les travaux s'inscrivent dans la perspective de l'économie politique de la communication. Nous pensons par exemple à des travaux de Ben Bagdikian, Philippe Bouquillion, Enrique Bustamante, Juan Carlos Miguel de Bustos, Nicholas Garnham, Werner Meier, Bernard Miège, Vincent Mosco, Gaëtan Tremblay, Janet Wasko et James Winter. Pour mener à bien notre tâche, nous aborderons tout d'abord la notion de la concentration en montrant que celle-ci peut avoir différentes significations, depuis une définition traditionnelle qui consiste à étudier les places respectives de diverses entreprises sur un marché spécifique jusqu'à une définition plus large qui englobe aussi d'éventuelles alliances qui peuvent même être informelles. Puis ensuite nous verrons ce que nous entendons par pluralisme de l'information et par diversité culturelle. Nous mettrons alors l'accent sur la pertinence d'aborder ces questions en termes de processus de production, d'organisation du travail. Enfin, nous aborderons les différentes façons dont sont traités les liens entre concentration et production de l'information et de la culture en nous interrogeant en conclusion sur la pertinence épistémologique de parler de relation de causalité entre deux variables, en l'occurrence ici entre concentration d'un côté, pluralisme et diversité de l'autre.

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### **Neoliberal Restructuring of the Global Communication Industries: Mergers and Acquisitions**

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Since the mid-1980s, the global communication industry has undergone a process of neoliberal transnationalization. As communication industries have expanded geographically through foreign direct investment (FDI) and acquisition, they have reorganized their structure in order to effectively produce and distribute their cultural products and services. From television to advertising agencies, from newspaper companies to telecommunications firms, communication industries have sought to mediate increasing globalization of the world economy and culture through mergers and acquisition (M&A). Only twenty years ago, the communication industry achieved limited integration reflecting its relatively small stake in the

global industry. However, communication industries have substantially expanded their role through capital investment, and the communication industry has become one of the largest industries in the global deal markets as a result of vertical and horizontal integration. Indeed, there has been a trend towards the neoliberal globalization of communications services beginning in the mid-1980s. During the 1980s, the politics of neoliberal communications reform took hold in dozens of nations following the U.S. and U.K. The initial marginal steps to liberalize markets began in 1984 in the telecommunications sector with the divestiture of AT&T in the U.S., and subsequent privatization of British Telecom (BT). Further, within the audiovisual sector, the transformation began in 1985 when the U.S. television industry experienced several significant corporate takeovers unmatched since the 1950s. Privatization of communications companies has also been noticeable during the last two decades. Typically, but not always, privatization is coupled with deregulation. Before 1989, only nine countries had privatized an existing telecommunications system operator, for instance. With the collapse of the Soviet Union in 1991, however, the scale of the neoliberal privatization project in communications rapidly expanded and gained devotees within scores of countries. Privatization within telecommunications industries resulted in massive investing in the global telecom market. Incumbents facing competition at home in mainly Western countries strongly pursued foreign markets for investment opportunities as a form of a consortium or joint venture. In particular, one specific statute and one multi-lateral agreement, the Telecommunications Act of 1996 in the U.S. and the WTO agreement in 1997, have expedited the neoliberal transformation of the communication sector around the world. This study examines the neoliberal transnationalization of the communication industry via consolidation. It analyzes foreign and domestic investment activities of the communication industries through M&As in broadcast, advertising, newspaper, and telecommunication (basic services) industries between 1983 and 2005. The paper discusses the way in which the two most significant events in the global communication system—the 1996 Telecommunications Act and the 1997 WTO agreements as major neoliberal reforms—have changed the landscape of the global communication industry. Finally, the paper explores the role of the U.S. corporations, which have been considered the key players in the global communication system, in the global M&A market to determine whether non-Western countries have expanded their influence with their capital on the global communication system in the midst of neoliberal globalization.

### **A Methodological Approach to Study Media Groups/Owners Strategies**

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This article aims to analyze the methodological approach used in research on media groups and/or media owners and to discuss a possible new methodological perspective for the studies of media systems. What it can be observed is that a part of the studies in this area has been executed without using all possibilities offered by the methodologies of research in Communication. Using a descriptive and comparative approach with basis of empirical information (structure, audience, circulation, income, profit, covering etc.), it is possible to arrive at a qualitative analysis confronting the reality of the media groups/owners with the characteristics of its social environment. The necessity of such observation and analysis occurs for the amplitude that those strategies can take in social, economic, political and cultural sphere. This methodological proposition considers a deepening in central questions for the understanding of the strategies of the media groups, such as: Who is the owners? Which familiar relations are preserved? How many firms possess each one? What other commercial interests have these groups/owners? Which relations such groups/owner have with the economical and political elites? Which relations they have with the community?

Which interests these groups/owners have in other countries? The results of research in this way will be able to cover a gap in media studies about who - and how - control the systems of communications.

*Une approche méthodologique pour étudier les stratégies des groupes-proprétaires des médias*

Cet article vise à analyser l'approche méthodologique utilisée dans la recherche sur les groupes médias et/ou ses propriétaires et à discuter une nouvelle perspective méthodologique possible pour les études des systèmes de médiatiques. Ce qu'il peut observer est qu'une partie des études dans ce secteur a été exécutée sans employer toutes les possibilités offertes par les méthodologies de la recherche des sciences de l'information et de la communication. En utilisant une approche descriptive et comparative avec une base d'information empirique (structure, audience, circulation, revenu, bénéfice, couverture etc.), il est possible d'arriver à une analyse qualitative en confrontant la réalité des groupes médias et/ou ses propriétaires avec les caractéristiques de leur environnement social. La nécessité d'une telle observation et analyse se produit pour l'amplitude que ces stratégies peuvent prendre dans la sphère sociale, économique, politique et culturelle. Cette proposition méthodologique vise s'approfondir dans des questions centrales pour l'arrangement des stratégies des groupes médias, comme : Qui sont les propriétaires ? Quelles relations familiales sont préservées ? Combien de sociétés possèdent chacun ? Quels d'autres intérêts commerciaux ont ces groupes-proprétaires ? Quelles relations que tels groupes-proprétaires ont avec les élites économiques et politiques ? Quelles relations qu'ils ont avec la communauté ? Quels intérêts que ces groupes-proprétaires ont dans d'autres pays ? Les résultats de la recherche par ce chemin pourront couvrir un espace dans les études des médias au sujet de qui - et comment - commande les systèmes des communications.

*Una abordagem metodológica para estudar as estratégias dos grupos/proprietários de mídia*  
Este artigo tem como objetivo analisar as abordagens metodológicas utilizadas em estudos sobre grupos de mídia e/ou seus proprietários e oferecer uma nova perspectiva metodológica para os estudos dos sistemas e grupos de mídia. O que pode ser observado é que boa parte dos estudos nesta área têm sido executados sem abordar toda a riqueza que oferecem as estratégias metodológicas da pesquisa em Comunicação. Por meio de uma abordagem descritiva e comparativa, com base em dados empíricos (estrutura, audiência, circulação, receita, cobertura etc.), pode-se chegar a uma análise qualitativa confrontando a realidade dos grupos de mídia com as características de seu meio social. A necessidade de tal observação e análise se dá pela amplitude que tais estratégias podem tomar em âmbito social, econômico, político e cultural. Esta proposta metodológica propõe um aprofundamento em questões centrais para a compreensão das estratégias dos grupos de mídia, tais como: Quem são os proprietários dos meios? Quantos meios possuem cada um? Que outros interesses comerciais têm estes proprietários? Que relações tais grupos e/ou proprietários têm com as elites políticas e econômicas? Que relações familiares são preservadas? Quais as relações com a comunidade? Existem laços de dependência entre tais proprietários e grupos de outros países? Os resultados de pesquisas nesta linha poderão cobrir uma lacuna nos estudos comunicacionais sobre quem – e como - controla os sistemas de comunicações.

### **A One-Way Flow: Prime Time Television Program Ownership in the United States**

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Politicians and scholars have long debated the significance of the flow of television programs across national borders. The United States promotes open access to foreign markets for such cultural products, while countless governments attempt to slow this flow in the name of cultural autonomy. This was most evident in the 1990s, when GATT negotiations were almost



derailed over American objections to film and television quotas and subsidies in Europe. Such policies slow the flow of American television programs in some settings, while the advent of cable and satellite services expedites it in others. The presence of the *CSI* franchise (*CSI: Crime Scene Investigation*, *CSI: Miami* and *CSI: NY*) in over 200 countries and territories around the world and the launch of a digital service in Britain devoted to American programs (*Five US*) is evident of the latter. While the United States government is not always victorious in trade disputes, the notion that media conglomerates must be massive to compete has fueled deregulation at home since the 1980s. In the area of television program production, the expiration in 1995 of the Financial Interest and Syndication Rules, implemented in the 1970s to curtail network ownership of programs, had the most dramatic impact. When Tapio Varis published his seminal work on the flow of television programs in the 1970s, the marketplace in the United States was altogether different. On the debut fall prime time schedules for the three broadcast networks—ABC, CBS & NBC—in 1976, the major picture studios and broadcast networks combined held a financial interest in 51.9% of the program hours with attributable ownership. In 2006, there were six broadcast networks—ABC, CBS, FOX, NBC, The CW and MyNetworkTV—and the number of attributable prime time hours has doubled from 53 to 106. These increases did not result in more independent production, however, as the major conglomerates—Disney, National Amusements, NBC Universal, News Corp., Sony Corp., and Time Warner—held a financial interest in 91.0% of the program hours (96.5 of 106). It is also important to consider the programs in which the conglomerates do not hold a financial interest. Professional wrestling accounted for two of the hours, with the rest attributable to "reality-based" programs, which have no established off-network syndication market. This group shares something else in common, as all remaining hours come from foreign producers. These programs could represent the counter flow of programs into the United States, but that is not the case, as each program is recast and remade for the American audience. The same is true of *The Office*, a sitcom that is an adaptation of the BBC hit of the same name and premise. The NBC version, however, is set in Scranton, Pennsylvania with an American cast. And true to the dominant flow of television program, it is seen in Britain on ITV2.

### **Concentration in the Media Industry: Towards a New Model for Media Production—The Case of the French Media Industry**

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Lesourd, J.B., Université de la Méditerranée, France

In this paper, we discuss the economic drivers of media production and concentration in the context of new information and communication technologies and globalization. The growing importance of 'new media' and of technological convergence are fundamental. Firstly, we examine the foundations of the economics of media production as related to globalization and technological advances. Obviously, economies of scale and scope are crucial in the understanding of media production, the organization of multimedia strategies and the emergence of transnational media conglomerates. These economic mechanisms lead to concentration and to decreasing numbers of public outlets. This phenomenon is enhanced by the two-sided characteristics of the media industry, inasmuch as media draw their revenues from both information and the advertising markets. Deregulation in the neighbouring industries such as the telecom industry and other high technology industries, and, more generally, the trend towards liberalization of international trade are of great importance for the media industry in global markets. The effects of liberalization is a critical issue inasmuch as the media were protected from competition, which used to be especially true of a number of countries, including France. Our view is that the media industry will undergo in the future a

very strong deregulation movement which is only beginning. In particular, the European Commission is contemplating much stronger deregulation for the European media industries. We apply our analyses to the specific case of the French media industry. After describing the economic and technological environments which are driving concentration phenomena in the French media industry, we survey the various aspects of concentration in a media-specific context. In the case of French newspapers, a high concentration is observed and is related to technological convergence with neighbouring industries such as the telecom industry and other high technology industries. Our paper aims at underlining the importance of the above economic environment, and shows the role of French-specific regulation concerning the press, and in particular daily newspapers. A paradoxical conclusion is that the French-specific regulation and deregulation at the international level both lead to concentration and to a decreasing number of, in particular, daily newspapers. While the French daily newspapers industry is declining, other segments of the market, such as the weekly press, and the technical press are, generally speaking, expanding and more profitable. At the same time, technological advances (internet and other 'new media') and the strategies of transnational groups enhance this trend towards increased concentration. The boundaries for this market are probably going to be almost completely redefined. Our paper highlights the international strategies of some France large media groups, which take advantage of this new and impose a new model for media production. Of course, we will also study the development strategies of large foreign media groups, such as the German group Bertelsmann, on the French markets.

### **Médias, Communication, Information: Célébrer 50 ans de théories et de pratiques**

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La presse française, qu'elle soit nationale ou régionale, traverse une crise structurelle marquée par de profondes mutations, certainement sans égales depuis la reconstitution qu'elle connut au lendemain de la Libération du territoire national, en 1944-45. Ce projet de communication s'inscrit comme une des prémices à la réalisation d'une vaste enquête empirique permettant d'établir un état des lieux rendu nécessaire par l'apparition et la montée en puissance de divers phénomènes complexes, imbriqués les uns dans les autres, à l'œuvre au sein de tendances lourdes et structurantes que sont les mouvements de marchandisation et de réalisation de la valeur, de concentration capitalistique, de financiarisation, de concurrence acharnée et/ou de complémentarité avec différents médias utilisant des supports les plus variés, que ce soit la presse gratuite d'information, la télévision, l'Internet. Notre proposition de communication ne traitera que d'un de ces phénomènes : la montée en puissance de la diffusion de la presse gratuite d'information et de sa mainmise sur une partie non-négligeable de la manne publicitaire. Depuis 2002, la progression de la diffusion de la presse gratuite d'information (PGI), selon les chiffres de l'OJD, est impressionnante : "Métro" revendique une diffusion totale de 440 000 exemplaires pour ses éditions de Paris, Lyon et Marseille et une audience de 1 266 000 lecteurs, *20 Minutes* annonce une distribution de 450 000 exemplaires chaque jour pour Paris et la proche banlieue. Cette diffusion s'avère fort inégalement répartie sur le territoire national puisqu'elle n'est réalisée que certaines zones urbanisées et fréquentées par un public constitué du "jeune actif urbain", repéré, grâce aux nouvelles méthodes de "géomarketing" et de "chrono marketing" et qui consomme et intéresse au premier chef les annonceurs. Selon les chiffres publiés, le 7 mars 2006 conjointement par l'Institut de recherches et d'études publicitaires (IREP) et France Pub, cette stratégie des groupes financiers Métro France (qui est détenu à 65,7 % par Métro International et à 34,3% par TF1) et *20 Minutes* (dont la propriété est répartie à 50% pour chacun des actionnaires : les groupes suédois Kinnevik et Ouest-France, premier quotidien français par son tirage), s'avère fort

payante. Si les recettes publicitaires nettes de la presse ont affiché en 2005 le plus fort taux de progression à 1,5%, ce résultat n'est dû qu'à la très forte poussée des journaux gratuits (+8,5%) qui dépassent pour la première fois le milliard d'euros de recettes, soit un montant supérieur aux performances des quotidiens régionaux (en amélioration de 2,7%), et trois fois plus important que celui des quotidiens nationaux, en recul de 4,1%. À première vue, le pari de faire vivre un type de presse d'information uniquement par des ressources publicitaires semble en passe d'être provisoirement gagné. Mais au prix de quelles conséquences ? Faut-il, par exemple, donner crédit aux propos du directeur du *Monde* lorsqu'il affirme que le lancement, le 6 février dernier, du quotidien gratuit *Matin Plus*, financé par le quotidien du soir et le groupe Bolloré « est susceptible (...) d'inciter à la lecture de la presse payante en général et en particulier à celle du *Monde* »

### **Quelles rencontres possibles entre industrialisation de la formation et industries culturelles ?**

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Cette proposition pose la question des modes d'industrialisation du secteur éducatif et du rapprochement de ces modes de ceux qui prévalent dans les industries culturelles en général. Des processus de médiatisation, optimisation, rationalisation, servuction<sup>1</sup> sont perceptibles à travers le déploiement de dispositifs éducatifs et quoique intervenant de façon singulière, ils alimentent l'idée d'un rapprochement avec les industries culturelles puisqu'elles permettent la séparation du producteur et de son produit. Les processus en cours relèvent de mutations idéologiques, technologiques, institutionnelles, économiques, politiques et sociales, ce qui explique le choix pris dans notre travail de conduire une analyse croisant l'étude des discours appréhendés comme des représentations idéologiques<sup>2</sup> et l'observation des formes de concrétisation. Pour ce faire, seront pris en compte, à la fois, des tendances macro-économiques qui pèsent sur la détermination d'une économie d'ensemble du secteur et ce qui se joue, au niveau meso et micro, au sein des expérimentations en matière de dispositifs technologiques éducatifs. Notre travail reposera sur le suivi de nombreux dispositifs analysés entre 1996 et 2005 dans l'enseignement supérieur et au sein des entreprises (Combès 2001, 2004, Combès, Moeglin, 2005 ; Combès 2007). Nous partirons de l'hypothèse selon laquelle les actions en cours s'inscrivent dans une dynamique de performativité et un processus de technologisation industrielle<sup>3</sup>. Il convient dès lors de voir dans quelle mesure l'objectivation de la prestation éducative se réalise au travers des projets de technologies et en quoi et jusqu'où ceux-ci se soumettent aux enjeux de valorisation financière. Pour ce faire nous structurerons notre analyse à partir de trois questions problématiques : Premièrement, dans quelle mesure la formation et l'éducation peuvent-elles être tenues pour une composante des industries culturelles et possèdent-elles en propre quelques caractéristiques qui ne se retrouvent pas dans les autres composantes de ces mêmes industries ? Deuxièmement, l'industrialisation étant associée à une technologisation, dans quelle mesure est-elle le lieu de médiations multiples capables de cristalliser et exacerber la confrontation des visées des industriels, des éducateurs, des responsables politiques et décideurs, etc. et d'engendrer des formes inédites de médiations ? Troisièmement, dans quelle mesure les processus d'industrialisation et de marchandisation affectent le cadre d'usage en place et les modes de pilotage ? Ainsi, des acteurs investissent l'idée d'un mode de distribution de savoirs à la carte, en fonction de la demande, logique qui va à l'encontre de celle de programmation *a priori* de contenus qui fait jusqu'ici référence, ils prônent de surcroît une recomposition du champ qui impliquerait des interférences inédites entre monde de l'éducation-formation et ceux du savoir et de la culture. Dans quelle mesure, les types de fonction d'intermédiation qui se dessinent dans ce secteur introduisent des mécanismes spécifiques d'accumulation de la valeur et

appellent une nouvelle logique socio-économique, le courtage qui pourrait devenir une référence pour les industries culturelles. Nous procéderons en trois temps. Nous déterminerons tout d'abord en quoi l'éducation et la formation ne peuvent pas être complètement assimilées aux industries culturelles. Nous explorerons ensuite les raisons pour lesquelles la question du changement de paradigme éducatif devient centrale pour comprendre à la fois les voies qui envisagent un rapprochement ou des intersections entre l'industrialisation de la formation (ou de l'éducation) et les industries culturelles, et les voies alternatives. Ces analyses préalables nous conduiront à définir les questions que pose l'industrialisation de la formation aux industries culturelles concernant l'éventuelle définition d'une industrie de la connaissance.

notes:

1. Le terme de servuction a été développé par Eiglier, Langeard, 1987. Cela correspond comme nous le soulignons avec E. Fichez (1996) au fait que l'apprenant devient co-producteur du service, ce qui le définit « comme un acteur dont on attend qu'il soit capable de diagnostiquer ses besoins, de définir son parcours – avec ou sans l'aide d'un tiers – et comme le consommateur d'un service, marchand ou non, ciblé et formaté à sa mesure ».

2. Représentations idéologiques qui correspondent à des éléments de légitimation des stratégies d'acteurs.

3. La technologisation correspond au mécanisme de substitution du capital au travail, par lequel des dispositifs techniques économisent des moyens humains, avec cette précision importante que la technique ne peut pas être considérée un instrument neutre puisqu'elle incorpore des représentations sociales.

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### **Réglementation et régulation: deux perceptions de la dimension territoriale des télécommunications.**

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La dimension territoriale des télécommunications est mal appréhendée par les acteurs politiques, (Bouquillion et Paillart, 2006), ainsi que par les acteurs économiques et sociaux. Cette méprise explique pour quelle raison l'étude des mutations liées à la libéralisation des

télécommunications produit des conclusions aussi paradoxales. Est-il réellement étonnant qu'après vingt ans, les mouvements de « dérégulation » aient abouti, outre atlantique à la disparition du géant historique AT&T (Musso, 2005), et en Europe et dans une certaine mesure au Japon, au renforcement des anciens monopoles historiques ? Afin d'introduire une concurrence dans le secteur, et « laisser-faire le marché », le régulateur devrait « obliger », l'opérateur historique à se comporter, comme il le ferait s'il n'avait pas bénéficié d'une réglementation, lui ayant permis de ne pas avoir à se soucier des forces du marché jusqu'à un passé récent (Curien et Gensollen, 1992). Cette ambiguïté apparente, conduirait selon les pays considérés, soit à la consolidation d'une rente de monopole, au profit des opérateurs historiques, soit au contraire à la formation d'une « rente de régulation », au profit des nouveaux entrants (Flacher, Jennequin, 2005). L'analyse comparative des discours relatifs à la réglementation et à la régulation, mène vers des conclusions différentes. Elle met en évidence la difficulté des acteurs à penser à la fois les spécificités économiques et sociales des territoires et leurs relations. Ainsi les tentatives de définition des règles du jeu à un niveau global, s'opposent aux comportements des acteurs, qui construisent leur position et leur stratégie au niveau local. Occultée par des réglementations, qui tendent à homogénéiser les modalités de la concurrence au niveau mondial, cette dimension locale est pourtant le lieu de manifestation des conflits et de construction sociale de leur dénouement. Plusieurs développements récents de la téléphonie mobile dite avancée, conduisent à discuter plus précisément des dimensions territoriales dans lesquelles les industries des télécommunications des celles des contenus ont ancrées leurs spécificités.

### **Le Web collaboratif et les produits culturels et informationnels**

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Le Web collaboratif connaît aujourd'hui un important développement. Les acquisitions de My Space par News Corporation en 2005 et en 2006 celle de You Tube par Google constituent autant de figures emblématiques de l'irruption de ces sites et des acteurs du Web dans l'économie de l'information, de la communication et de la culture. Ces sites offrent des contenus « amateurs » produits directement par les internautes. Ils permettent également d'accéder à des contenus culturels ou informationnels produits par les industries culturelles et médiatiques (ICM). Ces contenus « professionnels » peuvent être intégrés dans les productions amateurs. Ils peuvent aussi être offerts de manière distincte. Les sites du Web collaboratif assurent également la promotion de ces produits en diffusant différents clips ou bandes-annonces. Le développement de ces offres donne lieu à des discours aux accents prophétiques qui ne sont pas sans rappeler les discours tenus à la fin des années 1990 annonçant l'absorption des industries culturelles et médiatiques par Internet. Quels sont les enjeux soulevés par le Web collaboratif pour les produits culturels et informationnels ? Le Web collaboratif est-il une nouvelle filière des ICM ? Remet-il en question les conditions d'activité à l'œuvre dans les ICM ? Afin de penser ces enjeux, il convient, tout d'abord d'analyser quelle place tiennent les contenus culturels et informationnels professionnels dans l'économie générale de ces sites et quelles sont les importances respectives des contenus amateurs et des contenus professionnels et, parmi ces derniers, si certains contenus sont offerts de manière exclusive sur les sites du Web collaboratif. Ensuite, à partir d'une sélection de produits de musique enregistrée et de produits audiovisuels et cinématographiques, il est possible d'étudier le rôle tenu par les sites du Web collaboratif par rapport aux autres modes de diffusion et de valorisation de ces produits dont les différentes plates-formes articulées au Web (les sites Web des fournisseurs de contenus, des fabricants de matériels grand public, d'autres acteurs du Web tel Yahoo, etc.) Les modes de valorisation devront être analysés ainsi que leur éventuel impact sur les modes de création des contenus. Ensuite, il convient

d'examiner comment s'insère le Web collaboratif dans l'économie-monde de la communication et si, sur ce plan, il présente des spécificités par rapport aux ICM. L'attention doit porter sur les formes de spatialisation portées par les différents sites du Web collaboratif étudiés. Quelle est la place des services et contenus à portée locale et régionale par rapport à ceux à dimension nationale ou transnationale ? De même, ces sites s'insèrent-ils dans l'économie non marchande, comme la présence des contenus dits collaboratifs pourrait le laisser croire ? Ou sont-ils intégrés dans le capitalisme (tel que le définit Braudel) ? Dans ce cas, comment la présence de contenus légaux et illégaux mais aussi les dispositifs de la publicité sur Internet, qui agrègent des trafics dispersés et qui drainent ces trafics vers des propositions publicitaires et commerciales concourent-ils à l'intégration du Web collaboratif au sein du capitalisme ? Quel regard les acteurs financiers portent-ils sur ces activités aujourd'hui au cœur d'une nouvelle bulle spéculative ? Quelles représentations idéologiques de la culture, de l'information et de la communication produisent ces sites ? Ces représentations accompagnent-elles les mutations à l'œuvre au sein des ICM ? Les questionnements et résultats qui seront présentés sont, pour partie, le fruit d'une recherche collective en cours sur la diversité dans les filières d'industries culturelles. Ce programme, financé par le ministère de la Culture, est conduit au sein de la MSH Paris Nord en lien avec des partenaires nationaux (de Lille et de Grenoble et de Paris) et internationaux (Québec). Les sites étudiés présenteront des caractéristiques différenciées sur les plans de la taille, de la portée spatiale, du mode de propriété, du chiffre d'affaires, des contenus et services hébergés.

### **Les industries éducatives à l'école des industries culturelles. Le cas du courtage dans les campus numériques**

Mœglin, Pierre, Université Paris 13, France

Mon analyse partira du constat suivant : un rapprochement s'esquisse aujourd'hui entre industries éducatives et industries culturelles et médiatiques. Ce qu'il y a de surprenant dans ce rapprochement tient à ce que, relevant de deux mondes qui s'ignorent le plus souvent, les outils et médias de l'éducation et ceux de la culture, de l'information et de la communication, passent ordinairement pour avoir des modes d'existence et pour se prêter à des usages séparés et antagonistes. Or, tel n'est plus le cas, si les deux types d'industrie donnent l'impression de s'apparenter, sous le régime de leur commune ré-industrialisation numérique. De ce constat, qui reste évidemment à confirmer, découle une question sur les trajectoires des deux industries, culturelles et médiatiques d'une part, éducatives d'autre part, et sur leurs convergences éventuelles, à la lumière de la soumission tendancielle de leurs modes respectifs de production et de reproduction aux principes et modalités d'un monde industriel lui-même en mutation. Alignement des secondes sur les premières ? Ou, à l'inverse, adoption par celles-ci de modes de fonctionnement que celles-là expérimentent en premier ? Pour répondre à ces questions, mon analyse s'attachera, dans un premier point, aux conditions dans lesquelles certains campus numériques expérimentent le modèle du courtage. Le principe est le suivant : un intermédiaire met en relation, d'une part, un ensemble de cours en ligne et de prestations diverses à distance et en présentiel (tutorat, corrections, validations, etc.), préalablement agrégés par ses soins, et, d'autre part, un ensemble d'étudiants (en formation continue) répartis dans différentes universités formant un réseau. L'organisation permet à chaque université de conserver ses stagiaires, tout en assurant une offre commune à l'ensemble du réseau et une formation quasi sur-mesure à chaque étudiant. Entre l'offre et la demande, le courtier joue un rôle central, d'intermédiaire, de tiers de confiance et d'animateur d'une structure dont, pour l'essentiel, la viabilité dépend de son efficacité. Dans un deuxième point, et du côté des industries culturelles et médiatiques, je m'intéresserai aux origines de la fonction de courtage :

très actif dans le marché de l'art, au XVIIIe siècle, le courtier y survit de nos jours à travers les figures du commissaire priseur et chez certains galeristes. Mais c'est davantage du côté de l'industrie de l'information, avec des moteurs de recherche comme Google, et dans certains portails qu'automatisée et métamorphosée, la fonction de courtage trouve, aujourd'hui, une nouvelle jeunesse. Dans un troisième point, je reviendrai aux industries éducatives pour suggérer que, certes, le contexte pédagogique et institutionnel d'un enseignement modularisé et virtualisé est favorable au développement du courtage. Toutefois, la mise en œuvre concrète de cette fonction pose des problèmes techniques et institutionnels importants : le courtage ne peut donc être, à ce stade, qu'une fonction complémentaire d'autres fonctions de valorisation, et certainement pas le vecteur privilégié d'une économie de la connaissance fondant industries éducatives et industries culturelles et médiatiques dans un seul et même ensemble.

### **Pour une méthode communicationnelle d'analyse des ressources numériques**

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Comment rendre compte des ressources numériques, spécialement dans le champ éducatif, selon une méthode rigoureuse qui puisse avoir une portée au-delà du corpus retenu ? Il ne s'agit pas dans cette communication de proposer une grille d'analyse de plus censée être applicable à tous les outils ou médias numériques mais de développer, à partir d'un corpus bien choisi, une méthodologie susceptible d'être réinvestie dans d'autres contextes. Nous partirons d'une analyse sémiologique classique pour décrire les premiers écrans de *L'université en ligne*<sup>1</sup> que nous prendrons comme référence. Nous ferons appel aux notions de dénotation et de connotation magistralement appliquées à l'analyse d'une affiche publicitaire par Barthes (1964). Mais nous rencontrerons vite la nécessité d'introduire les notions de lecteur modèle et d'intention développées par Eco (1985) pour les adapter à un type de lecture particulier, celui des « écrits d'écran » (Jeanneret, Souchier, 1999). Nous verrons alors que les discordances repérées à l'écran, loin d'être accidentelles ou anecdotiques, renvoient à des conflits d'intention entre des auteurs multiples dont la mise au jour nous permettra de questionner les conditions de production du programme et, symétriquement, d'analyser la place de l'utilisateur qui y est postulée. En d'autres termes, cette démarche nous conduit, à partir d'une approche sémiologique, à élaborer pas à pas une méthode hybride permettant d'orienter le regard. Cette méthode suppose, outre le choix d'un corpus significatif, de définir ce que l'on veut voir et de choisir un angle d'étude. C'est ici que la notion d'« industrialisation de la formation » développée par Mœglin (dir., 1998) montrera toute sa valeur heuristique.

Note 1:

Il s'agit d'un programme réalisé par des universités membres du Réseau Universitaire des Centres d'Autoformation (RUCA), soutenu par le ministère de l'Éducation nationale, réunissant des contenus scientifiques des 1<sup>er</sup> cycles universitaires. L'ensemble regroupe aujourd'hui 47 modules (19 en mathématiques, 13 en physique, 10 en chimie, 5 en biologie).

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## **From Hollywood to ‘Wellywood’: A Political Economy Study of New Zealand as a Location for Global Hollywood**

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New agglomerations of Hollywood production are increasingly incorporating peripheral locations such as New Zealand. In this context, the New Zealand film industry has become a location for ‘runaway production.’ This has generated a huge amount of activity, discussion and ‘hype’ in relation to domestic feature film production, particularly in the wake of *The Lord of the Rings* (dir. Peter Jackson, 2001, 2002, 2003) trilogy and its international success. This has led some filmmakers, financiers and policymakers to argue that the rise of a global entertainment industry is diminishing the traditional centralised power of Hollywood and creating new opportunities for international filmmaking outside the US. However, this paper will argue that such optimism is largely illusory. The continued concentration and economic domination of the US studios is reinforced by their adaptation to changing global conditions. Partial out-sourcing of production has enabled cost reduction but does not represent a relinquishment of power. As David Morley and Kevin Robins argue, vertical integration and globalisation are dominant forces in the Hollywood cultural production system and these forces enable only partial disintegration and localisation. Here I will argue that critical political economy enables an analysis of the structures of profit making and power in the mainstream film industry as it seeks to out-source production, lower costs, recruit creative talent from peripheral locations and co-opt local governments into its international production strategies. These strategies will be analysed in relation to the political economy of the New Zealand film industry. Recent initiatives of the New Zealand government have been embodied in the ‘Brand NZ’ slogan that has been employed to promote New Zealand as a desirable location for global film production (in competition with other film locations). The objectives of global Hollywood and an ill-resourced and dependent film industry coalesced with striking clarity during the production of the *The Lord of the Rings* trilogy. A complex ‘partnership’ developed between a Hollywood studio, New Line Cinema and the New Zealand government. This was represented within a highly optimistic set of official discourses; the New Zealand film industry and its workers were apparently, entering a new era of independence and autonomy. More recent developments in the New Zealand film industry – new high-profile productions such as *King Kong* (dir. Peter Jackson, 2005) and *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe* (dir. Andrew Adamson, 2005) and the revelation that Peter Jackson is now suing New Line Cinema over the profits of the first film in *The Lord of the Rings* trilogy – further suggest that the ‘appearance forms’ of flexibility, autonomy and independence concerning the New Zealand film industry effectively reinforce the new economic imperatives of global Hollywood – risk minimisation, profit maximisation and the maintenance of corporate control through complex financing, distribution and exhibition deals. A critical political economy communication approach will be employed here because it analyses the centralisation and concentration of capital as well as corresponding processes such as globalisation, commodification, spatialisation and the role of the state in these processes. From this perspective my critical analysis of the complex interactions between Hollywood and the New Zealand film industry will identify the underlying structures of power which drive the new production strategies of global Hollywood.

## **Selling the Second Self: Cultural Capital, Social Networking and the Commodification of Identity**

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In her ground breaking work on the nature of identity and technology, Sherry Turkle reminds



us that who we are is reflected back to us through our technology. These "second selves" have not only allowed us to explore who we are but to exploit it. The popularity of sites like MySpace.com, Facebook and YouTube, all rely on the commercialization of identity. Each takes advantage not only on treating identity as commodity but also on the virtual embodiment of social and cultural capital. How one appears online and who notices has become increasingly important: the representation of identity has become big business. And cases such as the rise to and fall from grace of internet celebrity lonelygirl15 seems to indicate that it is less authentic identity that matters than its appearance. Drawing on the work of Pierre Bourdieu, this paper examines the manufacture, commodification, and exploit identity as a cultural commodity.

### **From Cinephilia to Cinephagy: The Multiplex in France**

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Andre Malraux famously wrote that cinema is both an art and an industry. In the late 1950s, as Minister of Culture, Malraux introduced a number of reforms in the Centre National de la Cinematographie on both sides of that divide. The *compte de soutien* was a special financial account funded by a tax on box office receipts. Most of the funds went to film producers automatically based on the success of their films in the theaters. A smaller but crucial amount was a selective fund loaned to proposed films on the basis of their potential artistic merit. Thus, the "aide automatique" was the industrial strut, the "aide selective" the artistic strut. Many of the early New Wave films received funding from the "aide selective." Over the years, the French government has continued to straddle that divide between art and industry, often somewhat erratically, shoring up one and then rushing to shore up the other. But those were still heady times for Western filmmaking. In France, attendance topped 400 million in 1957. Attendance has been plummeting ever since, dropping to 200 million in 1982, then 119 million in 1992. Production followed a similar if less dramatic path. While the *compte de soutien* shrank in direct proportion to attendance, privatization of television in 1984 came with a tax on television stations to invest in film production, the revenue going directly into the *compte de soutien*. Throughout the world, audiences have deserted the movie theaters, and in most countries, the film industries have followed that trend—with the infamous exception of France. Following the French—and European—victory in the GATT negotiations of 1993, French film has shown a remarkable recovery over the past 15 years, particularly when measured in quantitative industrial terms. Arguably, the industrial thrust has come from the multiplex boom, one typically fuelled by real estate investment and sales of non-film products, from the candies, popcorn and refreshments in the theaters to the malls and shopping centers in proximity. Regions have often encouraged this boom in the hopes of reviving local economies. But as multiplexes have brought audiences back to the theaters, they have also drawn spectators away from art cinema theaters, known as theaters d'art et essai. Not only do multiplexes offer amenities and sell bulk admission passes, but they have increasingly shown the popular art or "auteur" films that art cinemas have depended on for years to subsidize their more artistically ambitious programs. The paper will consider to what degree the industrial imperative has tipped the industry/art balance. With so many objective signs of industrial success—number of films produced, investment in film, number of theaters, size of audience—have the authorities effectively accepted the logic of vertical oligopoly, of vertically integrated national champions? Has art cinema been bureaucratically drained of meaning, so that its numbers thrive on paper, but its status and significance wither, forfeiting any claim to art, the constant rationale for the largesse showered on it by the state.

## **The City of the Spectacle: Globalizing Shanghai**

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This paper investigates the political economy of spectacularization of a Chinese global city, Shanghai, in the context of neo-liberal globalization. My inquiry focuses on the interwoven relationship among the spectacle, the global city and the state official ideology. On the stage of globalization, cities have become the sites of competition for the concentration of flexible global investment money, new technology, and cultural industry in order to enhance the spatial articulation of the global economy. Becoming a 'global city' is the essential goal in the harsh reality of the new run inter-urban competition. Cities, not only have capitalized on the traditional role as a financial center, but also adopted the strategy of what David Harvey called the 'mobilization of spectacle' to boost their global status. In this sense, the production and reproduction of spectacle, such as dazzling shopping arcades, festive theme parks, glitzy urban projects, and ephemeral spectacular events, is essential for the project of this sort. The underlining ideology stands tenaciously in neo-liberal capitalism that is in favour of commodification and entrepreneurship. This paper will shed light on the historical trajectory of China's official ideology and its relation to spatial economy. In Shanghai's case, the city has transformed from a Maoist socialist producer city to a Deng's (Xiaoping) neo-liberal global city. Given to this context, the city's emerging role as a 'global city' is propelled not only by the formidable force of inter-urban competition but also is legitimated by the official ideology of the party-state. After Deng's regime's ideological assertion toward neo-liberalism in 1992, Chinese government has actively promoted Shanghai into the hierarchy of global urban order by launching a mega urban project, Pudong Lujiazui New Area, staging global events, such as the Global Fortune Forum and the APEC meeting, and erecting the urban spectacles as new attractions on the ruins of the past. However, the spectacularization and commodification of urban space further polarizes the social and economic classes in Shanghai. This paper will also closely examine this contradiction by revealing the power and ideological struggle among the state, corporation, and the people.

## **Representations of Media Production: Hollywood "Making of" Documentary Features and the Disappearance of the Working Class**

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Although the production of Hollywood motion pictures is a collective effort of hundreds, if not thousands, of media workers, this reality is generally obscured by the relentless focus of the popular media on a few star actors and directors. With the rise in popularity of reality television, however, images of creative labor in the motion picture industry have become more and more prominent through their strategic deployment in "behind-the-scenes" television programs, Internet websites and blogs, and "bonus" feature documentaries on DVD releases of these films (see Caldwell, 2006). As DVD sales have skyrocketed in the last five years (from \$4.53 billion in 2001 to \$7.4 billion in 2005, according to Video Business magazine), studios have included bonus features on these releases, including sophisticated video documentaries about the "making of" the feature film. There has been little if any systematic analysis of these bonus documentary featurettes (see Brookey and Westerfelhaus, 2005). This is perhaps understandable given that, at first glance, their purpose as a marketing tool is transparent. Indeed, these documentaries are filled with exuberant hyperbole about the entertaining qualities of the film, accompanied by gee-whiz exposes of dangerous stunts and complex computerized special effects. Along with this crass promotional purpose, however, these documentaries also make implicit claims about the nature of creative labor in Hollywood by systematically underrepresenting some forms of labor, emphasizing creativity

and individual autonomy over logistical and market concerns. This paper explores how the realities of industrialized production in Hollywood are systematically erased and distorted by these “making of” features. These patterns are revealed through an analysis every “making of” documentary produced for the top-renting 25 DVD releases of 2005. Several trends are captured in this analysis. First, these documentaries privilege the role of white collar or “no collar” creative work. The scenes reveal media professionals in posh conference rooms and computer-dominated workspaces exercising their imaginations about sequences in the films. Though it is integral to the operation of Hollywood, there is no depiction of the role of “below-the-line” workers or organized labor in the production process. As a result, these documentary featurettes reify a long-standing (and misleading) conceptual schism in communication theory between intellectual and manual labor (Schiller, 1996). These featurettes argue implicitly that the creative labor involved in making motion pictures is unique and special, and therefore not subject to the same toil or sacrifice as physical labor. Additionally, while the international outsourcing of creative labor has become a fundamental economic reality of the Hollywood business model (Miller, Govil, McMurria, Maxwell, & Wang, 2005; Wasko, 2003), these documentaries portray film production as a U.S. domestic endeavor using domestic creative labor. The essay concludes with further reflections on the ideological aspects of these images of creative labor, and how they may undermine public awareness of the importance of organized labor in transnational media production.

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#### **“The NSA Set You Up”: Ideological Representations of Surveillance in Enemy of the State and The Bourne Identity**

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This paper discusses contemporary manifestations of national-international surveillance with reference to *Enemy of the State* (dir. Tony Scott, 1998) and *The Bourne Identity* (dir. Douglas Liman, 2002). It provides a political economy analysis of contemporary global surveillance and an ideology critique of how monitoring is represented within the two films. State surveillance has been a central feature of both nation-states and international security networks. However, recent world-wide events, technological developments and governmental policy shifts associated with national security have increased the scale and intensity of monitoring networks. In the climate of fear and suspicion which followed the Al Queda attacks of September 11th 2001, domestic policing around the world has become increasingly militarised and legislative changes have curbed civil liberties in the pursuit of a “safer” society. Pre-existing international surveillance networks were strengthened as part of the so-called “war on terror” and are underpinned by US imperialistic objectives. The prospective growth of globalised surveillance networks will require careful analysis from political economists of communication. Popular cultural understandings of surveillance condition the extent to which monitoring is accepted or rejected, used and understood. In this respect I will outline how mainstream cinematic representations of state surveillance depoliticise routine

practices of monitoring within everyday life. The global reach of the Hollywood industry makes it fertile ground for ideological critique. The mass production, distribution and export of Hollywood fare has saturated the world market during the twentieth century. Consequently *Enemy of the State* and *The Bourne Identity* are important films because together they encapsulate recent mainstream cinematic portrayals of surveillance from within the action/thriller genre. *Enemy of the State*, in particular, remains the definitive mainstream surveillance-based film to date. While *Enemy of the State* justifies the use of surveillance networks in American (urban) spaces by portraying domestic security as a “war” against terrorism, *The Bourne Identity* highlights U.S. capacity to build and deploy global surveillance grids. Technologically, both films illustrate the connections between remote, supra-territorial surveillance (satellites and GPS) and local surveillance via cell phones and police-installed CCTV. Thematically, both films deal with the impact of surveillance on “humanness”. *Enemy of the State* highlights the relationship between surveillance and human behaviour whereas *The Bourne Identity* reveals how surveillance constructs human subjectivity itself. Both films initiate a discussion of surveillance and its human consequences and then blandly propose humanness itself as the antidote to rule by surveillance. Although these representations illuminate the pervasiveness of monitoring in contemporary society, their critique of surveillance practices is more apparent than real. Like an expert public relations job, *Enemy of the State* and *The Bourne Identity* acknowledge the abuses and social intrusiveness of surveillance webs, but rework those concerns within an official perspective. Most notably, the prevailing view in both films is that benevolent, state surveillance is directly effective in curbing threats to national security and is centrally important in a free democratic society.

### **The Economics of Information: new competitive patterns, the surfacing of a non mercantile sector and new governance modalities**

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Observing the recent evolution of the distribution modalities and the social appropriation of cultural and informational products and services, this paper intends to analyze the present-day competitive patterns, the development of a non mercantile segment and the new regulation modalities of this specific sector. The first section (a) studies the characteristics of the new competitive patterns, (b) analyzes the attributes of the peer to peer networks, stressing their non mercantile components, (c) shows, from the prior standpoint, how takes place a redefinition of the mercantile/non mercantile dichotomy. The second section examines the economic and social logics established in this kind of network, (a) showing, also, how the analytical tools provided by the Economics of Information allows a better understanding of the costumers’ behavior in such networks, (b) studying the actual operation of the peer to peer networks with regard to the production and distribution of mechanical music, and (d) inquiring into the relations between the phonographic industry and the peer to peer networks, focusing on the importance of Intellectual Property Rights as a key element in this sector.

### **Information Technology and the Modern Pharmaceutical Industry**

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The pharmaceutical industry has been largely excluded from political economic analysis of communication and informational technology industries. But information is at the heart of the modern pharmaceutical industry’s business model and the pharmaceutical industry has played a constitutive role in the transition to “informationalized capitalism.” This paper examines the informational aspects of the pharmaceutical industry and argues that the transformations in its

knowledge production processes parallel many of the changes taking place across a broad array of industries in the informational and communications sectors, from libraries and universities to agricultural production and telecommunications industries. I consider three informational dimensions of the pharmaceutical industry. First, bringing new medications to market now requires a substantial investment in research and development. As a result, protecting intellectual property has become a central part of the industry's revenue generation. Second, information technology (IT) has been central to two related developments in the pharmaceutical industry: the emergence of an infrastructure to conduct clinical trials on a global scale, and the formation of an ethical and regulatory infrastructure. IT systems have linked disparate industry activities across national borders and have made global research socially possible through a form of ethical public relations. Third, marketing has come to occupy an ever more central role of pharmaceutical industry business models. Companies often begin creating brand identities for drugs even before they have demonstrated their effectiveness, and marketing budgets are now twice that of research budgets at some of the largest companies. In sum, the pharmaceutical industry is currently operating in a globalized, market-driven environment. Industry brokers, (notably, Dennis Gillings, CEO of the large contract research organization Quintiles) view pharmaceutical clinical research as an information management rather than a medical research endeavor. These developments in the industry are significant, as they have enabled a broader range of global resources—for example public hospitals, academic researchers and patients—to be drawn into a market-based accumulation process.

### **Information Society in Brazil: From Inclusion Initiatives to Public Management's Challenges**

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Yuri Passos, Mateus, CNPq, Brazil

Since the second half of the 20th century, the information and communication technologies (ICT) had advanced in a quick and sudden way. From valve television and room-filling computers, there are now thin LCD monitors and compact, portable laptops. Through Internet, there was a media confluence by combining text, radio and audiovisual broadcasting. Communication via WorldWideWeb became decentralized, theoretically guaranteeing to anyone the possibility of expressing and communicating. On the other hand, low purchasing power and lack of education leave a wide layer of the world population (90%) aside from the possibilities of enjoyment, discussion and creation in cyberspace. This is called digital divide, a process that creates an abyss beyond instrumental level. This scenery is mirrored in Brazil, a country marked by clamorous social differences and which is today the 8th country in the world in registered hosts (6.438.501) and the 6th in registered national domains, exceeding the mark of a million of .br registers in October 2006. While it quickly joins and actively participates of the Information Society, the nation occupies the 69th place in the Human Development Report (HDR) pointed by UNO, having 11,4% of its adult population constituted by illiterate people. The problem of connectivity and access to the ICT gets worse by the lack of understanding and ability in technological equipment handling. This communication sights to present and questioning Brazilian initiatives of digital inclusion in the perspective of the political economy, to debate state strategies of promotion and cooperation in projects of digital inclusion, as well as displaying the challenges of the management of the involved information and communication in a process where, more than offering points of access to the world-wide net of computers, the education and the critical formation they must beyond offering access points to the world-wide net of computers, education and critical formation must be motor forces for guaranteeing the population its

rights of virtual citizenship. It has been mapped and analyzed initiatives of inclusion on the part of the government, companies and non-governmental organizations, in view of the premises that the State presented in the Green Book of the Information Society Program in 2000, which searched to establish criteria for promotion and use of the ICT and its integration in social life. Actions implemented in a recent period were evaluated, under the concern to identify such actions in order to evidence experimentation of methods and processes of work with the ICT, creativity foment ahead of resources scarcity, partnerships between public and private sectors, the quest for digital education/literacy and the ICT potentialities. The initiatives found present real intention in democratizing the access and using conditions of the ICT, but there was found was identified a lack of adjusted politics to implant this process in an efficient way. Opposing premises presented in the Green Book, the Brazilian government acted superficially in its actions in favor of the country's inclusion in the Information Society, generally restricting it to e-gov.

### **Políticas de sociedad de la información y desarrollo local: El discurso de la participación ciudadana y la gobernabilidad en la UE**

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La presente comunicación resume las conclusiones del estudio realizado para la Comisión Europea sobre Nuevas Tecnologías de la Información y Participación Ciudadana en el proyecto comunitario de la red URBACT CITIZ@MOVE. En la investigación, titulada "Nuevas tecnologías de la Información, participación ciudadana y desarrollo local", se analizan las formas de democracia participativa en diez ciudades europeas (Sevilla, Graz, Derry, Toledo, Cosenza, Misterbianco, Siracusa, Valencia, Pecs y ASDA-Atenas) visualizando, entre el año 2004 y 2006, el conjunto de buenas prácticas y las experiencias que las autoridades locales pueden capitalizar para avanzar en el desarrollo de la ciberdemocracia. A partir de un análisis crítico del discurso sobre la Democracia Participativa y las Nuevas Tecnologías de la Información en los programas de e-Gobierno en Europa, el texto explora las formas concretas de articulación de la democracia digital en ciudades de la Unión Europea, abordando las políticas gubernamentales en materia de democracia participativa en las redes digitales y la identificación de los factores y obstáculos al desarrollo de las nuevas potencialidades de las tecnologías telemáticas a nivel local, apuntando claves fundamentales para el cambio de las lógicas de intermediación en el gobierno y las políticas públicas. Desde un enfoque económico-político, la presente comunicación trata, en consecuencia, de introducir un análisis crítico de las políticas de Sociedad de la Información en esta materia, atendiendo al contexto de determinaciones múltiples de la sociedad capitalista y a las estrechas relaciones hoy existentes entre el proceso de comunicación pública y las lógicas de acumulación y concentración de capital social y cultural que determinan directamente las condiciones de trabajo y las necesidades de calificación de los sistemas productivos y las propias culturas y unidades territoriales de valorización económica. En este marco, el estudio concluye señalando la notoria ausencia de políticas públicas a nivel municipal sobre Sociedad de la Información y la instrumentación del rol activo de la ciudadanía en los actuales proyectos de modernización tecnológica y desarrollo local según la lógica de valorización y acumulación de capital económico y simbólico que generan las actuales dinámicas de posicionamiento de las ciudades en la Sociedad Global del Conocimiento.

## **Communication sur le risque et concertation**

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La présente étude va rendre compte d'une partie d'un travail de thèse<sup>1</sup> portant sur les discours des organisations participant à la construction de l'environnement et du développement durable en France. Il s'agira ici de se focaliser sur les discours émanant d'une pratique particulière de communication encadré par le législateur, celle d'une Commission Locale d'Information et de Surveillance (CLIS), de niveau départemental, concernant plusieurs établissements industriels spécialisés dans le traitement des déchets ménagers (la CLIS de Vert le Grand – Essonne). Le sigle CLIS est en fait réservé au secteur du déchet sur lequel nous allons tout particulièrement nous centrer. L'organe de communication que nous allons étudier, souvent dénommé organe de concertation, relève, en France, de la volonté de moderniser les pratiques de la démocratie dans un contexte fort de décentralisation. Ce type d'organe de communication constitue une forme légale de participation des citoyens à la vie démocratique, notamment à travers la présence des milieux associatifs qu'il appelle. Il a pour objectif de faciliter la réalisation locale d'un objectif d'intérêt général, concernant par exemple le traitement des déchets, ou bien la sécurité des personnes, ou encore leur approvisionnement en énergie. Ces dernières années, en France, près de 600 commissions locales d'information ont été créées, et cela conformément aux dispositions législatives et réglementaires en vigueur. Ce type d'organe de communication rassemble en son sein des représentants des trois pôles de la sphère économique tels que définis par Karl Polanyi : sphère monétaire (exploitants), sphère non marchande (administrations), sphère non monétaire (associations). Elle y inclut également une autre sphère, que nous pourrions qualifier de sphère politique, à travers la présence d'élus politiques locaux. Une CLIS comprend ainsi toujours, et ce, de façon obligatoire, ces quatre types de membres. La mission d'accroissement démocratique au niveau local auquel est lié la création d'une CLIS n'est pour autant jamais affirmée en tant que tel dans la CLIS de Vert le Grand que nous étudierons. Les exigences précises de certains de ses membres, en partie de la part des associations, laissent comprendre que cette idée est cependant sous-entendue. C'est sur ce sous-entendu que nous travaillerons, ainsi que sur les conflits observés entre les membres de la CLIS. Nous verrons ensuite comment se présente la notion de risque, à l'origine de la formation de cet organe de concertation, dans ce contexte d'attente et de tension. Pour ce faire, nous pratiquerons une analyse du discours à partir d'un corpus de comptes-rendus et d'archives (courriers en particulier) complété par des notes ethnographiques.

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## **Neoliberalism, Biometrics, and the Individualization of Security**

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This paper examines the relationship between the political-economic project of neoliberalism and the effort to institutionalize biometric identification technologies. First, I examine how neoliberal political-economic priorities have created areas of need for new identification systems. Here I build on Dan Schiller's analysis of the reorganization of the business systems around networks over the last several decades. Identification and access control technologies

have been central to the expansion of proprietary information networks on a global scale along with the transition to "informationalized capitalism." Second, I explain how neoliberalism serves as a guiding philosophy for the biometrics industry, and I consider some of the contradictions that emerge as a result. Even as biometrics are being designed to serve areas of need for neoliberalism, they seem to inherently embody the threat of over-governance. Thus the effort to institutionalize biometric technologies has required a major legitimation campaign. Legitimation strategies include efforts to construct biometrics as "empowering" to individuals, and to suggest that privacy protections can be built into the design of biometric systems. Finally, I examine how the political rationality of neoliberalism defines the consumer applications envisioned for biometrics. While biometrics are being designed primarily for institutional users, there have been a few experiments with consumer applications. These applications embody the logic of individualized security characteristic of neoliberal political rationality, whereby individuals are made responsible for their own security along with the dismantling of the welfare state. Responsible tech-savvy citizens are expected to not only own and make use of a wide range of digital technologies in their everyday life practices, but also to secure, manage, and optimize their devices and personal data. Personal security applications position biometrics as privacy-protecting technologies, among the range of requisite techniques for security oneself from theft, not only of one's electronic devices and property, but also of one's identity itself. Ultimately, proposed consumer applications of biometrics suit the political priorities of neoliberalism and also serve a legitimation function for more widespread and effectual institutional uses of biometrics systems.

### **The Political Economy of European Media and the European Democratic Deficit**

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This paper argues that the causes of the present European political impasse and the recent constitutional and political crisis lie, to a large extent, in the absence of even an elementary framework for cross-Union political communication. The strongest media baronies today almost entirely control both the production and the dissemination of political discourse-the political visibility of even the most crucial European political issues-effectively effacing real debate and essential opposition, and thereby effacing any options to change social premises. Due to the communications policymaking of the last two decades, in the EU, these baronies, both European and global, along with the 'advertised' market forces, dictate media and communications policies at all levels (supra-national EU and national level). Yet, their aim is strictly limited to the generation of profit, to the detriment of elementary democratic and communicative rights, which inescapably leads to a political regression, as it results in the disappearance of political communication, and particularly of cross-European communication. The most well-attended media, such as television, function mainly as springboards for advertising which in this way operates as the 'structural censor' of the communicated outputs. Under such conditions citizens cannot influence the policy process as they are ignorant of both how to do it and of the specific content of policy issues. Worse still, this same economic framework, as established by the framework of the Single Market, commodifies citizens themselves, who become the commodified object of exchange between the media barons and market forces and this condition impedes them from being politically active. In this way we end up with a minimal or a nominal democracy where the prevalent principle is that "markets are the best mechanisms for allocating values". Can markets allocate political values? That is the question. It is evident that any socio-political constellation without chances for a proper balance of power between its social and political partners, can only be a mock-democracy. A system where citizens are deprived of their



democratic, participatory role produces depoliticization, but democracy is hardly compatible with it. Indeed, this is the surest way for the democratic deficit of Europe to be perpetuated.

**The Record Industry in Iberoamerica. Market Concentration and Cultural Policies for Cultural Diversity: A Report to the Socialist Government of Spain, 2006**

Calvi, Juan, University Rey Juan Carlos, Spain

This paper is the resume of a large report commissioned by the Socialist Government of Spain in 2006, about the Record Industry in Iberoamerica. The first part of this report explains the logic of the Record Industry and its tendencies toward concentration and internationalization as the music market as the main record companies, called Majors. After the analysis of the record industry market in Iberoamerica (Spain plus Latin America), the second part of it proposes some concrete policies in order to encourage the participation of the small and independent record companies (called Indies) in the music market of Iberoamerica.

**European Integration and East Central European Media**

Gulyas, Agnes, Canterbury Christ Church University, UK

This paper examines the impact of European integration on the changes in the media sectors of three new EU member states, the Czech Republic, Hungary and Poland, and investigates to what extent these media sectors have integrated into the European media markets. The analysis assesses the importance and influence of international factors particularly from the European Union in key areas: media policy, institutions and production. A comparative study of the research question is seen useful because it could reveal to what extent we can consider European media integration as a general process and to what extent the experiences of new members of the European Union are similar in this respect. The three countries were chosen as they are seen as among the most successful in European integration and in democratic transformation. One of the main findings of the analysis is that influences from Western Europe have been particularly significant in media policies and in the structural development of media markets, while the adaptation of important institutions, notably public service broadcasting, has been problematic.

**Reinventing Public Service Broadcasting: Lessons from the Taiwanese Experience from 1980 to 2006**

Chun-Wei Lin, Loughborough University, UK

Over the last decades public service broadcasters around the world have faced increasing pressures from the accelerating commercialisation and fragmentation of the broadcasting environment, prompting many commentators to see it as an ideal that has outlived its usefulness. Taiwan, an island with highly-commercialized media environment, has however moved in the opposite direction and is expanding public broadcasting services by incorporating several formerly commercial and state-owned TV stations into a new public broadcasting group. The Taiwanese experience therefore offers a unique opportunity to throw new light on the debates around the viability of public service broadcasting in the emerging media environment. After briefly reviewing the core values of PBS and the various ways they have been institutionalized in different national contexts the paper draws on a wide range of policy papers drawn up by Taiwanese political actors, broadcasters and activists to examine the reasoning behind the decision to expand Taiwanese public broadcasting and the forms through which it has been financed and institutionalized. It concludes by asking if this

ambitious project is capable of underpinning a viable and innovative the public broadcasting service under current and future conditions.

### **Resistance or Collusion? Taiwan's Cable TV Industry under Globalization**

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The globalization process affects the communications industry as a few western-country-based mega firms extend their operation overseas and an oligopolistic global media market forms. To witness this process from the angle of a developing country, this paper review the historical development of Taiwan's cable TV industry to see how it is transformed from a grassroots medium to the globalized one. Taking ground on the critical political economy, this paper highlights the power structure affecting the content and ownership of the cable TV industry in Taiwan, which include the state, civil society, domestic capitalists and foreign capital. For the convenience of analysis, this paper divides the development of Taiwan's cable industry into three stages. The first stage sees an illegal cable TV industry emerged in 1969. In this period, Taiwan was under martial law and media outlets were controlled by the ruling party KMT. To counter media control, the cable TV system was illegally operated by grassroots circles such as small enterprisers or the political opposition. The new communication technology helps to improve receiving quality of signal and introduce more programs to meet the needs of local community and civil society. In this period, cable TV channels were filled with unauthorized foreign programs and which caused the concern of American television industry to protect its visual product copyrights. Under the pressure imposed by the US government, Taiwanese government passed the Cable TV Act in 1993 which brought the development of the cable TV industry into the second stage. In this stage, commercialization and concentration are the main theme. The household penetration reached to 75 percent and the service gradually threatened the party-state monopoly of television resources. More importantly, lack of appropriate planning and management, the cable TV transformed from a localized medium to a highly concentrated industry controlled by five multi-system operators. The logic of capital had developed the cable TV into a highly commercial medium flooding with numerous imported and cheap contents. In consequence, a few multi-system operators established a new national media power and formed a closer alliance with the political authorities; while at the same time the community media nature of cable service and its potential of fostering citizen's access to the media had been ignored and abandoned. In the third stage, the cable TV industry became a globalized one for three of five multi-system operators had been sold to foreign capital from the US, Australia and Korea since 2005. In the process, the needs for capital to digitalized the cable TV service made local conglomerates seek monetary assistance from foreign capital and the *laissez-faire* philosophy of regulation allowed the government to leave its hand to the market. At the same time, among about one hundred channels, over fifty foreign television channels including HBO, CNN, ESPN, MTV and Disney from America, Star TV from Rupert Murdoch's News Corporation, NHK and TBS from Japan, and even the Fourth Channel of China Central Television (CCTV), entered into the market via satellite transmission and cable operating systems. To sum up, the development of Taiwan's cable industry sees more program choices on the surface but in fact these choices were controlled by oligolistic domestic capitalists and foreign capital. Domestic media corporations showed little resistance against but collusion with foreign capital to dominate local market.

## **The Restructuring of the Media System in Italy: from Duopoly to Duality**

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Scholars from a variety of disciplines (policy studies, political science, media studies), have often pointed out that nation states are increasingly losing their ability to dominate, or even contain, processes that are increasingly in the hands of transnational oligarchies (Scalfari, 2006). The consequences of this situation upon the well being of our democracies are worrisome, especially if we consider that the media and communication sectors have long represented a major outpost of the globalization process (Castells, 1996). It is argued that the governance of these sectors is increasingly being articulated around the necessities of global capitalism, rather than any concern about the betterment of our societies. In Italy, the imperatives of global capitalism and the interests of national industrial and political elites intersect as policy makers, industry leaders, and the government are at work restructuring the media sector, and in particular, the television industry in light of the upcoming digital switch over. Presently the buzz word, among those who stand to profit, is that the duopoly that still characterizes the analog terrestrial television market must be broken down to promote a free market. Although nobody can question the importance of breaking the duopoly, what can be already observed is the emergence, instead, of a “dual” market in the developing digital television sector. Free-to-air digital terrestrial television (DTT) is hardly taking off as it offers nothing more than a high resolution delivery of the same old low quality content. At the same time, quality content is migrating to pay-per-view platforms (satellite television, and in particular, Sky Italia, the only satellite operator). Coming from an analog market dominated by two broadcasters, where television output has become homogenized and the public broadcaster has no distinctive features anymore, we are witnessing a polarization into a dual market: cheap and uninteresting programs abound on free to air DTT, whereas expensive, quality programming can only be accessed for a fee on pay per view platforms. Efforts should be made to make sure that quality programming and universal access become top priorities in the era of digital television: The on going process of defining the legislation that will guide the transition to digital television is a crucial time for citizens and civil society to participate in this process of restructuring. In this paper I will explore the characteristics of the restructuring of the television sector in Italy, including an analysis of the main players, the political and industrial interests, and the proposed legislation that will ultimately guide the transition from analog to digital delivery. Main sources of data are original documents (including policy documents, trade publications, annual reports, etc) and interviews with key players (policy makers, analysts, media professionals, etc).

## **Globalisation and the Advertising Industry in China**

Sinclair, John, University of Melbourne, Australia

The rapid recent growth in the size of the advertising market in China has been unprecedented, with several observers now predicting it will be second only to that of the United States by the Olympic year of 2008. Major Japanese and Western-based global advertising agencies have been making their presence felt via joint-venture arrangements with Chinese agencies since 1979, and increasingly, are serving not only their global clients, but working with large Chinese advertisers as well. On both counts, they need local knowledge. This gives the Chinese agencies a home-ground advantage, such that the level of participation by the global agencies in total agency activity in China is strikingly small compared to many international markets, at around 25 per cent. Not surprisingly, Chinese brands dominate the list of the top ten biggest advertisers. For even if the major global advertisers such as Procter & Gamble, Unilever and Colgate are all much in evidence, so are traditional medicine and

pharmaceutical companies, such as Gai Zhong Gai calcium tablets, while in telecommunications, it is also a Chinese advertiser that makes the list, the state-owned China Mobile. These companies have developed the very few brandnames which could be considered truly 'national' brands, given the huge expanse and internal differentiation of China as a consumer market. Others would include Haier whitegoods and Tsingtao beer. The paper proposed will trace recent developments in the advertising industry in China, with particular attention to the marketing strategies being pursued by the global advertisers, and to the social, cultural and geographical barriers which they must overcome. Conversely, the analysis will give insight upon the comparative advantages which the Chinese advertisers and their agencies enjoy in this respect, although even they too face challenges in establishing brands and otherwise transforming China into a nation of consumer-citizens.

### **What Counts for Content in Cultural Trade?**

Oliver, Katharine, University of Melbourne, Australia

Liberalising trade practices are leading to rapid alteration in the scope and scale of exchange between people, institutions and states. Cultural materials, such as moving images are subject to economic logics that have implications not only for their exchange as objects, but also repercussions for the systems which circulate them and the social actors which make their exchange possible. Economic dynamics and economic logics appear to superintend alternative ideological systems within and outside government and necessitate perpetual adaptability and flexibility from social actors at all levels of exchange. Cultural trade or the economic exchange of so-called cultural products is the exchange between nation-states of material that is defined as 'culture'. Falling within this definition of 'culture', audio-visual industries allow an idiomatic analysis of the terms 'culture' and 'economy' because they constitute and are constituted by a frequently volatile mix of art, technology, politics and the imperatives of market forces. The free trade agreement between Australia and the United States (AUSFTA) is example of disparate understandings of tradeable objects meeting in policy. The two nations understand the ideas of 'culture' and 'economy' in dissimilar ways. The audio-visual industries in the two countries are operating within entirely different structures and circumstances and demonstrate disparate capacity for trade. As such they are an ideal site for exploration of ideas like 'economy', 'content' and 'culture'. This paper will take the case of 'culture' and argue that because of historical, social and political influences in it's formation and deployment, as a term it provides ground for understanding the free trade agreement with the United States in the context of shifting circumstances of trading arrangements more generally. The trade of audio-visual material has been subject to a larger number of exceptions to free trade ideals than any other industry. Positions range from the US, that argues that culture is like any other good through to the French who believe roughly the opposite, back to Australia, where the priority is liberalising trade, and making some allowances for traditional cultural transmission practices like film, but neglecting new possibilities brought about by new technologies within this process. This paper will analyse the text of the AUSFTA and policy from Australia and the United States to examine the extent that each takes the idea of the 'cultural' as its object to focus on the effects of the deployment of the concepts of 'culture' and 'economy'. Specifically this paper will ask, what questions does the shift to bilateral trading of 'culture', in this case film, raise for the places that produce that 'culture'? Is it possible to separate the ideas of 'culture' and 'economy' for the purposes of trading objects that might be understood as belonging to both categories? And, finally, if content might be used as a bridging concept between 'culture' and 'economy', what counts for content in cultural trade?

## **Leading the Globe: Transnational Media and Corporate Hegemony**

Artz, Lee, Purdue University Calumet, USA

Historically, the trend toward corporatization of international media may be discerned in the launching of NBC in Latin America and the expansion of Disney around the globe. The logic of the market was more clearly codified with the formation of the WTO (1995) and the granting of corporate membership in the ITU. However, by the late 1990s, as scores of countries began consenting to IMF privatization mandates, a new form of international media emerged. National governments, on all continents, moved to deregulate and privatize their media, encouraging media joint ventures across national boundaries. The resulting “transnational” media comprise a distinct form of media globalization that brings together capitalist classes and their media in joint projects that have no national loyalty or identity in ownership, structure, or interest. Specific cases and ample evidence of these joint ventures are provided in this paper to demonstrate that transnational media structures and activities establish and extend global corporate media hegemony, at least among national elites who consent to the leadership provided by commercial media and its practices. This paper traces the trajectory of recent corporate media activity, distinguishing multinational, international, and transnational media by their salient features. The distinct characteristics and practices of each media form indicate that from early national vertical integration, consolidation and concentration through merger and acquisition, to contemporary joint ventures, domestically and across national boundaries, the political economy of media within and between nations has fundamentally changed. Understanding how transnational media side-step national allegiances, even as their components cull national characteristics for content and profit, brings the new defining face of capitalist media globalization into relief. Media content reflects a transnational project of nation- and culture-specific entertainment and consumption; coercion increasingly appears as a transnational joint venture against nation- and culture-specific resistance. Thus, while facilitating the transnational reorganization of social class formation, transnational media also reveal how capitalism expands hegemonically through elite consent.

## **The Global Expansion of Korean Online Game Companies: A Theoretical Reflection on the Forming of a Globally Integrated Network in Asian New Media Industry**

Peichi Chung, National University of Singapore, Singapore

This paper examines corporate strategies and market performance in the global expansion project of Korean online game companies. The paper intends to study the theoretical complexity that Korean new media industry reflects in the debate of media globalization and cultural imperialism. Theory in cultural imperialism focuses on the western power from major transnational media companies, including Time-Warner and Disney, in disseminating standardized media messages to global audiences. Since 1970s, after the proposal of the New World Information and Communication Order (NWICO), cultural imperialism has been refined with arguments on the over-simplicity the depiction of global information exchange in the cultural imperialism thesis. Regionalization and hybridization replace the emphasis on western domination in later theory of media globalization. Scholars, such as J. Tomlinson, shift the focus from western corporate power to hybrid cultural exchange among different media industries within specific geographic region. There is a focus on network dynamics in the global economy that different economic or national powers form the system of their own in achieving their global power within their territories. J. Urry (2003) considers such network a “globally integrated network” (GINs) and has a lack of specific geographic origin where the west is no longer the only production center in today’s global information economy. This

paper uses John Urry's concept of Globally Integrated Network (CIN) to examine the economic power that Korean game companies establish in the global online game market. The paper follows the theoretical juncture between the cultural imperialism thesis and the media globalization thesis. The paper extends the concerns in both theses and has an attempt to discuss the significance of the current global expansion of Korean online game companies in both theoretical contexts. The paper argues that the Korean success in the global online game industry indicates the role of nation-state in designing a protectionist cultural policy to resist the western corporate power. Such case reflects a government interventionist model benefiting from the critical and activist approach from the cultural imperialism thesis. However, the paper also intends to provide a political economic analysis that Korean firms have demonstrated at the level of complexity in media globalization. The paper will include fieldwork analysis of 10 interviews that the author conducted with Korean online game companies in Seoul, Korea during June 2006. The paper intends to map out the Korean "Globally Integrated Network" based on corporate strategies of 7 top tier online game companies and 3 middle-size firms in Korea. The global expansion plans of these companies will be evaluated according to the market performance of game products that are widely circulated in Asian countries such as Japan, China, Taiwan and South East Asia. The paper will pay special attention to specific management that Korean companies apply to their sales in the South East Asian region. This paper will also look into reasons that bring to the market failure of Korean game products in America and most EU countries. The paper examines the process of "concentration" resulted from aggressive competition among Korean game companies and will conclude with observation on the influence of Korean market consolidation to the theory of media globalization.

### **Infotainment Inc.: The Globalization of 'Soft' News**

Thussu, Daya, University of Westminster, UK

The growing worldwide commercialism of broadcasting, as a result of privatization, deregulation and the opening up of new markets, has resulted in a shift from public-service to a ratings-conscious television news. The proliferation of all-news channels, broadcasting to a heterogeneous global audience and dependent on corporate advertising, has revolutionised broadcasting ecology. The paper examines the tendency among broadcasters to move away from a public-service news agenda—privileging information and education over the entertainment value of news—to a more market-led, 'soft,' version of news, with its emphasis on consumer journalism, sports and entertainment. The paper then explores whether in the era of real-time global communication, the speed and quantity of news is undermining its quality, accuracy and context. What is causing the dilution of news and information on television news? What impact does the globalization of a market-driven broadcast journalism have on the public sphere? Drawing on examples from the USA, Britain and India, the paper examines the implications of such trends for news agendas and editorial priorities, and, more broadly, for public media internationally, arguing that infotainment is emerging as an ideology for justification of US-led free-market capitalism.

### **African Children/African Media**

Pecora, Norma, Ohio University, USA

Enyonam Osei-Hwere, Ohio University, USA

Children's television is a booming industry in advanced countries around the world. Last year Nickelodeon's consumer-products division brought in sales of \$3 billion, up by one-fifth from 2002—by far the fastest-growing area of Viacom, which also has owns Universal Studios,

MTV Networks, and a range of other media related industries all distributed on a global level. This summer analysts at Time Warner, the world's biggest media firm, were surprised to discover that its Cartoon Network had made more money in 2003 than CNN, its international cable-news business. Eyeing these successes, the BBC considered launching a new international pay-TV channel for children (The Economist 2004). African media and African children are trailing far behind the recent media explosion—the burgeoning development of new media such as cable, satellite, computers and internet (Williams 2003) and of course the record high profits of media corporations like Viacom and Time Warner. Compared to the amount of research on children's media in the United States, Australia, and the United Kingdom, little is being done on the African child. In addition, what has been done is rarely disseminated in the Western academy. This stagnation, especially in reference to children's programming on television and on radio, is quite astonishing taking into consideration the rapid growth of the media industries globally. There are two parts to this project. The first is a survey of the different broadcasting systems across the African continent considering (1) the challenges faced as these systems shift from a public service or state-run tradition to a commercial system as many are, and (2) the impact of policy and regulation or lack thereof on children's programming as these changes are introduced. The second part of the project is a look at the programming in five selected African countries where imported programming has been introduced, Ghana, Nigeria, South Africa, Kenya, Zimbabwe, and Zambia. These five case studies are the work of Ohio University students representing the situation in their home country. The history, language and culture are essential elements in these debates and will also be discussed in the context of the African children and African media.

### *Posters*

#### **Music Production and Recording Industry Cultures in Puerto Rico/Producción musical y culturas de las compañías disqueras en Puerto Rico**

Díaz-Hernández, Anilyn, Universidad de Puerto Rico en Arecibo, Puerto Rico

Al revisar y repasar los pasados cincuenta años de tradición investigativa en comunicación, es preciso abordar nuevos y distintos horizontes temáticos y posibles factores sociales ajustados a contextos contemporáneos. En particular en Puerto Rico, éste es el caso del análisis sobre las transformaciones en las políticas económicas de los medios de comunicación y las relaciones de poder que se develan en las prácticas o representaciones mediáticas. En el presente, los investigadores/as puertorriqueños aún insisten en analizar políticas económicas de los medios de comunicación partiendo de supuestos teóricos contundentes, pero alejados en parte de métodos más innovadores que relacionen las teorías con las prácticas -no sólo industriales, sino sociales en general. Es decir, la investigación sobre políticas económicas relacionadas con los medios en Puerto Rico -que de hecho es poca- se ha centrado en unos temas particulares sobre organización industrial, mas no así en análisis más abarcadores sobre la puesta en conflicto de ésta versus su relación con lo que se produce, los modos en que se le asigna o adquieren significados los productos mediáticos y la manera en que las industrias de los medios se repiensen y transforman a partir del consumo. Además, en mi caso específico, la selección de objetos de estudio se ha centrado en medios más tradicionales como la televisión, pese a la estrecha relación entre este medio y otros debido a la concentración de propiedades de los medios. Por tal razón, propongo explorar la organización de las industrias disqueras en Puerto Rico, su historia y desarrollo, partiendo de la metodología culturalista que relaciona la economía con la cultura y la forma en que ambas construyen una industria, en este caso de los discos en Puerto Rico. El marco teórico incluirá propuestas metodológicas de sociólogos, antropólogos, musicólogos y comunicólogos, entre los que figurarán Keith Negus,

Ana María Orozco y George Yúdice, Néstor García-Canclini, así como otros/as que aportan con su investigación a la relación de la música como producto y las diversas estrategias comerciales o estructuras organizativas con las prácticas, interpretaciones y modos de vida de los distintos sectores sociales alrededor de la industria disquera u otras industrias culturales.

### **Service Industry Economics and the Evolution of the Audiovisual Content Sector**

Preston, Paschal, Dublin City University, Ireland

Sparviero, Sergio, Dublin City University, Ireland

Mainstream (and neoclassical) economic literature originates from the study of the transformation of natural resources into manufactured products and their commerce. Notably, neoclassical models are mathematical in their essence and rely on several and different theoretical assumptions. The mainstream approach, therefore, assumes a hypothetical world where perfectly informed rational beings (or companies), behave in a way that allow them to maximise their profits. Profits, however, are only temporary goals given the absence of economies of scale, free entry into markets and available technology to all potential entrants: in fact, they are destined by the forces of the market, to be replaced by consumer welfare. Neoclassical economists use this hypothetical scenario to provide a “sense of direction” and explain how innovations and public interventions can improve consumer welfare: in other words, “economic well-being” is created when technological progress and public intervention transform an industry and or a market bringing it closer to the ideal theoretical scenario. The paper draws on aspects of an ongoing research project which starts from the idea that neoclassical economic theories provide an impoverished theoretical framework for explaining the key features, evolution or dynamics of service activities, including the information services sector (e.g. media services; telecommunications services). As a consequence, we must look to other theories to explain the evolution and characteristics of these services, and to draw out the relevant lessons from this process. Starting from the assumption that new theories should develop on the study of the service industries, we present here an original short analysis of the evolution of the audiovisual media (‘content’) industries based on a “hybrid” theoretical framework. This framework is constructed by combining several theoretical strands. First, we adopt concepts from the modularity literature to divide the activities in this media sector into modules (separating the sector’s economic activities vertically). Each module is then placed within one of the following phases: “Production and Post-production”, “Packaging, Marketing and Distribution” and “Delivery and Exhibition”. Second, we adopt a well-grounded, ‘history-friendly’ perspective on innovation, which has a focus on the creation of the ideas, but also on the social and the institutional changes that favour the development of ideas into new technologies, new industries or new economic paradigms (i.e. Neo-Schumpeterian). Third, we also focus on the interactions between economic actors, instead of focussing on a concept of output (as suggested by Gadrey’s service triangle), as this enables us to better understand economic incentives and the effects of regulations and new technologies. Fourth, we draw on aspects of the political economy of communication literature to describe and explain the relationships between modules, the evolution of technologies and the institutional changes. In this paper, we apply this original framework for an exploratory analysis of the evolution and features of the audiovisual media (‘content’) industries. The application of this “hybrid” theoretical framework will enable us to add new viewpoints to old questions—typical of political economy of communication. These include: .a) debates over the post-fordist characteristic of the sector’s organisational structure; .b) the definition of innovation processes in the media industry; and .c) concerning the economic incentives towards vertical integration in the audiovisual content industry sector.



## **Commodifying Culture: The Mis-Marketing of Arabs in US Media**

Wilkins, Karin, University of Texas, USA

Although the commodification of culture resonates with the structural parameters of the media industry within the United States, the resulting representation of racial and ethnic communities within media texts offers problematic and limited portrayals. Not only are these mediated stereotypes ethically ungrounded, but they are also empirically unjustified within the political-economic confines of the media market system. First and foremost, stereotypical representations need to be recognized and critiqued given the moral character critical to our conceptualization of media as critical sites for civic engagement. But the purpose of this discussion is to argue that the justification of stereotypes as economically advantageous within a free-market system falls short of empirical validation. Through a review of data characterizing the Arab-American community specifically, potential economic clout appears overshadowed by historical political struggles. What's left then is a proposal that historically activated Orientalist ideologies, underscoring foreign policy as well as political and economic domination of regional territories, explains, though does not justify limited characterizations of Arabs in US media.

## **Framing Homelessness: Changing representations in Japanese media**

Swenson, Tamara, Osaka Jogakuin College, Japan

Visgatis, Brad, Osaka International University, Japan

This paper examines how representations of homelessness in coverage by the Japanese media changed from 1991 to 2006 through an exploration of the changes in framing in Japanese news media coverage of (a) homelessness and (b) Japanese social policies aimed at the homeless. Media coverage of homelessness provides useful data for understanding this social issue. Homelessness did not re-emerge as a pressing issue in Japanese society until after the end of the “bubble economy” in the early 1990s when reports of the growing number of Japanese homeless began to appear in Japanese and Western media. Following the 1995 Kobe earthquake, numerous reports focused on the difficulties faced by earthquake survivors. Though initial reports focused on those made homeless by the earthquake, articles about non-earthquake related homelessness also began to appear. As Japanese media began highlighting the lack of a social safety net and the problems faced by day laborers and part-time workers, various programs were undertaken to solve the problem. These aimed at either assisting the homeless or removing them from the parks, riverbanks, and other places where they had set up tents or temporary structures. In 2003, the homeless were given a more visible face when The Big Issue Japan began publication. This street magazine, established with funding from the U.K. The Big Issue, is credited with increasing awareness of the homeless and presenting a more positive image of the homeless in Japanese society. Coverage of homelessness in Japanese and English-language newspapers published by Japan’s two largest media companies, the Yomiuri and the Asahi groups, provide the data for this study. Articles about homelessness in Japan during the study period in two Japanese-language newspapers, Yomiuri Shimbun and Asahi Shimbun, and two English-language newspapers, the Daily Yomiuri and The Asahi Shimbun, were examined. This paper presents analyses of the framing of homelessness in these newspapers, considers the differences in coverage related to the structure of the media groups and the language of the newspaper, and examines the portrayal of The Big Issue Japan in the four newspapers. The structure of the two media groups and issues related to the ownership and editorial policies will be discussed and the interactions between the coverage by each group and social policy initiatives highlighted.

## **Construction of Media Public Sphere in Social Transformation: A Study of News Commentary Column in Southern Metropolis Daily**

Lu Huan, Hong Kong Baptist University, Hong Kong

China in the past three decades has experienced a phenomenal economic growth and social structure adjustment. While the media were still far more heavily censored than in most democratic societies, the way was open for symbolic resistance and the expression of non-Communist values. Pluralism in public discourse increased, even in the official sector. The difficulty in applying the public sphere ideal to China is that a post-revolutionary Party-state as China, after having eliminated the pre-revolution Chinese bourgeois public sphere and made a claim to represent a variety of counter-bourgeois publics—farmers, workers, ethnic groups—is simultaneously re-engendering a capitalist class and claiming to represent this class. Moreover, this occurs in the era of accelerated globalization, with all its domestic and international ramifications. Some scholars, like Zhao Yuezhi, argued that the role of the journalists in China must be understood within the doubly-articulated imperatives of struggling against a repressive state on the one hand and containing popular threats from below on the other. What is the real situation in China? Southern Metropolis Daily is a marketized newspaper located in Guangdong Province of China, whose news editorials and also commentaries rank high among all marketized Chinese newspapers. I use this case to analyze how the media, especially the one that targets at the urban population, contributes to the construction of the emerging public sphere in transitional China. My sample includes editorials and commentaries from Southern Metropolis Daily during a three year period, from Mar. 2003 to Mar. 2006. To examine the content of the commentaries, two techniques were used: a traditional analysis of the subject covered by the editorial and column pages, and an analysis of frames. This paper also draws on in-depth interviews with key personnel at the news commentary department in Southern Metropolis Daily as well as several prestigious column writers in China. The result suggests that, on the one hand, new frames and media discursive packages are used by writers to extend the fringes of discursive legality. On the other hand, by further clearly cut the line between the public sphere and private sphere, it evokes readers' reflection on the definition of "publicness". Moreover, an issue that has been discussed a lot in the commentary pages is the tension between public power and public interest. The study finds out that it is true that, the news media may speak for the marginal group of Chinese society and use their life stories to expose systemic social problems. However, journalists are situated within the reconstituted middle-class social strata and are dedicated to the needs of the "new rich" in urban and coastal areas. Their criticism on the social injustice is based on a bourgeois belief system and when they are referring to "we", tens of millions of Chinese workers and farmers are excluded.

## **Democratic Authority and Ideology of Power Elite: Focusing on Noblesse Oblige Discourse in the Korean Press**

Tae Joon Moon, Seoul National University, Korea

In modern democracy, the old republican concept of "noblesse oblige" shows the social and political conflicts between high and low classes and explain the way how the political authority of the power elite group is maintained. The concept seems to be contradictory to the democratic principle in that it assumes the existence of the politically privileged class, the "Noblesse". However, in history, it has contributed to the maintenance and development of democracy as a means of restricting the power of the ruling class by requiring it an additional and heavy social responsibility and as political rhetoric for it to acquire socio-political

authority. Since 1995, this complex concept has been increasingly appeared in the Korean press. Based on observations of the reporting trends in noblesse oblige of the Korean press for the past 11 years, this study raises four major questions: (1) Who are the “Noblesse” (noble people) the Korean press has referred to? (2) Which “oblige” (obligation) has the Korean press emphasized? (3) How have the concepts of “noblesse” and “oblige” been changed from 1990 to 2006? (4) What were the socio-political conditions in which the noblesse oblige discourse has emerged and changed in Korean society? Using content analysis, four major findings are obtained. First, the amount of the news using the concept dramatically increased in 1997 and 2002, when the turnovers of political power from the conservative ruling groups to progressive ones were made. Second, the meaning of noblesse has been altered as the socio-political conditions have changed. Especially, the fall of the political elite (i.e. the progressive ruling party) and the rise of the economic elite are remarkable. For example, the press mainly designated politicians as the “noblesse” before 1997. However, they broadened the concept into the economic power elite since 1998 and have applied the concept mostly to referring to public responsibilities of the rich since 2002. Third, the concept of oblige also has been changed tremendously. Before 1998, the Korean press used the word to criticize the few military dodgers among politicians. However, it is used more frequently to emphasize and praise the social contribution of high socio-economic groups. Finally, although the press primarily implied a negative nuance to the noblesse oblige concept before 1998, positive connotations of the concept have increased since 2002. The findings show the processes in which the Korean press has defined the emerging economic elite as the ruling class and has conferred authority to it. The dramatic changes of using the noblesse oblige concept in the news were driven by major turnovers of political power in 1998 and 2002, which enabled the progressive ruling party come into office. These changes of the socio-political conditions led the Korean press, which traditionally enjoyed an intimate relationship with the conservative ruling party, to accept the economic elite as the ruling class and to produce the rhetoric of authority for it.

### **A Postcolonial Political Economy of the Internet in Cape Verde (West Africa)**

Melo, Sonia, Nottingham Trent University, UK

In this poster I look at the present dynamics of ownership and control of the Internet in Cape Verde. Moreover, I explore those issues through a postcolonial angle. Drawing on ethnographic materials collected in the islands and presented in the form of small case studies, the research attempts to rework the tradition of political economy of communications together with insights coming from cultural and postcolonial studies. This implies a closer look into the realm of subjectivities of the Cape Verdean actors involved in the structures that make the Internet available in the country. Factors such as education, race and class together with cultural repertoires, personal routes of mobility and migration grapple with the materiality of everyday life decision-making within structures of the state, telecommunication companies or small Internet access point businesses (i.e. cyber cafés). In sum, I look at the interplay between the material and cultural conditions left from the times of colonialism and how in postcolonial times under the context of globalisation those are dealt with by the different actors involved in the different structural arrangements that make up the Internet in Cape Verde.

## PROFESSIONAL EDUCATION FOR JOURNALISTS

***Session I: Commemorative Panel: Celebrating 50 Years of Theories and Practices in Professional Education for Journalists around the World***

***Session II: Paradigms of Journalism Research: In an Era of Globalization***

***Global Journalism Research: Theories, Methods, Findings, Future (Blackwell Press)***

Weaver, David, Indiana University, USA

Journalism is changing at a very fast pace. In an increasingly global media environment, company mergers are changing the working background of many journalists. And as computer-mediated communication spreads around the world, cultural borderlines are becoming blurred. Furthermore, the distinction between entertainment and news seems to be disappearing, as well as the formerly clear division between journalism, public relations and business communication. This book provides a comprehensive and general overview of journalism research and its different theoretical approaches, methods, and paradigms around the world. The perspective is widened from specific regional research to a global view. As journalism has become a global phenomenon with global networks, journalism research can no longer operate within national or cultural borders.

***Paradigms of Journalism Research in China, Hong Kong and Taiwan***

Zhongdang Pan, University of Wisconsin, USA

Joseph Man Chan, Chinese University of Hong Kong, Hong Kong

Ven-hwei Lo, National Chengchi University, Taiwan

The People's Republic of China, Taiwan, and Hong Kong are three Chinese societies defined by their shared history, language, and ethnic composition of the population. They have not only very different political and media systems but also different traditions in journalism practices as well as research. The commonalities and differences make a comparative account of journalism research in the three Chinese societies an important part of our efforts to understand journalism research in a global perspective. Our presentation compares the key features of journalism research in these three societies, focusing in particular on the composition of the scholarly communities, the close ties between the research agenda and the agenda of political and social changes, and between methodological characteristics and the political culture, as well as trajectories of development of journalism research that may set the foundations for more global integration.

***Paradigms of Journalism Research in South Africa***

de Beer, Arnold S., Stellenbosch University, South Africa

Given its recent political history, the challenge for South African journalism research is to overcome paradigmatic schisms of the past. The success of future development in journalism research will not only depend on how researchers deal with the country's racial legacy and its present struggle to overcome it. It will also depend on how much researchers will be able to move across paradigmatic borders in order to find better solutions for a country in need of more comprehensive and in-depth journalism research structures and processes.

### **Paradigms of Journalism Research in the United Kingdom**

Wahl-Jorgensen, Karin, Cardiff University, UK

Franklin, Bob, Cardiff University, UK

The United Kingdom boasts one of the most well-established and prestigious traditions of journalism in the world, but research *about* journalism has been slow to develop, scant in quantity, and scattered across a variety of fields, with few of them being centrally concerned with news media. This presentation explores the reasons informing this dissonance between journalism practice and research. We argue that a research tradition for journalism in the UK is emerging, rather than well established. The culprit for this tardy scholastic development is the institutional location of journalism education, until very recently, outside the university, as journalists are trained “in house” by news organizations which have focused narrowly on nurturing professional skills. Consequently, the greater part of the academic and scholarly literature about journalism in the UK derives from social science disciplines, particularly sociology. By contrast, industry-related publishing has focused on imparting practical skills to journalists. What is lacking, then, is a sustained home-grown disciplinary tradition.

### **Paradigms of Journalism Research in the United States**

Singe, Jane, University of Central Lancashire, UK/ University of Iowa, USA

The scholars who have produced eight decades of journalism research in the United States have seen their topic primarily as a subset of mass communication, itself a derivative of other social sciences. They have examined media products and producers through a useful but relatively narrow set of paradigms. Contemporary changes in both society and the media suggest that the conceptual value of some of these earlier frameworks may be fading as communication forms and functions converge, and as media institutions and structures fluidly combine and recombine in ways that transcend previous disciplinary boundaries.

### **Theories of Journalism Research in an Era of Globalization**

Loeffelholz, Martin, Ilmenau University of Technology, Germany

Based upon a description of the multi-dimensional emergence of journalism theories, Martin Löffelholz argues that a scholarly understanding of journalism should not be limited by national or cultural boundaries but needs to take into account the heterogeneity of journalism as well as its character as a global phenomenon.

### **The Economics of Journalism Education**

Prinzig, Marlis, Università della Svizzera italiana, Lugano, Switzerland

Russ-Mohl, Stephan, Università della Svizzera italiana, Lugano, Switzerland

So far, there are to be found quite different approaches of financing journalism education in democratic market economies: For example, in the US a high percentage of future journalists arrives with a journalism degree in the newsrooms, having paid basically themselves for their education. In Germany, the media industry is supporting trainees receiving an inhouse apprenticeship (Volontariat) and a small group of elite students who are attending private journalism schools, while the taxpayer has to pay the bill for the overwhelming majority of journalism and mass communication students who are attending public universities and colleges. Many of these students have to gain their first newsroom experience by working for free as interns. The basic theoretical research question deals with the clarification whether journalism education is basically a public, a private or a meritorious good – and how the different modes of financing journalism education may serve as motivational incentives for

students. At a more empirical level, the paper will describe the four basic paths of journalism training in the German speaking world:

- training by apprenticeship (“Volontariat”)
- training by a private journalism school
- training by public universities
- and training by polytechnics/colleges of higher education (“Fachhochschulen”).

This empirical part will also include new approaches: for example, Springer AG is experimenting with an integrated newsroom where three newspapers (*Die Welt*, *Welt kompakt*, *Berliner Morgenpost*, and their online editions) are being produced. The *Welt kompakt* will be specifically under the direction of Springer Journalistenakademie, and thus becoming a project of journalism education. The major focus will be an economic analysis of journalism education (based on rational choice theory), researching how demand & resources are shifting between the four approaches and analyzing more in-depth who has to pay for what (media companies, students, government = taxpayer) under which circumstances. This section will also contain an analysis of recent changes, resulting from the “Bologna process” which introduces bachelors’ and masters’ curricula in Europe. A last section will be devoted to developing a model of financing journalism education based on the assumption that it is a meritory good, providing benefits to the individual students, to the media companies, but also to the general public. Additionally, we will provide the sketch of a model of journalism education which might fill out one of the last remaining market niches of journalism training in Europe: Creating a multilingual curriculum which

- provides the theoretical background of journalism, including relevant results of media and journalism research in English language while
- allowing students to do their practical exercises in their mother tongue (four or five major European languages, e.g. English, French, German, Italian, Spanish, Russian or Polish) and to get professional feedback in this language.

### **Journalistic Education in Post-Transition Society: The Czech Example**

Jirak, Jan, Charles University, Prague, Czech Republic

The journalistic education was deeply transformed in the Czech Republic after 1989. The old propaganda “Soviet model” developed by Charles University in 1970s and 1980s was cancelled and new “democratic” vocational training was adopted. With support of European schools of journalism and European educational programmes, the whole journalistic education was restructured. Journalistic programmes were established in regional universities and some non-university training centres appeared. However, the transition of Czech society and Czech media, which took place in early 1990s led to the (a) hyper-commercialized media environment, (b) lack of non-sensational media and (c) weak position of public service concept of journalism. One of the results of this development is a hesitant attitude of contemporary Czech journalists towards journalistic education. The paper presents the results analysis of qualitative research of the attitudes of Czech journalists towards their own profession and importance of journalistic education. Based upon in-depth interviews, two different approaches can be tracked down among Czech journalists: (1) there is a significant group of graduates of journalistic school who prefer to accept the graduates of the same type on one side, and (2) there is a significant group of journalists with other (or no) education who reject the need of specific journalistic education at all.

## **Journalism Education in a New Key. Results from an International Study of Reporting Europe**

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The proposal I should like to enter presents results of a project based on an international combined social science investigation including practical journalism modules carried out by a partnership of institutes of eleven European countries. It is one of the first and only studies within Europe to emphasize trans-disciplinary and integrative aspects of theory and practice of actual journalism in Europe. The project's main aim has been an empirical reconstruction of the kind of "information producing machinery" that exists in Europe to keep the public of all the European countries, foremost of the member countries, informed about European politics, decision making, conflicts and developments. The study involved a total of more than 200 in depth interviews with journalists, spokespersons, and experts. One of the central results of the projects has been to verify the enormous difference of journalism being practiced within the national environments with regard to Europe. The European political decision making process, by now, accounts for more than 70 percent of legislation within the member countries. Journalism, at present, though still tends to work as if reporting foreign affairs. The study of practical experience of journalism within this new European context, thus, led to innovative reflections of journalism education in view of the special challenges of reporting European affairs in the context of the European Union and its member states. The project on which these insights are relying has started in April 2003 and will be finished this spring quarter titled "Adequate Information Management in Europe" (AIM). More and detailed information is to be found at: <http://www.aim-project.net/index.php?id=4> One of the essential findings has been that the fundamentals, framework and instruments normally adequate to give journalism a functional role of control and critique vis à vis national governments are, evidently, not sufficient with regard to the processes and institutions of the European Union. The kind of inadequacies evolve on several layers as the project has shown. The necessity for a special kind of journalism training with regard to the challenges of reporting Europe have been assessed through practical testing of different levels of journalism quality to be attained. Hence, through a combination of empirical research and practical testing of journalistic practice the kind of journalism training modules most adequate for covering European politics have been developed and studied. One of the results, thus, is a typology of training schemes in Europe in view of European reporting.

## **Educating the future: Talking with future journalists about peace, culture, and cultural diversity**

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Hakan Ergül, Anadolu University, Turkey

This study deals with the (dominant) ways in which future-journalists conceive, interpret, and act against the media representations of two crucial issues, ethnic nationalism, and sex-related honor killings ("namus/töre cinayeti" in Turkish) of women, in contemporary Turkish society, under the rubric "cultural diversity." Creating a curriculum for journalism students is deeply tied up with the question of what kind of journalists we prefer to see in the future. Answers may vary; however, in order to create a progressive course structure through which future-journalists learn how to report on cultural and social conflicts in such a way as to improve cultural diversity, teaching staff need to develop strategies to promote the awareness of basic values, including being sensitive to cultural differences of all kinds (e.g. gender, social status, dis/ability, sexuality, region, religion, race, etc.); supporting peace culture, human rights, social justice; giving a voice to the voiceless (particularly those who suffer from established

inequality and hegemony). Although most journalism schools may (or appear to) agree with these progressive values in principle, journalism students, we argue, are far from being adequately trained and prepared for such subjects in a difficult geography as Turkey. Why Turkey is a “politically and culturally difficult environment” for journalism students? The answer lies in the history: hundred years of the Republic of Turkey has passed with crucial movements, including radical ideological/structural/cultural transformations (following the Turkish War of Independence); accelerating more than a century-long history of modernity project, (basically formulated as “integration to the Europe-an culture”); and constructing a nation-state out of the residues of multi-national, Ottoman Empire. The eventful history of the young republic played a major role in shaping and reinforcing the dominant political perspective(s), tending to see this geography as surrounded by ethnic, political, and historical others/enemies: Balkan peninsula, within which ethnic conflicts has always been a problem, in the northwest, and Greece, always a susceptible danger, in the west; Iran, often considered as a menacing neighbor with its strong Islamic identity, lies in the East; Iraq, a zoon of chaos, generating ethnic nationalist/separatist terrorism, in the Southwest; Cyprus, the part-and-parcel of the political conflict between Turks and Greeks, in the South; and Russia, seen as the main source of communism threat, in the North. The everlasting dichotomies such as secular vs. religious, modern vs. traditional, progressive vs. conservative, West(ern) vs. East(ern), Turkish identity vs. Kurdish identity, and “us” vs. “them” within the borders of Turkey are also undermining the idea of cultural diversity. The mainstream media in Turkey has always played a major role in advocating and promoting the atmosphere described above. In this paper, we look at the ways in which future-journalists see, discuss, and report about two major conflicts in the modern Turkish society: ethnic nationalism, and sex related honor killings, victimizing women. Our primary criterion is whether or not the students can develop progressive approaches in such a way as to contribute to peace culture and cultural diversity. To analyze this, we employ a number of qualitative methodologies, including semi-structured interviews, open-ended focus group discussions, and also news writing workshops, to identify and interpret the cognitive, theoretical, and ideological assumptions that construct the basic/dominant arguments around cultural diversity issue and its relation to the news practice. The series of focus group discussions -in the presence of moderators- were conducted in four schools of communications, located in major cities (i.e. Istanbul, Ankara, Izmir, and Eskisehir) of Turkey.

### **Interculturality: Key Concepts for Educating Journalists**

Israel, Estrella, Universidad CEU-Cardenal Herrera, Valencia, Spain

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We live and work in times where political and cultural environments are marked by conflicts, conflicts not only based on economics, but social and cultural inequality. To seek out a dual approach where the world is analyzed from a “we-they” point of view, it is necessary for us to include the concept of cultural and religious diversity in our classrooms. This field of knowledge is especially suitable for social journalism where current events incorporating religious content play a relevant role. Intercultural communication is the theoretical context necessary in analyzing the current representation where many events today are of a religious nature, like those in which the so called *different ones* are perceived to be the protagonists. And it’s not only religious orientation but also gender, age, social class, sexual trend, nationality, ethnicity, physical appearance, disease and disability. To argue these changes, we must realize that we live in a two dimensional reality: the ethical /professional and the socio/cultural. In the ethical dimension, professionals are divided with different



interpretations of the UNESCO stance on cultural diversity. From the professional point of view it is agreeably convenient to review style manuals and the good practice guides of the principal Spanish daily newspapers: “El País”, “El Mundo” and ABC, as well as of the codes of ethics proposed by professional organizations like the Federation of Associations of the Spanish Press. We will approach in a concrete way, beginning with the events of September 11<sup>th</sup> 2001, the special relevancy of this new “religious variable” with a series of episodes inviting us to attain a deeper and broader knowledge of the diverse religious and cultural worlds that not only exist, but that are a vital part of the larger world in which we live, observe and cover in the vast expanse of mass media. In the socio-cultural dimensions within the case studies, we will introduce the tools needed by students of journalism to make interculturality effective and by teaching innovative reporting skills such as the use and application of testimonials or oral histories that will serve to engender other perceptions of the differences—as well as similarities—in society today.

### **Journalism Theory and Training: a Discussion of the Dominant Paradigm**

Tveiten, Oddgeir, Agder University College, Norway

Journalism theories and training has had an implicit reference to the concepts of the international and the global ever since Harold Lasswell published his ideas on propaganda and Walter Lippmann his ideas on public opinion during the 1920’s and 1930’s. Contemporary research on media theory also indicates that journalism training at the same time has had an implicit reference to the national framework of communication, however. Only recently have teaching curricula in journalism studies truly begun to reorient themselves towards a more clearly expressed global communication framework, with an ensuing need for revisits and reviews of theories and teaching practices. A question, then, is whether time is ripe for a review of classical theories and approaches to the study and teaching of journalism, with respect to the dialectics of international and national perspectives in course curricula over that time-span which IAMCR is now commemorating. This paper presents a discussion of the classics and canons of journalism research in what has often been called the “dominant paradigm”, assessing how contemporary education in global journalism might benefit from a re-reading of such scholars as Walter Lippmann, Robert E. Parks, John Dewey and C. Wright Mills. The paper will argue that this return to the classics might serve to bridge a quite enormous gap between the practical concerns of journalism teaching and the application of research perspectives on globalization. It will also argue that such an approach might have promise for the challenges facing UNESCO as an arena for the debate on communication and educational policy in the field of journalism. The empirical basis for the paper is two-fold: 1) A Norwegian book on international communication and news analysis, from 2006 and: 2) A Norwegian scholar and journalist’s experience in teaching global journalism in several courses in Addis Ababa, Ethiopia, during 2006.

### **Professional education, professional knowledge and journalism**

French, Nora, Dublin Institute of Technology, Ireland

Journalism education is categorised as professional education despite the ambiguity over the status of journalism itself. Many journalists describe their work as a craft or trade rather than a profession, yet notions of professional standards and professional ethics are accepted as essential and, particularly in higher education, journalism education is understood as incorporating these notions rather than being confined to technical skills. Therefore, education for those who intent working in the press is properly defined as professional education rather than as a form of technical or vocational education. This paper explores the concept of

professional education, examining how it is distinctive from academic education on the one hand, and vocational education on the other. It focuses in particular on the attempted definition of professional knowledge as central to the concept, referring to the work of Schön and his notion of the reflective practitioner and to Eraut's definition of professional knowledge as knowledge 'how'. It is claimed that this type of knowledge is what is needed in professional practice which requires the use of judgement to deal with situations that are unpredictable. It contrasts with knowledge 'what', the codified, systematic, technical knowledge that is the norm in higher education curricula, which is a pointer to the difficulties journalism has in fully establishing itself as an academic discipline. A discussion of the curricular models associated with professional education follows, the scientific or knowledge-based model compared with the practice-based model. The more general work on the curriculum for undergraduate programmes by Barnett et al. is considered as offering particularly interesting insights. Their approach incorporates the three components of knowledge, practice and self or reflection that can be found in a curriculum but also emphasises the dynamic nature of the curriculum and the shifting balance between the components. Finally, the integrated nature of the professional curriculum is considered and the associated need to have a clear overarching aim or ideology behind the curricula in order for the integrated curriculum to hold together. Journalism education is examined in the light of these debates. Despite calls to do so (for example, Adam, 2001), it rarely looks to other areas of professional education to help in its development. Journalism has tended to develop its own forms of curriculum which do not easily fit with either of the two standards professional models, the scientific or the practice-based model. It is argued that work on professional education in general can provide a greater understanding of the professional knowledge required for journalism and how this should be structured in the curriculum.

### **What is journalism and what only looks like it? Re-defining concepts, roles and rules in the wide field of communication**

Fidalgo, Joaquim, University of Minho, Braga, Portugal

In today's public information landscape, it seems to be increasingly difficult to draw a clear line between what is and what is not journalism (even if it appears as such). Under this cover, a lot of different practices are being developed in the wide field of communication, raising complex questions about what specifically defines journalism – whether it is carried out by formally recognized professionals or media companies, or by other kind of individuals and groups who now have easy access to public communication instruments (Internet sites, weblogs...) and commit themselves to gather, handle and diffuse some kind of information in the public sphere. We can say that professional journalists (and their institutional contexts) no longer have the monopoly of this activity – of this public service, we should say. Still, many new actors trying to enter this field—or to mix with it—very often don't seem to respect some of the basic standards and ethical demands in which journalism is grounded, although they tend to use its technical tools and usual forms and models. In this paper, we present a case study of a Portuguese quality daily in which these questions were discussed (namely through the involvement of its ombudsman), following the publication of a piece of work presented just as a journalistic piece, but actually ordered and paid by an external advertiser. We argue for the need of a kind of *back to basics* effort, meaning specifically *back to ethics*, under the assumption that, particularly in our digital environment, the line defining the boundaries of journalism (and, therefore, distinguishing journalism from other forms of public communication) is, above all, not a matter of “who”, “what” and “where” things are done, but rather a matter of “how”, “why” and “what for” you do them. That is to say, only information gathered, designed and published according to the ethical principles and procedures of

journalistic professionalism, genuinely aiming to serve the public interest and the need for the citizens to make sense of the world they live in, is really trustworthy information – which means that it is not an activity driven by some hidden, commercial, private interests of various kinds. We argue, furthermore, that these different kinds of information and communication in the public sphere should always be clearly identified and identifiable by the media users. In fact, this seems to be important in order to preserve the specific value and role that journalism can claim (and play) in contemporary societies, as well as to protect it from a sort of dilution in the broader and vague field of public communication activities and jobs.

### **Journalism Education: Is there a dichotomy between theory and practice?**

Noureddine Miladi, University of Northampton, UK

This paper discusses the contrast between journalism education and journalism practice both in the West as well as in the rest of the developing world. With the technological developments in news gathering, and the proliferation of media outlets the concepts of objectivity, impartiality and journalism ethics seem to have become more elusive and changing. Journalism education claims that the primary purpose of educating journalists is to improve the services that news media provide to the public. Good journalistic service has always been threatened by authoritarian governments and now it is increasingly threatened by Big Business. Face to this, the question that is always raised is what an ethical reporter can do against such threats? Because television is the medium that combines picture, sound and text in its news production, and because it has been seen as the main source of news to the public (at least in the western world), and probably has the biggest effect on the construction of public opinion, this paper will focus on discussing impartiality/objectivity in television news? It will look at how different people from around the world have different understandings of it? Examples from the Al-Jazeera channel and the BBC will be quoted for this purpose based on the coverage of some recent hot events like the War on Iraq. This paper will suggest that the Eastern ‘Arab-Islamic’ concept of communication would perhaps be better understood in the context of the political and cultural environment in which Arab media and public opinion operate. Drawing on the work of Ball-Rokeach and DeFleur one may argue that ‘classic sociology leads us to treat both media and audiences as integral parts of a larger social system’ (2001). Therefore, analysing the Arab-Islamic cultural theory and the long term cultural, religious and political environment in which Arab media operate will help understand its distinctive difference to the Western world view. Based on this viewpoint, the media would respond to the same social forces and look for a definition of those realities. Also, significant changes have occurred to newsmakers, audiences, technology, and markets during the last decade for instance. To what extent have the news values introduced by Galtung and Ruge, 1969 been challenged as an explanation of how events become news? In covering wars and conflicts, media ethics should not be used to turn news people into scapegoats. On the contrary, it should assist the journalistic profession in countering attacks on the freedom and the quality of the press. How can journalism education rebuild public trust in the news media, which is low everywhere and getting lower? Can journalism education ever hope to become adequate to its subject matter?

### **Bridging the gap between practice and education in journalism: a Civic Approach**

Karstel, Peter, Windesheim University, Zwolle, The Netherlands

“The best way to learn journalism is on the job” This is only partly true. This contribution will make clear that learning by doing combined with *supportive information* is the best way to teach journalism. The practical part of the curriculum must be focused on the civic approach

because this will obtain the best preparation for the media industry. Not because the media industry in Holland is only based on the principles of civic journalism but because civic journalism has elements which are highly suitable for educational purposes. Recent studies showed a growing distance between the requirements for the industry and the provided skills and knowledge by the Schools of Journalism. The four main characteristics of the gap will be addressed in this article:

- Context gap: the circumstances in which students learn in an educational context are different from the circumstances in which professionals will perform in real practice,
- Reference gap: in the educational system students never learn to write for a real audience and are not held accountable for their products,
- Quantity gap: the industry requires a very wide range of knowledge and skills; the faculties can never fulfil all these wishes in every student,
- Quality gap: the level of knowledge and analytic skills after 4 years of education are insufficient for complex assignments in journalism.

How can the gap between the needs of the industry and an educational program be bridged?

The educational program at the Faculty of Journalism in Zwolle (The Netherlands) has closed the different gaps by introducing a practicum based on civic journalism that is fully operated by students outside the School premises. The educational program that is used consists of four components;

- *Journalistic production*, final journalistic products
- *Supportive information*, variable knowledge depending on journalistic production (knowledge of society)
- *Just in time information*, knowledge or skills part of standard journalistic repertoire (language skills and research)
- *Subtasks*, assignments designed to practice the different phases of the journalistic process.

These four components have to be offered integrated in a practicum or at least in coherence. In our curriculum the journalistic process is considered to consist of seven different phases: news selection, planning, gathering, selection, construction, presentation and accountability, based on the agreed competences in the Tartu declaration. Every *journalistic product* will pass those seven phases and each phase could be trained separately in *subtasks*. The additional information or skills which are necessary for the products should be provided simultaneously. In the practicum that is called “Work in your Neighbourhood”, students run their own newsroom outside the faculty. In this practicum we have adopted the principles of civic journalism. This gives the students a real audience in their neighbourhood, with whom they can build an interactive relationship. The students will be held accountable for their products by their audience. Working in a multimedia newsroom and being really responsible for the daily information and empowerment of the citizens who live around the corner requires a high standard of skills, accuracy and reliability. Because of the vicinity of the audience, the quality requirements will be even higher compared to national news media. If they cover a relative small geographic area the students have to get their own stories. They cannot rely on already produced stories in other media. They have to dig deeper to stay attractive. They need thorough investigation to follow their items for a longer period, find original sources, and stay connected to the agenda of the citizens. The four gaps will be addressed in this way: context gap because of the location, reference gap because of the real audience; quality gap because of the required accuracy and quantity gap because of the required research skills. If students have followed this curriculum with a civic journalistic approach, they are equipped for any job in the media, where competences of the Tartu Declaration and accountability for their production to their citizens are considered to be important.

## **Building Capacities of Egyptian Media Professionals in Preparation for a Media in Transition**

Hamdy, Naila, The American University in Cairo, Egypt

Egypt is going through a process of cautious transition in its media sector. Egyptian press laws have been amended, while new broadcast laws are being debated. The editors in chief of state affiliated semi-official newspapers have been changed after many decades in power, whilst concurrently there has been a notable growth of independent newspapers. Newspapers such as *Masry Al Youm*, *Nahdet Masr* and the *Daily Star* have been publishing non-partisan reports and quickly gaining a large readership. The Internet and its subsequent tools such as web blogs have been used as a platform for courageous event coverage and commentary bringing taboo subjects into mainstream media and onto the national agenda. Talk shows, Films and Drama productions and other media creations are crossing red lines challenging what was formally unthinkable. Along with these changes comes the emergence of civil society groups such as “Journalists for Change” that have appeared to confront the status quo and contribute to calls for media reform. Meanwhile it is within this context that Egypt is beginning to receive focus from International and Regional Donor agencies that are funding programs for training journalists and other media professionals from both governmental and independent media outlets at a unparalleled rate. This paper will report on a study that the researcher is conducting to assess the type of programs being introduced to once insulated Egyptian state-owned media organization and other media professions. The study will attempt to answer questions relevant to these efforts such as who the funding agencies are, what type of training are they offering, is this training relevant to the political and cultural environment of the region and what type of impact these training programs are expected to achieve.

## **The Journalistic Profession in Russia: Dilemma of Change**

Pasti, Svetlana, University of Tampere, Finland

The paper raises a question on the nature of the journalistic profession in Russia in different times: before USSR, during USSR and after. The analysis of the evolution of the profession has been done in the frame of theories of professionalisation. A dilemma of change lies in the tradition of being a tool for the government and the resistance to this tradition. The paper uses findings of empirical research on Russian journalists rising from the collection of case studies done in St. Petersburg, 1998-2002; the Republic of Karelia, 2002-2004; regional Russia (nine regions) 2003-2005; and St. Petersburg, 2005-2008. The sample of the regional Russia is represented both geographically (ten regions from North-Western to Southern Russia, the Volga, the Urals and Siberia) and structurally (mega polis, regional city and locality). The sample of journalists working in the mainstream media includes representatives of different generations in the profession and gender. Empirical data is gathered in Russia by method of in-depth interview with journalists in their editorial offices (30+30+30), expert interview (12+10+10), questionnaire of experts (12) and survey of journalists (237). After the collapse of Communism both the Russian and the Western research of the post-Soviet journalists had a basic interest in the nature of the change of journalism as a professional occupation in the given historical conditions. The analysis reflected a struggle of the traditional against the new, coming from the West. Thus, in perestroika and at the start of liberalisation, Russian journalism was described as becoming free, open, plural, defending democratic values and promising well for its further professionalisation. A decade later, scholars' voices began to express resonations about the future of professionalism in Russia. The findings of the last studies testified that journalism had hardly parted from its past, the traces of political servitude increasingly emerged in it. Although largely it could be explained by economic

dependence of the media on the governments and finance-industry groups, weakly developed media competition in the market, but the cultural factor was also decisive. Apart from other considerations it included formerly the habitual perception of the media as a tool of those in power and the audience as a recipient of manipulation. Additionally, the mass moods swung from the starvation for change, the middle of the 1980s, to satiety with it, and by the end of the 1990s, with a profound disappointment with the results and acute nostalgia for the Soviet past. This paper continues the discussion on the ways of formation of journalism occupation in Russia in the frame of basic conceptions of proletarianisation and professionalisation. Its evolution is offered in different times: before the USSR, in the USSR and after. The aim is to shed light on genesis of problem: the lingering traditional status of journalism as a tool for the government, origins in the past and (anti) premises for change in the present and the future.

### **Reporting diversity: journalism in multicultural Australia**

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Richards, Ian, University of South Australia, Australia

Bowd, Kathryn, University of South Australia, Australia

The central role of the news media in providing a lens through which “reality” is perceived has major implications for community perceptions of ethnic minority groups and, through this, for relations with, between and within those groups. This paper reports the findings of an Australian study which examined newspaper coverage of six events with implications for this sensitive area. The study was conducted as part of the “Journalism in Multicultural Australia Project”, a national project funded by the Australian Government’s Living in Harmony Program. The study examined coverage by selected national, metropolitan and provincial newspapers of six critical incidents which raised issues around Australia’s version of multiculturalism. Content analyses provided a measure of the depth and range of the coverage, and discourse analysis gave a deeper examination of the language employed in this coverage. The case studies extended from relatively minor news topics—international students in Australia and Sudanese immigrants in two regional centres—to contentious issues of national significance - the Australian Federal Police’s “terrorism raids” in November 2005; the Cronulla race riots of December, 2005; and media representations of the hijab. For most of the case studies, the reporting period examined was one week either side of the critical incident itself. The analysis raised a question which is central to journalism practice – how to report views which are likely to be considered offensive to many readers without losing those readers in the future, and without giving those views further airing. This was most notably the case in relation to the expression of racist views, put forward in several of the case studies by members of white supremacist groups. While directly quoting such views can be defended by journalists as a means of “telling it like it is”, such quoting not only further publicises those views but can also give an impression that both the journalist and the publication tacitly sympathise with the views being expressed. In taking editorial stances, the newspapers themselves rejected extremist views as unacceptable, but at times their concern to present “both sides of the story” appeared to mean that they unwittingly—or perhaps unwillingly—spread extremist views to a much wider audience than would otherwise have been the case. The study also found that, although the use of such terms as “un-Australian” was widely reported, they were never defined. Indeed, the reportage generally appeared to reflect a lack of awareness of the complexity of the issues involved. Although, for practical reasons such as the pressures of time and space and to avoid confusing readers, journalists need to employ relatively simple terms in relatively straightforward ways, there are clearly occasions on which this has negative consequences. The most notable detected in this study was the frequent reference to Australia’s extremely diverse Muslim population as “the Muslim

community”, implying it is monolithic and able to be represented by a small number of nominated spokespeople.

### **Profession and Working Conditions of Journalists in the Media of Ten European Minority Languages**

Zabaleta, Iñaki, Universidad del País Vasco, Bilbao, Spain

This paper part of a wider project on "*European Minority Languages Media: Reality, Development and Journalism*" being conducted by these scholars for the past four years--studies the working and professional conditions (salary, relations, organization, atmosphere) of the journalists of the media who publish/broadcast in one of the ten European minority languages under study (*Basque, Catalan, Galician, Corsican, Breton, Frisian, Scottish-Gaelic (Gaidhlig), Welsh/Cymraeg, Irish/Gaelige and Sami*). The research is based on more than 140 surveys to journalists, sampled with possible care, via personal interviews, and regular and electronic mail. En el corpus de investigación del periodismo y los medios de comunicación, las investigaciones realizadas en torno a las *condiciones laborales* de los periodistas toman como referencia, en general, los marcos políticos de los Estados y, en consecuencia, se centran en los informadores que llevan a cabo su labor utilizando principalmente las lenguas mayoritarias. Un ejemplo significativo es el imprescindible libro *The Global Journalist* (1998), publicado por IAMCR y editado por D. Weaver, sobre los informadores de numerosos países del mundo. Sin embargo, los periodistas que realizan su actividad en una lengua minoritaria trabajan en un contexto particular, relacionado con las especiales circunstancias en las que se desenvuelve su comunidad lingüística. Este hecho, creemos, acredita una especificidad científica que tomamos en consideración en esta ponencia y, precisamente por ello, investigamos las condiciones de trabajo y situación profesional (salarios, relaciones, ambiente) de los periodistas de medios de comunicación en diez lenguas minoritarias europeas. Las diez comunidades lingüísticas a las que pertenecen los periodistas y configuran este trabajo internacional son la comunidad: *vasca, gallega, catalana, corsa, bretona, frisona, irlandesa (gaelige), galesa (cymraeg), escocesa (gaidhlig), y sami/lapona*.

Relevancia. La importancia de esta ponencia y del proyecto en que se incluye, estriba en que establece un marco investigador específico y todavía poco frecuente en la literatura científica, el de los medios de comunicación en lenguas minoritarias europeas. Dentro de dicho marco, son los propios periodistas los que valoran sus condiciones profesionales e incluso las comparan, en términos de salario, con los informadores de los medios mayoritarios. Así mismo, es relevante recordar que estos periodistas informan a cerca de *once millones de hablantes* a través de los medios existentes en los diez idiomas minoritarios autóctonos. Las diez comunidades tienen en su totalidad cerca de 30 millones de habitantes y su geografía se extiende a lo largo de nueve países/estados. Método. Esta ponencia es una investigación aplicada cuyos resultados se han obtenido a través de más de 140 encuestas a periodistas de los medios que trabajan en los diez idiomas minoritarios europeos citados. Se integra en el proyecto "*European Minority Languages Media: Reality, Development and Journalism*" que los cinco investigadores llevan adelante desde hace más de cuatro años. Las encuestas se han obtenido por entrevistas personales, correo ordinario y electrónico. El diseño de las muestras se ha realizado con el mayor cuidado posible. Aportaciones. Esta ponencia proporcionará una visión general de la situación específica de este tipo de periodistas. Además, subrayaremos las semejanzas y las diferencias existentes entre ellos, en base a varios parámetros como su pertenencia a una u otra comunidad, su adscripción a medios públicos o privados, o la naturaleza más regional o local de los medios en los que trabajan.

## **Teaching Journalism in Oman**

Abdulmonam Al-Hasani, Sultan Qaboos University, Oman

This paper investigates teaching journalism in one country of the Arab world (Oman). Three parts will be analysed in this paper; Country Context, Journalism education, and Socialisation process. The first part discusses Omani current political situation, Literacy levels & preferred media and Media landscape (ownership, technology). The paper analyses the relationship between private and government-owned media organizations and teaching journalism at Mass Communication Department (DMC), Sultan Qaboos University (SQU). The second part investigates Journalism education currently provided (where, how long, curricula etc.), norms, values, ideology informing journalism education in Oman and the degree to which the actual media situation influences the teaching. The last part of this chapter analyses the concrete situation facing media workers in Omani news organizations, the study discusses the gaps between classrooms and newsrooms. Mass Communication's Program, views of media workers about this program and new production process at Omani dailies will be discussed. Content analysis, Semi-structured interviews and participant observation are employed as methods for data collection in this study. Three main samples are used: graduates of mass communication department in Sultan Qaboos University, academic staff at the same department and owners and key figures/officials of media organizations in Oman. The paper presents some results and suggestions to develop teaching journalism in Oman.

## **Journalism Education in Egypt: Religious Disruptions & Professional Disparities**

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Journalism Education in Egypt is often used to explain the continued chronic influence of religion and the lack of vocational training. A situation that suggests a much larger underlying problem for Journalism Education and the levels of freedom that could enable it. Typically, the field adheres to the approach of civility and integrity through a heuristic context in a positive and respectful manner. However, the religious sensitivity towards exposure to different disciplines and ideas and the lack of vocational training that could provide the know-how of current global standards of journalism have become a serious impediment towards this development. Besides, the political control of news flow and even mass media content can be explained by looking at the structures that control mass media institutions. In response, the whole journalism education in Egypt must be reconsidered with regard to its curriculum, texts, faculty, and even research methods in these programs. There is a clear dichotomy between education and market needs and qualifications. This has resulted with a vigorous debate over journalism education, by focusing currently on its lack of relevance with the social realities of Egypt. The difficulties many Egyptian journalists face after they finish their journalism education is a double jeopardy of the struggle between those supporting the gatekeeper/objectivity role and those supporting the advocacy role based on political and religious considerations on one hand, and the professional values and the vocational training needed on the other hand over deciding "what is news. A general syndrome of many private and government institutions is the expectancy that journalism programs are expected to produce journalists who will support development policies of governments or the private sectors. In contrast to the presumed role of journalism programs that orient journalists as independent and even adversarial to government and the private sector. The main problem that remains unresolved is the possibility of developing alternative models, which are neither conceived within a socialist nor a capitalist political structure, have not been fully successfully realized. Therefore, the research attempts to extol some aspects of the western model of professional journalism education that emphasizes on practical training



and technical/professional performance. In that regard, the research investigates the views of the current media and journalism students and tries to explore the potential of helping the journalists through on-job training and education in Cairo and the rural areas.

### **Sustainability of Quality in Journalism: Soft Factor Knowledge for Media in Transition**

Bauer, Thomas, University of Vienna, Austria

Media transformation reflects the transformation of the society. The conditional status of media in South East Europe (SEE) announces to certain extent the status of perplexity of South East European societies. After having implemented hardware factors (media legislation, media order) there is a deep need of developing software knowledge: who to develop a cultural cooperation between media and audience? What is necessary is a culture of trust. All SEE countries – even if they are in a different status – are faced with a transition process that does not only take place in politics. It touches the common mind, the basic concepts and the societal organization in politics, economy, education, culture, communication and media. Media react more than other public organizations to that general transition process by structural instability, culturally heterogeneous performances, and generally with systems transformation. One of the relevant projects is to invest in development of media credibility and media related quality standards through international journalism educational programs, journalism training, and media education. The international/ intercultural cooperation in developing structures for public trust needs trans-cultural sensitivity, because that international cooperation and the support from European Commission only helps to enrich and to sustain the development towards an open and open minded society, when it gives time to live through all those steps that have to be done in a way so that there is no desire left to go back to an already done step if it has reached the next one. By all means that needs time. Pressure coming from European Union just has the effect that the nations will not feel the transition process is their own chance. They will understand it as a giant neighbour's domination. Speed kills.

### **Few Educators, Many Journalism Programs: Journalism in Romania after the fall of Communism**

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Balasescu, Madalina, University of Bucharest, Romania

Before the fall of communism in 1989, Romania had only one academic journalism program, which was highly ideologized. Most of the working journalists during the communist regime had a Bachelor's degree in a specialty other than journalism. Other media employees were selected based on political criteria. As in other post-totalitarian societies in East and Central Europe, media organizations mushroomed in Romania after the fall of communism. Thousands of jobs became available in newsrooms and in media business departments. To respond to the needs of the media job market, many state universities created journalism and mass communication programs. Private academic units also were established after 1990 and have developed journalism programs. The major challenges have been the lack of qualified educators, the limited number of textbooks and, initially, the lack of technology needed for broadcast and online journalism. Educational projects organized by professional, non-academic organizations, such as the Center for Independent Journalism in Bucharest, and in-house, post-employment training programs have emerged as alternatives to academic studies. The circumstances have gradually improved due to international education programs funded by such organizations as the United States Information Agency, European Union, World Bank and The Foundation for an Open Society. Many exchange programs have brought Romanian

journalism professors to prestigious Western journalism schools. The quality of the journalism and mass communication education in Romania is very uneven however, and this situation is reflected by the media products available on the market.

### **The Challenges of Teaching Journalism in Kuwait**

Mitchell, Charles, The American University in Kuwait, Kuwait

The paper investigates how cultural mores in Kuwait impede the teaching of journalism. In the paper, I use qualitative surveys of my students to assess the challenges encountered throughout journalism studies at the American University of Kuwait. I also provide participant observation of how cultural issues created obstacles in the classroom and how these problems were eventually solved. The paper will address cultural challenges in four areas. First and foremost, Kuwait's interpretation of Islamic law denotes the separation of genders in everyday social interaction. This places challenges on both male and female students when reporting on and interviewing members of the opposite gender. Students are often encumbered by stringent cultural and religious mores that enforce distinct lines of demarcation between men and women. As such, stories and topics that students must cover cannot be obtained from the opposite sex or at the very least, the source is less likely to open up to an opposite gender reporter. Students have recounted areas of resistance and even violence when approaching those of the opposite gender during newsgathering assignments. A second area of concern lies in the concept of 'beat reporting. Students enrolled in the journalism program at the American University of Kuwait are following the Columbia University model of reporting, as such, they are assigned beats in Kuwait City and must cover and develop stories from those areas as part of their curriculum. However, the geographic makeup of neighbourhoods in Kuwait is not as diverse and as approachable as they are in the west. Suburbs are comprised mostly of gated houses with very little apparent activity outside of those homes. These neighbourhoods lack parks, city benches, local bars and hangouts where students can meet and mingle with locals, in order to develop relationships that are needed to facilitate strong in-depth beat reporting. Thirdly, Kuwait is a collectivist society. The social cohesion of the community is often predicated on the concept of saving face. Sources often request anonymity even when the information they have is frivolous, because having ones name in print can be stigmatizing in this society. Lastly, epistemological ideas of freedom of expression in this state often mean an attempt to dismiss or suppress any views that are too critical of Islam or cultural mores. Any news story, no matter how small, that criticizes Islam is often met with strong opposition from some students. Many journalism undergraduates have even expressed their resistance on reporting on such topics.

### **Romantic Ethos in Journalism: Aspects of Teaching**

Lago, Claudia, Anhembi-Morumbi University, São Paulo, Brazil

The journalistic field in Brazil is marked by a romantic ethos, characterized by the elegy of investigative reporting and by the perception of journalism as an individual ethical calling, even a mission. This ethos is perceivable in the journalists' description of their profession, in professional communication websites, in books that try to explain the essence of "being a journalist", and even in academic research about professional matters. Starting with the characterization of ethos, this book analyzes how ethos permeates the speech of journalism professors, and how it anchors their practices. The book also investigates the contradictions between the professional ideal of these professors, given by romantic ethos, and the relationship, many times conflicting, with graduate students of journalism schools—seen as "alienated" and lacking posture and concerns that professors deem adequate for a future

professional. The work is based on earlier research to characterize romantic ethos, as well as on long interviews with professors of journalism schools, and on the direct observation of these professors in the daily activities.

### **Journalisme d'agence et dés-occidentalisation du regard des professionnels dans le « conflit de Bakassi »**

Madiba, Georges, Université de Douala, Cameroon

Au terme de 13 années d'une guerre microcholine pour le contrôle d'une péninsule qui regorge de l'or noir, le Cameroun et le Nigeria ont finalement trouvé un modus vivendi dans ce que les médias ont baptisé « l'affaire Bakassi », (du nom de cette presque île dans le golfe de Guinée). Son caractère de plaque tournante dans cette sous-région pétrolifère (composée du Congo, Gabon, Nigeria, Guinée Equatoriale, Cameroun) charrie des émotions, soulève d'énormes appétits et suscite des stratégies politiques de la part des puissances occidentales. Le golfe de Guinée est considéré depuis les années 1960 comme le « pré-carré » français. Le positionnement géo-stratégique des Etats-Unis qui manifestent de plus en plus une tendance à agir sur l'échiquier africain, en fonction des affinités linguistiques mais surtout de leurs intérêts énergétiques ne laisse pas les médias indifférents. Ceux-ci ont souvent relevé des contradictions, des oppositions, des désaccords à peine voilés entre Paris et Washington au sujet du règlement du « conflit de Bakassi ». Dans un contexte politique international marqué par un « droit d'ingérence » et une volonté de transparence de la part de la communauté internationale, ce conflit d'intérêt marque-t-il, de manière feutrée, une rivalité sur le continent africain entre la France et les Etats-Unis, comme certains médias l'ont écrit ? Nous prenons cette perspective géopolitique et conflictogène des médias comme postulat afin de voir si le regard des correspondants locaux des agences mondiales d'information (AFP, AP, Reuters) et des radio transnationales (RFI, BBC, VOA) véhicule une vision dés-occidentalisée, donc unitaire, ou alors fragmentaire répondant à la tension (à l'attention) voulue par les médias occidentaux. L'interrogation principale tentera d'articuler la tension permanente entre la perception de l'actualité par le professionnel, son intelligibilité sur le plan géo-politique et les attentes de son employeur. L'approche se veut exploratoire et compréhensive du travail du professionnel de l'information.

### **Macro ethics and the journalistic field: A critical studies perspective on journalism ethics**

Michael Edward Lenert, University of Nevada, Reno, USA

I use the term macro ethics to describe a range of ethical questions that pertain to the legitimacy of journalism in a democratic society. Starting at the intersection of critical theory and ethics, this paper is an exploratory essay and critique of standard journalism ethics, where the term critique explicitly means examining and establishing the limits of the validity of a body of knowledge. To this end, it is useful to develop more fully the distinction between macro ethics and micro ethics. We can say that micro ethics principally focuses on individuals and their internal relations to the journalism, advertising and public relations professions. For example, most research and teaching in journalism ethics has a micro focus and works best to describe the problems and solutions from the perspective of an individual communicator or a member of the public affected by a practice. Yet there is an important but neglected level of analysis called macro ethics. This category of analysis applies to the collective social responsibility of the journalism, advertising and public relations professions to our democratic institutions. A macro ethics perspective rigorously interrogates the idea that journalism is an institution that is fully insulated from religious, state and corporate power. A macro ethical

analysis is explicitly concerned with technological and economic developments in telecommunications that are challenging the traditional ethical norms and changing the distribution of justice in society, including issues of race and gender. Macro ethics concerns an analysis of how the journalistic field is subject to the direct or indirect domination of other relations of social power and capital. Drawing on this foundation, this essay examines the points of contact between the idea of macro ethics and the concept of field as used by French social scientist Pierre Bourdieu, where the term field refers to the context and setting in which journalists and their social positions are located in the larger field of power and class relations. In Bourdieu's view, all human actions take place within social fields, which are arenas for the struggle of economic and symbolic resources. In this continuing contest, individuals, institutions, and other agents try to distinguish themselves from others, and acquire social and economic capital. Following Bourdieu, macro ethics concerns an analysis of how the journalistic field is subject to the direct or indirect domination of other relations of social power and capital. In other words, integrating macro ethical issues and Bourdieu's concept of the journalistic field into journalism, advertising and public relations ethics involves broadening the traditional context of ethical problem solving. Without abandoning our concern for micro ethics, we must now give equal attention to the macro ethics of large institutions and telecommunication systems including the public values that build community and democracy. These are ethical responsibilities at the level of the profession and not the individual.

### **Editors' Perceptions and Attitudes towards Journalism Identity, Professional Competence, Ethics, and Education: the Case of Slovenia**

Melita Poler Kovacic, University of Ljubljana, Slovenia

Vesna Laban, University of Ljubljana, Slovenia

The paper presents the results of the first survey ever conducted in the Slovene mass media, researching the editors' perceptions of the journalism identity, professional competence and ethics, and their attitudes towards journalism university education. The questionnaire has been sent to 250 recipients from the national and local, public and commercial, press and electronic media. This research deals with differences in the attitudes according to the respondents' education, the editorial department (e.g. foreign politics, economy, sports, chronicle), the nature of the mass medium (e.g. public, commercial, national, local), their perception of the professional journalism competence, their views on the journalism ethics, and their perception of the journalism identity. The authors assume that the editors' potential negative attitudes toward journalism education are based on the a priori conviction and stereotype that the university education inevitably produces journalists who are too theoretical to manage well in the real-life journalism practice, even though the university curriculum reveals a high degree of practical skills. The authors examine the hypothesis that the editors' attitudes towards education are significantly influenced by their own education, their perception of the professional journalistic competence, ethics, and identity of journalism. The questionnaire is divided into five sections: the first section addresses questions about the editor's age, education, position in the media institution, years of experience as an editor and a journalist; second section deals with the editor's knowledge of the journalism studies curriculum and his/her attitudes towards the university education for journalists, his/her views on the advantages and deficiencies of journalism graduates, on the importance of the practical experience and/or field specialization; third section addresses the editor's perception of the concept of professional journalistic competence; fourth section explores the editor's attitudes towards the ethical behavior of journalists; last section deals with the editor's perception of the journalistic identity, of the primary journalistic goals and loyalties. The authors conclude,

that even though the cooperation between the journalism faculty and the mass media has been present throughout the history of journalism education in Slovenia and is today stronger than ever, it is necessary to further promote mutual understanding and respect between university and professionals. To this end it would be beneficial to invite professionals to lecture in the practical courses in the journalism studies program; organize practice for journalism students in the media institutions; university organized additional education for the working journalists; jointly granted awards to the outstanding journalists; common organization of round-table discussions about state of journalism in the Slovene society, etc.

### **The Teaching of Journalistic Ethics in the Universities of Peru**

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Porfirio Barroso, Universidad Complutense de Madrid, Spain

Peruvian society recognizes the fact that responsible Journalism is important to form better citizens, but also criticizes the lack of Ethics either partial or total that some journalists have. This can be noticed in the little trust people have on the mass media as well as in the absence of responsibility which brings as consequence the loss of credibility in a guiding institution. Information Ethics is a key factor in the journalists training, since it is something that goes through all the steps of the craft: from the topic selection –using the right Journalism procedures- to the publication of the information; as it is in the classic system of human communication: the sending of the message, the means chosen or message and the receptor. This is why all the University Faculties or Schools that offer professional training in Journalism or Communication in Peru have a course on Ethics or on Journalistic Deontology. The purpose of this research is to show the content and comparative analysis results of the teaching of Journalism Ethics in the Faculty of Communication in Peruvian universities. We would work with 35 higher education centres, public and private, that offer this professional training. The Ethics or Deontology subject belongs to the curriculum of the career; it is compulsory, and it worth 2 or 3 credits within a study syllabus of 200 credits. The key collecting data documents for this research are: a questionnaire or survey that Ethics professors are going to answer or fill in, and the syllabi or Ethic Programs. The content and the comparative analysis are going to help us to know the context of the Ethics subject within the curricula of the Studies Programme, the professors' training and their knowledge of the subject, the quality of teaching, the programme topics, and the resources and techniques used by the teachers. Knowing about what the current teaching of Journalism Ethics is like is very important since it will allow us to take measures to improve it so as to have a better Ethics formation at university level. Are Ethics professors helping students develop ethics criteria? Are we helping them to develop an ethical sense or attitude towards the actions they may take in the future? Or the students just see Ethics as an utopia, far from reality? These are some questions that Ethics professors must answer though our survey. Up to the present there has not been a research on the teaching of Journalism Ethics in Peru, and although the analysis corresponds to Peru, it can be applicable to Latin American reality for the regional similarities in the training and trends as shown in many studies on Communication.

### **Training for tomorrow's communicators: Some suggestions to the developing world**

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Training in communications has started from the middle of the 20<sup>th</sup> century, and today it has reached its peak, what with media training being included even at the middle school levels in some places. Only shows how popular and deeply influential media has become in the lives of people all over the world. Now with the Bologna system of 3 + 2 + doctorate in

communications training catching up especially in Europe and even in the developing countries, clear lines need to be drawn on what the content and emphasis on communications training need to be. Often there is a misconception regarding the content of communications training, some focusing on technologies, while others purely on theories. Often areas like understanding the language of the media or creativity, major tools in exercising the language of the media are left in the lurch and trained persons find themselves out of job. There are those who argue that creativity is in-born and can never be taught in an academic setting, but opportunities can be provided to exercise this creativity using the language of the media. My thesis in this paper focus on two most important areas in communications training appropriate to the developing world.

1. A strong sense of using communications for development needs to be figure as a major content. Every media, even the latest technologies can have this development potential and this can be fully integrated to into curricula.

2. A second element so much necessary today in the developing world is a strong ethical sense in media. Depleted by corrupt practices in every field, the developing world has a wide disparity in the rich poor margin and only corruption-free attitudes, especially with a strong ethical sense in media can help for a brighter future. Obviously formation in media is to take into account formation of character too. For media ethics is very much part of character formation. I would end my paper questioning whether the developing world is equipped to take up this kind of a challenging task ahead.

### **Ethical Challenges to the Journalism Profession: A Study of Journalistic Practice and Professional Education in Norway**

Nkosi Ndlela, Hedmark University College, Rena, Norway

In the last years immense changes have taken place within the profession of journalism as a direct consequence of technological developments. For journalism the development of the Internet has brought mixed fortunes. Not only has the explosion of the new technologies expanded the field of journalism, it has also brought challenges and questions to the fundamental principles of traditional journalism, that is, the basic requirements associated with the profession, such as objectivity, integrity, balance, accuracy and fairness. The Internet and other new technologies have revolutionised the character of journalism, creating new fields of specialisation, new methods of gathering and disseminating information, standardisation of journalistic genres and is now an indispensable integral part of journalistic work. However, the same technology celebrated as a technological breakthrough in the history of progress, has also opened a plethora of ethical challenges. New ethical frontiers confront journalists and their employers. How is the journalism profession responding to the new ethical challenges? This paper examines the impact of the technology on the journalistic ethics in Norway and how journalist educators are responding to the challenge. The question is what measures have been put in place by the educators in building new competences within a dynamic field? To what extent has these measures been harmonised with the changing demands of employers, regulators and government? Through curriculum evaluation of major journalism training schools, review of the Norwegian journalists' ethical codes and interviews, the paper assesses the responses to the new ethical frontiers. It argues that the ethical dilemmas which confront the journalistic professional practice require complimentary efforts in journalistic professional education.

## **Limiting media harassment in law courts of Quebec: a case of co-regulation and failure of self-regulation**

Bernier, Marc-François, University of Ottawa, Canada

In 2005, reacting to cases of media harassment of notorious citizens, the Québec Chief Justice imposed restrictions on the news crew working in the law courts. Hitherto, the journalists and the cameramen could go wherever they wanted, trying to catch and stop citizens and their prosecutors, running in the corridors to have footage of those which sought to escape to them. Such are long time prohibited practices in the other Canadian provinces. The new rules have the effect to limit to the area where news media can film and make interviews. They cannot run after and annoy citizens as they did for many years. The reporters must now carry out their interviews at specific places, with the consent of the sources, rather than extort comments and images against the will of the people. The new rules do not apply outside the law courts. Claiming that the new rules contravened the freedom of press protected by the Charters of Canada and Québec, the mainstream media have bring the case before the Superior Court of Québec. In doing so, they have allege in particular that the news media were able to regulate themselves and that the new rules were abusive. In the course of the trial, the author, as expert witness, have showed that the hyper competitive media environment encourages what McManus calls *market driven Journalism*. In such a socio-economic context the reporters are unable to self regulate their professional practices. In the present communication, the author supports that the new rules of law which limit the mobility of the media constitute a form of co-regulation which by no means tackles the freedom of press: trials remain public and accessible to the journalists and interviews with the involved actors can be realized elsewhere. In the same time, the new rules protect the citizens caught in situation of vulnerability. Moreover, it has been demonstrated that the new rules are compatible with ethical principles and the deontological standards that journalists had freely given to themselves in regard of media fairness. Indeed, they restore a fair balance in the relationship between citizens and journalists while supporting a relative protection of the dignity of citizens. One must takes into account that the presence of citizens (as defendants, victims or witnesses) in the law courts is obligatory and that put this people in an unfair position vis-à-vis the reporters. Finally, the rules are applied to particular behavior (doing footage and interviews) and not to specific actors. The rules are thus not limited to the professional of news media but to any citizen who would like to benefit from information and technologies of communication (ITC) to collect images, record comments and freely broadcast them on various platforms. A first decision had confirmed the constitutional legality of the new rules. The media have interject appeal, which was not heard yet. The communication will be held in French.

## **Le journalisme en ligne et ses problèmes de médiation: l'exemple du *Midi Libre***

de Ceglie, Audrey, CRAIG, Montpellier, France

Le but de cet article est de présenter l'état d'avancement de nos travaux de recherche sur la presse mise en ligne. Il faut savoir, que les éditions électroniques consultables en ligne des différents supports de presse écrite, ne datent que du début des années 90 (auteur, date). Si ces nouveaux médias ont révolutionné certains domaines comme les télécommunications ou encore l'enseignement, ils restent encore peu exploités au sein des organismes de presse. Ils sont avant tout utilisés comme simples outils de médiatisation de l'information, c'est-à-dire de transposition du journal papier sur le net. Il laisse de côté l'aspect médiation, compris comme l'ensemble des relations et des interactions médiées par l'outil, aspect très utile à son évolution. A *Midi Libre* comme au journal *Le Monde* (Blandin, 2004), les journalistes en ligne

sont souvent relégués aux postes de simples webmasters, qui retranscrivent le journal papier sur le net. L'introduction des nouvelles technologies et d'Internet comme support de médiation, au sein des organismes de presse, remet en cause les interactions entre les acteurs du système journalistique, et plus particulièrement entre les journalistes dits classiques et les journalistes en ligne. En accordant, une importance plus spécifique aux médiations, c'est-à-dire aux interactions médiées par l'outil Internet, nous essayons de comprendre comment se construit l'information et comment communiquent les acteurs entre eux ? Nous tentons, dans cette étude, d'appréhender comment les journalistes en ligne sont exclus de la construction de l'information. Pour cela, nous illustrons nos propos grâce à des observations réalisées au sein du quotidien régional *Midi Libre*. Nous montrons le rôle des journalistes en ligne au sein de la rédaction du journal et surtout les problèmes qu'ils rencontrent face aux journalistes classiques. Les études sur le journalisme en ligne comme celles de Blandin (2004) ou de Ruellan et Péliissier (2002) montrent que la révolution du cyberjournalisme ne s'est pas encore faite dans les organismes de presse. Dans la continuité de ces travaux, à travers l'étude du *Midi Libre* nous montrons pourquoi ne se font pas les interactions entre les journalistes classiques et en ligne. En utilisant les concepts de médiation et de travail collaboratif nous faisons une étude comparative entre les interactions de journalistes classiques entre eux, et celles établies avec les journalistes en ligne. Nous tenterons ainsi de comprendre pourquoi les journalistes en ligne ne sont pas reconnus par leurs confrères et essaierons de proposer des solutions possibles. Pour cela, nous avons réalisé une observation participante au sein du service rédactionnel de *Midi Libre* ainsi qu'une observation approfondie au sein du service de rédaction en ligne. Tout d'abord, nous présentons le rôle de ces acteurs au sein du groupe, puis nous étudions leurs interactions et leurs relations avec les journalistes classiques et pour finir nous proposons des pistes de réflexion pour améliorer les situations de communication entre ces acteurs, comme par exemple la mise en place d'un projet collaboratif de rédaction d'article.

### **Journalistic convergence in Spain: changing journalistic practices and new challenges**

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The advent of digital technologies in journalism has not only brought a new variant to this profession, called online journalism, but also is modifying professional profiles of traditional press, radio and television journalists. Digitalization of newsrooms, irruption of non-linear editing systems, and the internet have contributed to the transformation of the existing productive practices and the establishment of new ones, along with the development of new journalistic skills. Thus, journalists have modified their routines for obtaining information, particularly thanks to the internet, as well as, adapting them to the new editorial dynamics and working conditions. However, when technological innovations seemed to be settled in the Spanish media, the profession has to face a new challenge: digital convergence, which goes beyond the consequences of previous technological processes. Convergence is a very



polysemic concept, which predicts the blurring of the limits between different media (press, radio, television, internet) and their productive routines. Some media professionals and scholars have seen in convergence the salvation of the industry, others, in contrast, a risk of content homogenization and quality loss. This paper offers a preliminary overview of convergence initiatives in Spain and we propose to analytically structure convergence into four dimensions that cover different phases of the communication process:

- Integrated production
- Multitasking professionals
- Multiplatform delivery
- Active audience

The paper particularly analyses the second dimension of convergence: multitasking professionals. Multitasking professionals labels the processes in which journalists assume more and more tasks, including technical ones, to produce content to several media at the same time. The new working environment requires that journalists become more versatile in order to keep up with the multiple demands and to produce content to be distributed through different media (press, television, internet, but also mobile phone, PDA, iPod, Digital TV...). Interactive media also breaks the distinction between producers and receivers. Journalists can incorporate user generated contents into their products and social networking tools also enable a dialog of the news production with the citizens. The research team surveyed over 50 Spanish media groups that total over a hundred media ventures with some sort of convergence process going on. The paper presents a preliminary analysis, with special emphasis on changing professional practices, of the data gathered from corporate information and interviews with news editors.

### **The Arab Journalism in the Digital Age: An examination of the current situation of the Egyptian professional journalists**

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Today, the development of sophisticated digital technologies of information and networked communication contribute in supporting a rapid application and deployment across a wide range of social, political and economic practices domestically and globally. While the technological dynamism is undergoing rapidly in some regions such as Europe, North America and South East Asia, in Africa and in the Middle East there are still a lack of a holistic Information and Communication Technologies development agenda. Therefore, most governments of the Arab countries are increasingly implementing the idea of ICT plans, such as e-government, e-education and broader e-commerce activities. However, there are substantive delays in delivering meaningful services to end users that can improve their lives effectively. A recent research in the Gulf States, published in the *Middle East Report*, pointed that a survey was directed to the Gulf population focusing on the importance of ICT in their daily lives. The result was, 60% of respondents agreed that ICT is necessary for their government's performance; while 55% rate the related Government efforts are unsuccessful. These circumstances prove that the Arab media map is crossing transitional steps to energize the future of the communication technologies regardless the delicate socio-political, technological and the economy environment, particularly in Egypt. This paper is focusing on the professional performance of the news reporters in the field, the impact of using the modern journalism tools and the average of journalists that implement ICT in their work. It examines weather the mechanism of delivering their news reports did improve and reaches the international media standard. The study is questioning their news content, the awareness of

media competitiveness, especially after the wide spread of the Arab satellite news channels, their social role and if there is a new perspective to develop the Egyptian media.

### **Layla's Soft Screaming: A New Discourse of Cyber-Feminist Resistance on the Egyptian Women Blogosphere**

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In contrast to stereotypical depictions of Middle Eastern women as passive victims of patriarchal oppression, women in Egypt have organized themselves for over a century to challenge state authority as well as prevailing gender ideologies and oppressive practices shaping their everyday lives. The last phase has witnessed them going online maintaining blogs that defend their causes. In this paper, I will discuss the campaign that has been launched by a group of Egyptian female bloggers beginning with September 9, 2006 titled: "We Are All Layla". The Campaign named after Layla, the main fictional character of Latifa AL-Ziat's novel "Open Door". Latifa AL-Ziat, a prominent Egyptian feminist, portrayed "Layla" as an example of the oppressed women in Egypt. The Campaign raises complex issues in relation to feminist ethnography. What happened was a kind of female virtual group effort that raises many important questions about cyber-feminism in Egypt and the Middle East. The main objective of the paper is to put the campaign within its historical context of the women movement in Egypt especially in its last phase. Beginning with the 1990's, women have searched about new ways of consolidating and resistance. In Egypt, women started to mobilize in small groups revolving around certain themes, projects or events in the 1980s and 1990s. Unlike other political movements, such as the leftist or Islamist movement, Egyptian feminists do not primarily aim to mobilize 'the masses' but focus on strengthening solidarity, and friendly relations between women activists. The Egyptian Women, in this campaign, have tried to detach themselves from the "Old" feminist discourse that hates men considering them the sole evil reason behind women suppression. The campaigners claim that the oppression of patriarchal regime is operational against both men and women alike. Furthermore, the paper intends to position the same campaign in its socio-economic context; women shared in "We are all Layla" represented a specific sector of women in Egypt who live in Urban Cairo having the monetary and technological means to launch such a cyber crusade. We can find women complaining about the pressures of the society over them because they passed 25 without marriage, or criticizing their families that discriminate them from their male brothers. However, we can't find divorced or widowed women who complain about being without financial supporter or poor girls from Upper Egypt who lack education simply because those later do not have computers or DSL internet connection to initiate their fancy blogs. Additionally, the paper will place the campaign within its international or global Cyber-Feminist context. The past efforts of women in the United States, Germany, and India should have influenced the Egyptian women to initiate their own e-space. Egyptian female bloggers share their global counterparts in lacking theory and profound analysis or reading to the national and international complexities within Egypt, Arab World, or the whole globe.

### **Pour un regard social dans l'enseignement du journalisme**

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La présente étude relève différentes possibilités d'orientation pour la formation professionnelle de journalistes qui portent un regard attentif aux nécessités de communication de la société, spécialement par rapport à des secteurs marginalisés. Dans le panorama de l'enseignement du journalisme au Brésil, on parle beaucoup de la perspective de formation de journalistes "pour le marché". L'expression apparaît de manière récurrente dans les textes de

chercheurs qui se consacrent à l'étude de la formation professionnelle. Historiquement, l'idée à la base de la formation académique des journalistes a connu des variations. Les premiers cours de graduation en journalisme (équivalent maîtrise) au Brésil, dans les années 50, étaient institutionnellement liés aux facultés de philosophie et de lettres, ce qui a conditionné un enseignement professionnel qui faisait prévaloir une formation humaniste. Les premières facultés brésiliennes de journalisme ont surgi dans les années 60, en se distanciant un tant soit peu du modèle précédent, excessivement calqué sur la formation humaniste. À partir d'alors, les cours ont peu à peu incorporé l'idée d'un enseignement plus pratique, en particulier à partir des années 70, quand la réforme du cursus minimum a institué, entre autres choses, l'exigence d'équipements professionnels et de laboratoires spécialisés. La Résolution de 1984 du Conseil Fédéral d'Éducation qui réglementait le fonctionnement des cours de Communication Sociale exigeait, pour le fonctionnement des cours, l'existence de laboratoires pour les activités pratiques. Au vu de ces conditions historiques, les différents cours supérieurs de Journalisme, au long des années, ont fait varier l'orientation du processus d'enseignement-apprentissage entre deux pôles: la formation "humaniste" et la formation "technique". Aujourd'hui, il semble qu'il soit consensuel que la formation professionnelle doive être à la fois humaniste et technique, théorique e pratique. Cependant, la controverse est plus profonde. Aujourd'hui, après l'extinction légale des cursus minima, les normes du Ministère de l'Éducation établissent que la formation est un processus dont doit résulter un profil déterminé de l'étudiant formé. L'évaluation des cours pour reconnaître et de ré-homologuer des cours de graduation en journalisme a en vue la formation d'un professionnel pour le marché du travail. Le discours prédominant de "formation pour le marché" paraît viser une nécessité de réponse aux exigences de résultats immédiats qu'a le marché. Cependant, les devoirs éthiques du journaliste, conformément à ce que l'on déduit du Code d'éthique professionnelle, imposent au journaliste une fonction sociale qui va au-delà de ces exigences du marché. Dans un pays ayant des caractéristiques de sous-développement et d'inégalité sociale comme le Brésil, il est impératif que les institutions d'enseignement cherchent à former des journalistes ayant une préoccupation sociale et non des professionnels qui ne seraient orientés que vers les nécessités du marché. Il revient donc aux cours supérieurs de journalisme de prendre en compte la préparation des futurs journalistes pour cette tâche. Le présent article présente une expérience réalisée dans ce sens dans le cours de Journalisme du Centre Universitaire Positivo, institution privée dans la ville de Curitiba, capital de l'état du Paraná, au sud du Brésil.

### **The university teaching in communication: challenges and improvements through the introduction of hypertext**

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Sergi Cortiñas Rovira, Universitat Pompeu Fabra, Barcelona, Spain

Los retos del nuevo paradigma comunicativo, un cruce histórico lleno de posibilidades pero también de riesgos y límites, obligan a una redefinición en la educación superior de los futuros profesionales de la comunicación. Este trabajo, realizado a partir de las experiencias de dos profesores universitarios, propone la introducción del hipertexto en la docencia universitaria en el campo del periodismo y analiza las ventajas que esta nueva herramienta supone en la formación de los periodistas del siglo XXI. La propuesta metodológica que se desarrolla en el curso de la presente comunicación defiende la interactividad y complementariedad entre tres vectores esenciales: las teorías de la Periodística, las experiencias que provienen del mundo profesional de los medios de comunicación, y los conocimientos que los alumnos adquieren por sí mismos (autoaprendizaje). El hipertexto tiene que ser concebido, como se ve en este trabajo, como el "locus" donde han de converger la

teoría y la práctica, donde han de explotarse la creatividad del alumno y donde han de potenciarse la interactividad profesor-alumno y alumno-alumno. El alumno tiene que poder en este hipertexto adquirir los conocimientos teóricos básicos. Éstos los podrá comparar con ejemplos de textos, imágenes y documentos sonoros de radios y televisiones profesionales con un acceso directo, que el profesor relacionará previamente con el contenido teórico de la asignatura. El estudiante adquiere el conocimiento teórico con ejemplos en directo, lo que le permite comprobar errores y aciertos de la redacción audiovisual y los relaciona con la práctica profesional de los medios de comunicación. Una vez interiorizada la teoría por medio de los ejemplos, el alumno podrá ejercitarse con casos reales cuando está llevando a cabo los ejercicios, que generalmente se ha de escribir una noticia o un reportaje para un medio audiovisual.

### *Posters*

#### **Objectivity in Journalism Education versus Objectivity in Journalism: Is There an Objective Definition of "Terrorist" and "Martyr"?**

Rasha Abdullah, American University in Cairo, Egypt

Objectivity is a recognized standard in journalism. As a faculty member who belongs to an American university in the Arab world, I have been adhering to teaching students – the same way my professors had taught me – that they should strive to be objective in their coverage of any one event. This point is illustrated by the use of different terminologies in the media to refer to the same thing. For example, while most Western media use the term "terrorist" to describe those who strap themselves with explosives, some Arab media describe them as "martyr." Other media use the words "suicide bombers." There are many examples, and the point is, there are obviously several versions of every "truth." Should educators keep teaching "objectivity" as a standard in journalism, or should we all acknowledge our biases? This paper will try to tackle this important issue through a survey of journalism students and professors at the American University in Cairo. Students will be asked about their perceptions of what they are learning, and whether or not they believe it is realistic and applicable in the world we live in. Professors will be asked about their ways of teaching "objectivity," how they explain it, and how they explain what's happening in the world in light of "objective journalism." The objective is to arrive at an image of what we teach, how students perceive it, and whether some important contextual changes need to be made based on the recommendations of both the students and professors.

#### **The Impact of Post-Employment Journalism Training on Health and Medical Story Ideation**

Becker, Lee, University of Georgia, USA

Tudor Vlad, University of Georgia, USA

A body of literature on the impact of post-employment professional training on journalists is beginning to emerge. The studies to date suggest that these programs have impact on the news construction process itself by changing the stories that journalists produce and the sources they use in creating them. The literature on news construction suggests that a key process is story ideation. Reporters have the responsibility for thinking up story ideas. In many news organizations, routines have been developed and "beats" created to help the reporters find ideas for stories. Other staff members, including top editors and producers, are also expected to come up with story ideas. In this view, raw material has the potential to become news only if it is recognized as having that potential by someone in the news construction business.

Something becomes news as a result of a process that began with the story idea. Individual newsmakers assess the information flowing into the newsroom from various sources, such as press releases, general mail, newspapers, magazines, e-mail messages and web searches. The journalists assess this information to find the nuggets of story ideas. These story ideas are then discussed in daily story meetings, where decisions were made on which of the raw material would become news. Post-employment training programs, frequently referred to as midcareer training, often suggest story ideas to journalists and present the journalists with sources that can be used to turn these ideas into news products. The story ideas can be presented as explicit or implicit lists of stories that need to be or can be covered by experts. Some of the experts come from within the media. For example, journalists working in larger markets or at more prestigious news organizations can share their experiences. Some of the experts work in other settings, such as at universities or in specialized fields. Journalists also often exchange story ideas in formal and informal sessions in these settings. This paper looks at the impact of one such training program designed to help journalists to better cover health and medical news. The two-day workshop for print and broadcast journalists in small media organizations featured media experts and journalists who spoke on a variety of medical topics and offered suggestions on stories that might be produced on those topics. The participants also were exposed to sources who could help the journalists develop the ideas into stories. Immediately prior to the workshop, researchers visited the newsrooms of four media organizations, one weekly newspaper, one daily newspaper, one radio station and one television station, that planned to send journalists to the workshop. During those visits, the researchers watched newsroom operations and interviewed the journalists who were scheduled to participate in the workshop and their supervisors. Researchers next administered a short evaluation form at the end of the workshop itself that asked the participants about their assessment of the program. One month after the workshop the researchers returned to the newsrooms and reinterviewed the workshop participants and their supervisors. The researchers also obtained copies of the stories produced by the media organizations in the health and media area 12 weeks before the workshop and 12 weeks after and subjected these to content analysis. An analysis of the work of journalists covering health topics in small media organizations shows that significant amounts of their time are consumed by generating story ideas. These journalists also are constrained in the sources they know to approach for help in developing the stories once they have generated the ideas that can become health stories. Journalists who participated in a health workshop indicated that the experience was valuable to them. They also evaluated the components of the workshop highly and reported high levels of satisfaction overall with the experience. Approximately one month after the workshop, the journalists indicated that they had made use of the workshop or planned to do so in the future. An actual analysis of the work of the journalists shows that their media organizations produced more stories on the topics of the workshop after it was completed than before. At least one of the speakers from the workshop became a source of one of those stories. One general theme of the workshop—that better reporting involves the use of multiple sources—seems not to have produced the desired outcome. More stories after the workshop than before either contained no source or were single-source stories.

### **The Nordic Journalism Student: A cross-national study**

Bjørnsen, Gunn, Oslo University College, Norwa

Ottosen, Rune, Oslo University College, Norway

Schultz, Ida, Roskilde University, Denmark

Zilliacus-Tikkanen, Henrika, University of Helsinki, Finland

What are the main similarities and differences between students of journalism in the Nordic countries? Is it possible to speak of a common Nordic journalistic identity with common professional ideals and motives among the next generation of Nordic journalists? Are the differences found related more to national differences or to intra-national differences according to the various educational models for the schools? What about gender differences? Do such differences constitute a 'constant' factor of difference in journalistic ideals and preferences across the nations, or do they vary? The data is based on a quantitative web survey of every new journalism student at 19 Nordic schools of journalism in autumn 2005, where 600 students responded (64% of the population). The main focus of the study is on the social recruitment, their motivations for studying journalism, their adherence to various journalistic ideals, their view on what a 'good journalism education' should consist of, and their preferred future work place. The results are analyzed with reference to other international studies to provide a cross-cultural perspective.

### **A Comparative Study of News Quality between Medical Specialist and Generalist Journalists: The Coverage of Woo-Seok Hwang's Stem Cell Research Controversy**

Joo-Hee Cho, Yonsei University, Seoul, Korea

The specialist system has been gradually expanding in Korean journalism. There have been studies that examined the problems of the specialist system and provided recommendations for improving the system itself. However, there is limited research which compares the news contents by specialist and generalist journalists. This study aims to document how media contents produced by the medical specialists compared to those produced by the generalist journalists, using the coverage of the controversy over the authenticity of the Woo-Seok Hwang's research on stem cell. The controversy resulted in newspaper coverage of various aspects of stem cell research including political, scientific, and ethical issues. We collected newspaper articles on this issues in the four major Korean dailies (Chosun Ilbo, Donga Ilbo, Hankyoreh, and Kyunghyang) between December 4 and 13 in 2005. First, the news articles were classified on the basis of their length, news types, main character, and news frame. Second, the articles were divided into the two major time periods in relation to the evolution of the controversy since it first surfaced as a main news to be discussed in Korean society. Third, the main differences of the frames in the two time periods were analyzed in terms of (1) causes of the controversy and (2) solutions for the controversy. Causes refer to any mention about the controversy (e.g. who is responsible for Dr. Hwang's research). Solutions refer to any mention about the suggestions to overcome the crisis. Findings from the study comparing characteristics of the news stories produced by the medical specialists and stories produced by the generalists will be presented. Further, implications of the findings will be discussed.

### **Integrating Journalism Theory and Practice in Kenya: The Challenge**

Ikachoi, Denis, St. Augustine University, Tanzania

Journalists play vital roles in the society (Hiebert and Gibbons, 2000). In order to be professional, they must have appropriate training. However, some are not professional. This

leads to falling standards in most African countries including Kenya (Media Watch, 2004). As a result, there is some disparity between theory and practice. Although the level of press freedom has been improving since multipartism (Okolloh, 2005), both governments have conflicted with the press. On May 3<sup>rd</sup>, 2006 during the World Press Freedom Day, the government ordered a crackdown on independent media. In April 2006, the government raided the Standard Newspaper offices in Nairobi, destroyed newspapers and other facilities of the Kenya Television Network (KTN), an affiliate broadcasting station. Although some journalists contribute to this situation by irresponsible reporting, government intimidation is a reality. Poverty, greed and corruption among some journalists is to blame since some accept free gifts, bribes and other assorted favours from interested parties in exchange for influenced coverage (Mencher, 1997). A number of media organizations employ poorly trained or untrained personnel (Media Watch, 2003), either because they cannot afford to pay professionals or they want to minimize the cost. Unconscious, conscious bias and prejudices affects the coverage of issues (Elderkin, 1998; Davison et al., 1982). This is due to failure to check more sources, new perspectives or the choice of facts while summarizing. Others include competition, pressure to perform and media organization's budget among others. Most academic literature are authored by western scholars with very few by Kenyans. These do not reflect Kenya's journalism context, and to some extent affects the practice. A number of strategies can be applied. The Kenya Union of Journalists (KU J) should conduct more investigations and act on some media organizations that flout employee rights on remuneration. This could minimize corruption. The Ministry of Information and Broadcasting, KUJ, and scholars should find ways of addressing the current unqualified journalists by enacting a law that stipulates the period under which media organizations must train employees. This includes tough action on violators. Stakeholders should review all journalism syllabi in higher learning institutions that offer journalism and related courses to contextualize it. The government and the private sector should facilitate and encourage Kenyan journalists to publish more materials. This requires refresher courses to make them more responsive to current patterns and work in accordance with the context without necessarily compromising on the standards. Media organizations should devise ways of combining resources to train journalists. This could prove cheaper for those with low financial capital. Interplaying forces separate journalism theory and journalism practice. The challenge remains how to address them in order to safeguard the professionalism of journalism now and in the future.

### **Formation Project of Communication at Autonomous University Mexico City**

Tanius Karam, Autonomous University Mexico City, Mexico

The aim of this paper is to present some features about the educational experience on Communication and Culture department at UACM located in Mexico City. This is a quite new university opened on 2001. At first part, we present some basic feature of the university and its teaching model for those population sectors that has not had access to public and private education system. At second part, we present a state of the art about social communication schools, universities and colleges at Mexico. We punt in context to UACM on its similitude and differences among the 350 already exist in Mexico. We make a synthesis about what we consider five teaching models in communication schools. At third part, we offer a brief exposition about what have happen along these 5 years with communication school. We specify some of the teaching orientation at communication department (UACM), what cultural orientation at its "bachelor degree in communication and culture" means. Finally we address some questions about university education. Taking some proposal for

“Gulbenkain Inform” (coordinated by Wallerstein) and Social Movement University suggested by Sousa Santos as a guide line to think about education at communication schools.

### **PR Education and Training in the UAE: Meeting the Challenges of a Rapid Growing Country and Profession**

Mohamet Kirat, University of Sharjah, United Arab Emirates

This paper discusses the development of public relations education and practice in a fast growing emerging country, United Arab Emirates. The making of the PR profession in UAE has been affected tremendously by the socio-economic, educational and cultural development of the country. Ministries and government administrations established their in-house public relations departments and sections to respond to the growing demands of their various publics. Journalism and mass communication departments launched PR programs to provide qualified practitioners. International public relations agencies such as PanGulf PR, Bain Euro RSCG, Gulf Hill & Knowlton, Headline PR, Impact Porter Novelli, MEMAC Ogilvy PR, MCS/Action, Manning Selvage & Lee have established themselves in the UAE as regional PR agencies to cater to the needs of the private as well as government organizations, institutions and businesses. The future of PR is very promising and the profession is gaining in maturity. Although it is still facing several problems, PR is the job of the future. The tremendous developments that the UAE has witnessed in the information technology infrastructure and in the field of business, commerce, trade, tourism and marketing require strong and effective PR based on systematic research, effective management, professionalism and ethics.

### **The Challenges Facing the Media Education in Egypt: A Case Study of On-line Journalism**

Seham Nassar, Helwan University, Cairo, Egypt

The 1990s witnessed great expansion in media education in Egypt. Nearly all the Egyptian universities (about 17 state universities) now have a mass media department which accept between 200 and 600 students every year. Recent years witnessed also expansion in private media education. Now we have about five collage of mass communication in five private universities and two academies: one for journalism and the other for TV & Broadcasting and an institute for media and communication science. Although media education witnessed this great expansion in the number of departments, collages and students, it faces now many challenges. It suffers from a great deficit in qualified educators, labs, classrooms and training. In front of the increasing number of students, media institutions became unable to receive trainees. Also most study programs are old fashion. Departments which had modernized their programs are unable to find qualified educators to teach courses about new media such as online journalism. The private universities withdrew qualified media educators from state universities which have the great number of media departments and students. Private media colleges which offer education in English suffer from lack of educators who can teach in English language. Most of media educators had traditional education and need to modernize their information and skills. All this was reflected in the weak practice of our mass media, in the big mistakes of journalists, in the lack of objectivity and credibility and as a result the low circulation and the low exposure. This study aims at answering a main question: What are the challenges facing media education in Egypt? This question can be answered through the following sub-questions:

- 1- Do media colleges and departments have sufficient classrooms, labs and educators?
- 2- Do media colleges and departments have sufficient and qualified educators?
- 3- Do media colleges and departments have study programs suitable for digital age?



- 4- Are media colleges and departments able to qualify graduates for working in online journalism?
- 5- What are the challenges facing journalists working in online newspapers? What are their suggestions for facing these challenges?

To answer these questions this study will be applied on a representative sample of state media departments, the collage of mass communication in Cairo University, some private colleges of mass communication and a sample of journalists working in print and online newspapers. The study programs of these colleges and departments will be analysed and eductors, students and journalists will be surveyed.

### **New Theoretical Perspectives of New Media**

Peicheva, Dobrinka, South-West University “Neofit Rilski”, Bulgaria

The new challenges which the world have faced through the last few decades are connected with the different ways to reflect the media, with a number of theoretical evolutions and practical issues that cover the whole range of the field of communication. The world today is a complex communication network that infiltrates the various forms of life and premises different models of conduct. Nontraditional mass media such as internet not only initiate and unfold a new type of communication of modern times, but along with the traditional ones (radio, television), they contribute to the creation of a new, communicational basis in which the different spheres of society can function. The world today is not only a media environment, but also a world of communications which is penetrated by different kinds of media and communicational systems. The frame of identification for this new world includes the parallel existence of traditional and nontraditional media. This parallel existence influences the elements of society on an individual, group and general scale and the micro and macro levels of its organizational placement. One can reasonably talk about entering a period of medialization of society as a post-information public phase—a new understanding of communication dynamics. More than five hundred years after the invention of mass printing by Gutenberg, the endeavor to find a mean of communication, which could easily reach the widest audience possible, is still going. Several decades after the advent of television and video, these technologies were still considered the peak of media technologies, because of the possibility for real selection and abstraction from the communicator. Nowadays so many communicational innovations were introduced, which unambiguously indicate the process of demassovization and individualization of the mass media, eliminated the passivity of the recipient and set the modifications of interpersonal dialogue on the highest pedestal. Nevertheless, interpersonal communication evolves into an indirect and mediated form. The paper see into these complex scientific aspects and some other as follows : new understanding of communication dynamics; complexity and emancipation of the existent and new communicational forms; alteration of the character and manner of communication; new theoretical perspectives of new media governance and co-regulation of the media; new emerging paradigms, approaches, and parameters; media determined processes and global interactions; positive and negative consequences of medialization of modern society.

### **From writing the memoirs to electronic biography: exposure through personalized media**

Rogojinaru, Adela, University of Bucharest, Romania

This paper is not submitted by a blogger or a sympathizing person. On the contrary, by someone who seeks to rediscover the genuine tissue of the community life and its traditional public virtues. However, we are confronted today to a multi-mediated community that is populated by new forms of dialogue contained in the electronic communication and the use of internet. What kind of participatory communication has blogging or others presented us in the last years? Is this instrument a device for participation and consensus? Does it really create new forms of social cohesion and egalitarianism? The purpose of first part of the paper is to realize a comparative view on blogging faced to classic literary genres, like memoirs etc. The point of view is sustained with arguments proposed in both sociology of literary genres and interpersonal communication. The aim of the analysis is exploring the process of public

exposure of one's experiences and the role of various "diaries" in transferring individual experiences to similar groups and communities. Blogging and similar is examined in its various facets: artifact; media product; writing genre; process of socialization; cognitive tool; personal branding etc. The second part of the paper is dedicated to an in-depth analysis of electronic tools as a collective learning tool, to explain its moral constraints (are there any?), its pedagogical nature (is it used for tutoring?), its liaison capacity in public communication. The domain of the discussion is situated in the vicinity of cultural anthropology (socialization, rituals and rites) and the sociology of groups (e.g. informal interactions, interpersonal communication). It is intended to reanalyze these fuzzy margins between public and private, individual and collective, that have been created by new media, especially by personalized media. The key word is "exposure" as self-disclosure, exhibit the identity, publicize yourself, etc, and the key issue is legitimacy of such exposure. Is this discourse statutory by its technical nature as alternative communication medium or seeks to obtain social recognition by acolytes, is it informative or fictional/metaphorical, referential or self-referential, and what textual strategy should be attached to that – narrative, conversational, pictorial, all mixed? Lastly, we would like to explore recent recommendations of blogmarketing and blogPR as tools for corporate communication and conclude on the use of personalised media as corporate media and on the role of blogging or similar tools for consolidating corporate reputation. Since corporate blogs no longer operate as corporate journals, corporate exposure by personal media manifest different kinds of legitimacy, there are statutory, do not necessarily require a group of followers for immediate recognition and are more subject to public and even legal control. Consequent applications of personalized media are furthermore discussed from the point of view of PR and branding.

### **Art, cultural politics, of the population of children and youngsters of the Community of the *Favela da Mangueira* of Rio de Janeiro City, Brazil**

Andrade, Regina, Brazil

Navarro, Andreyo, Brazil

This paper is a reflection transdisciplinary on the present situations to which is exposed the young population of the Community of the *Favela da Mangueira* of the City of *Rio de Janeiro*, Brazil. This work is the fruit of a research based on investigations led on the cultural identity, the daily and the transmission channel of the culture by which are perpetuated the tradition of this community. It analyzes from the newspaper *O Voz do Morro*, (1930) published in all first beginning of the Recreational Association of the Samba School *Estação Primeira da Mangueira*, the traditional shapes and alternatives of the available culture production for the population, specially for youngsters of this community. Our interest is to let germinate some ideas on principles of autonomy and Cultural Politics to which are exposed youngsters of this deficient community and this population excluded of sociocultural aspect. *Centro Cultural Cartola* on which concentrates our research, must point out details and observable transformations in this community. In this sense, the internal and external communication contribute to a circulation of information and backing of the sensation to belong to the group, as well as the cultural activities that youngsters generate in this Cultural Center, like courses and evenings of guitar, flute and dance bio. One observes that changes that reaffirm the valorization of bio-ethical and psychological aspects (self-esteem, information, communication and cultural product disclosure) decrease the autonomy and produce cultural politics within the young population of the Community of the *Favela da Mangueira* to the daily and in relation with its cultural products. Our research methodology concentrates itself on the proposition of the sociologist Pierre Bourdieu that says that for building a space of points of view on a fact, it is necessary to establish a relation on which it

defines itself the method of analysis that the fact proposes, and the signified that the method applies for the existence of a relation between taking up position and positions on the field: to understand better, on this determined field, the different researchers share within them approximations between demonstrations of youngsters and the " old guard ", provoking different possible methods for this research. To seize the complexity of the theme proposed in this research that is led since three years, our approach is transdisciplinary and is based on following theoretician reflections: Hans Jonas (1993, Principle of Responsibility), Nestor Canclini (2006, Cultural Studies), Michel Maffesoli (2006-2007, Sociologie Compréhensive), Sigmund Freud (1933, Mal estar na civilização) et Pierre Bourdieu (Actes de la recherche en Sciences Sociales).

### **Arab Public Opinion, Satellite Television and US Public Diplomacy**

Zayani, Mohamed, Egypt

There is little agreement about the relevance of public opinion to public behaviors and state policy in the Arab world. Overall, there is a tendency among scholars and analysts to either discount the Arab street, considering it a myth that is somehow kept alive by frames of identity or to celebrate it as an omnipotent force that can bring about change. The political system in the Arab world makes the question of public opinion even trickier as it assumes a system of governance that is anathema to most Arab governments which attempt to pacify the Arab street even as they take heed of what the public thinks, at times even wooing it. Likewise, the United States has for decades dismissed Arab public opinion, focusing more on the opinions and policies of elites. However, faced with an all time high public resentment among Arabs and a profound mistrust of America's intentions in the Middle East region in the post-September 11 era, the US administration came to the realization that the question of Arab public opinion may be more relevant than has been assumed. This essay looks at the nature and dynamics of the Arab street. It examines the forces shaping the Arab public opinion and its impact on both the Arab world and the United States. Emphasizing the dynamic and diverse character of Arab public opinion and noting the emergence of an Arab public sphere that is participatory and contentious, this study explores the influence Arab satellite television is increasingly having on the formation of Arab public opinion and the US attempts to buffer the negative effect of Arab TV news viewing and cope with growing anti-American sentiments in the Middle East region through both media and public diplomacy. Relying on a number of polls in the United States and abroad and reviewing the history and evolution of Arab public opinion from the Arab masses, to the Arab street to Arab public opinion, the paper examines the relevance of the Arab public opinion as the concept assumes a level of involvement that is not evident in a region that is characterized by a democracy deficit and where polls, much like elections, are not endemic to the socio-political system in place. It argues that although public opinion does not automatically affect public policy, public opinion has a discernable impact on the foreign policies of Arab states, particularly with the pervasive influence of Arab satellite television. Through an analysis of anti-Americanism in the Middle East region, the paper argues that Arab satellite TV plays an important though not decisive role in shaping public opinion. TV may sway people to think in a particular way about the United States but does not completely change their ideas or stands. Hence the theoretical contribution of the essay—to consider the issue outside a strict cause and effect relationship. Arab satellite television has a definite influence on public opinion but such an influence is neither direct nor decisive; it is arguably affecting the public in more subtle ways than is usually perceived. The paper concludes with a theoretical exploration of the relationship between Arab public opinion and Arab public sphere, arguing that the long lasting impact of satellite television is not so much its ability to affect the public's perception of a given issue

or to inculcate a particular viewpoint, but its proclivity to foster an Arab public sphere that is more encompassing than public opinion.

### **Decomposing China Internet news credibility**

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With the emergence of the Internet as a significant news media in the late 1990s, a renewed interest in research on media credibility has developed. This study attempts to define some determinants of Internet news credibility in China. This study at first analyzes what kinds of factors (independent variables) affect the Internet news credibility and traditional media (i.e., newspaper, TV, radio and magazine) news credibility (dependent variables). This study then compares these factors' different affections on Internet news credibility and traditional media news credibility. At last, this study confirms some determinants of Internet news credibility in China. This study employs three kinds of research methods, i.e., focus group interview, expert evaluation and survey, which conducted in Shanghai in China from March 2005 to May 2005. The dependent variables are media (Internet, newspaper, TV, radio and magazine) news credibility. The independent variables are news credibility components, expectations to news reporting, evaluations to the traditional media news reporting, evaluations to Internet media news reporting, media use (frequency, time, the ratio of accessing news), media reliance and demography variables etc. News media credibility was measured by asking respondents to indicate how much they considered each media, newspaper, TV, radio, magazine and Internet news, as credible on a 10-point scale (1=not at all to 10=very credible). News credibility components refer to the factors construing the news credibility index. It was measured asking respondents to indicate how much they agree with 20 items concerned about the reasons why Chinese people trust media's news reporting on a 10-point scale. Meyer's credibility index has set the standard for credibility research, but they cannot be directly duplicated in China because China is a collective culture and has her own norms for the news media's operation. These items were obtained through using focus group interview and expert evaluation.

### **Will People's Voice Vanish? An Empirical Study of the Impact of Internet Censorship on Individuals' Online Political Communication in China**

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With the rapid growth of Internet population in China, Internet is bringing profound changes to China's information environment and social system. Internet provides people with more opportunities to access, send and exchange information, which has potential for boosting the process of China's democratization. China's public Internet services have broke down the government's monopoly on information, and made it difficult for the China Communist Party (CCP) to hoard and control information resources. From the perspective of the technological determinism, the development of information technology would impel statism toward western-style democracy. However, CCP quickly acknowledged the threat of the spread of Internet to its authoritarianism. CCP hopes that the rapidly increasing population of netizens creates a new economic wonder in the information era, instead of bringing about greater demand for 1 This research project is a part of China's National Social Science Foundation founded project of "Cyber Society and Internet Control", 05•ZD015 .democracy. Thus, China is constructing a whole Internet control mechanism for Internet use, as well as using this medium to both extend their reach and push forward national development (Kalathil and

Boas, 2001). In the cyberspace with Chinese characteristics, the virtual censorship emphasizes on objectionable or “subversive” political information, such as those about democracy, human rights, Tibetan independence, Tiananmen crackdown, Falun Gong spiritual movement, and Taiwanese independence. But CCP encourages “Soft Information” on Internet, such as entertainment, economical topics, and even loosens the control on pornographic contents (He, 2003). One inescapable issue is how to understand China’s virtual censorship mechanism and its efficacy. Though there are an increasing number of publications regarding Chinese Internet censorship (Huang, 1999; Qiu, 1999; Hachigian, 2001; Hartford, 2002; He, 2003; Shie, 2004) few empirical researches address the efficacy of Chinese Internet censorship. CCP has owned advanced Internet censorship technologies, but Internet provides many possibilities and creative ways -both in its operating philosophy and technical setup- to bypass Internet censorship. Although China’s Internet regulations are both expansive and draconian, those regulations may not be as effective as mass media regulations (Qiu, 1999). Besides, because the flow of online information increases at an exponential rate, it is impossible for CCP to censor all Internet information and watch every netizen. By analysis of China’s virtual censorship mechanism, China’s censorship measures function mostly as potential deterrence or warning, instead of direct penalty (Qiu, 1999) which mainly make netizens feel fear or guilty when they receive or distribute some “sensitive” information online. Thus, in order to evaluate the efficacy of China’s Internet control, this paper focuses on the evaluation of the impact of those deterrent virtual censorship measures on Chinese netizens’ willingness and behavior of OPC. Based on Noelle-Neumann’s theory about social climate and people’s opinion expressions, this paper proposes four hypotheses and a micro and dynamic research model with four variables: the assessment of Internet censorship, the fear of potential risks in OPC, the willingness and behavior of OPC. Social environment is believed to affect or alter individuals’ opinions expressions (Milgram, 1961; Noelle-Neumann, 1974; Price and Allen, 1990; Katz and Baldassare, 1992). (Individual can form a picture of social environment to evaluate the chances of success and the security of their own proposal (Schmidtchen, 1959; Noelle-Neumann, 1974). This paper proposes that the fear of social pressure or potential risks varies according to individuals’ assessment of social environment. And then, this fear will affect the process of the willingness of expression determining the behavior of expression. Although Noelle-Neumann believed that fear of isolation motivates individuals not to publicly voice deviant opinions, there is no evidence to prove the fear of being isolated is the only reason for keeping silence. We don’t limit the sources of “the fear” into the “macro” or “micro climates” or only to “the fear of be isolated”. This paper tests the degree of the fear of potential risks in OPC, but not examines the resources of individuals’ fear in OPC. In addition, the aim of our research lies in examining the impact of Internet censorship on individual’s expression of political topics, not in studying the dynamic process of public opinion, like “Spiral of Silence”. Thus, the variables of individual characteristic or micro-climate are not included in our research model. But we employed four variables as control variables: individuals’ age, education, passion for politics and the degree of Internet use. The data came from a large-scale survey in four commercial online forums in China. We employed online computerized self-administrative survey (CSAS), and put the questionnaires on our university’s website (61.132.72.42/web/hs). Because of different conditions of each website, we employed two sampling method: one is non-proportional probability sampling (NPPS); the other is online accidental sampling (OAS). In the NPPS method, we randomly selected subjects from the total users in every online forum, and then sent them invitation mails by internal mail system of online forum to invite them to click hyperlink to our survey site. Seven days later, we sent the same mails to them to reminder them to complete our questionnaire. In the OAS method, we posted an invitation advertisement including our linkage on the striking position of every web page. Internet users who notice our

advertisement are encouraged to fill in and submit their questionnaires on our survey site . Because we were not able to do probability sampling, we analyzed our data separately by different sampling methods. We carried out our survey during the middle November and December of 2006.

### **What are the advertising effects towards teenagers' perception on body image?**

Ester To EE Ting, Taylor's College, Malaysia

Syaful, Bernice, Taylor's College, Malaysia

Lim Bao Li, Taylor's College, Malaysia

Advertising is probably one the most lucrative industry, earning an astounding 100 billion dollar a year, with its main goal as to reach the largest amount of people as they possibly can in order to reap profits for their own benefit. However, despite its profitable reputation, there are certain issues in the advertising industry that requires profound attention. We are living in a media-saturated environment where the pervasive role of advertising reaches out into society and aims at influencing the minds of consumers, especially the younger generation. As Kilbourne (1999, p33) suggests, society as a whole is often enthralled by advertising without realizing it; "If you're like most people, you think that advertising has no influence on you. This is what advertisers want you to believe". Advertising does not just sell products, but also sells values, images, and concepts of success, love and sexuality (Kilbourne, p76), thus playing a vital role in promoting stereotyping and artific

### **An experimental study examining relation of the third-person effect to the framing effect**

Irkwon Jeong, Noh-II Park & Joo-Hee Cho, Yonsei University, Korea

Although the relation of the third-person effect hypothesis to other media effect theories has been suggested since Davison(1983) formulated the third-person effect hypothesis, few empirical studies conducted to prove it. Especially, there is almost no work on the relation of the third-person effect hypothesis to framing effect model. This study, therefore, aims to empirically verify the relation of the third-person effect hypothesis to framing effect model by experimental research. The theoretical frame of our study is based on the O-S-O-R approach (Kosicki & McLeod, 1990), which suggests that audience's cognition moderate and mediate message processing. From this approach, it seems reasonable to expect that the third-person effect and the framing effect should be intertwined. If so, we should incorporate an interaction effect of the third-person effect and the framing effect in the analysis of a media effect. In this study we explored two research questions: (1) how different news frames of the same issue could influence the third-person perception? (2) how the relation of the third-person effect perception to framing effect would affect the audience's attitude and behavioral intention? In order to examine the research questions we took a between-group experiment (n=417). Participants were randomly assigned to one of two experimental conditions: (1) an incentive frame emphasizing social guarantee to people who served military service without compensation and (2) the other frame draw attention to the equality of the sexes. We proposed a structural equation model showing the relationship between news frame, the third-person perception, attitudes toward military service incentive system, and behavioral intention toward campaign for military service incentive system with one another. The model demonstrated that participants in the incentive frame condition showed more positive attitude toward military service incentive system than the others. But news frame did not have an effect on the third-person effect directly. Not only were attitude affected by news framing but also the third-person perception had impacts on the behavioral intention to support a military

service incentive system. Based on the result, we verify that relation of third-person effect hypothesis to framing effect in the audience's information processing. In the conclusion, we provided an explanation why the hypothesis which the third-person effect control the framing effect rejected and summarize important theoretical implications. Finally, we indicate methodological limitation of this study and suggest some research question for the further study of relation of the third-person effect hypothesis and the framing effect theory.

**Advertising and Madness: When TV ads transgress the limits of reason. Mental diseases as creative strategy on the advertising discourse addressed to adolescents. Attraction, impact and influence**

Jiménez Morales, Monika, Universitat Pompeu Fabra Barcelona, Spain

Described through centuries as "a stone in the head", "a soul damnation", "a diabolic possession" or, simply, "crassness", madness—as a disorder which is characterized by deviation from the social rules—, has fascinated throughout history artists, philosophers and scientists who, in an attempt to fathom the limits of reason describe it like a loss of control in which the feelings are completely uninhibitedly. Advertising and, concretely, television advertising, uses frequently irrational processes in which the perception of reality is absolutely distorted, the acts are put under the dominions of the absurd, and the conduct walks in the tightrope of conscience, in a constant challenge to the abysses of the mind. Power drinks, refreshments, automobiles, or video, consoles, among others, are some of the products that use in their advertising discourse behaviors characteristic of psychic diseases. In this sense, paranoia, delirium, split personality or anxiety, to mention the most frequent ones, become the creative concept used in many campaigns directed to young target—especially between the adolescence and the first years of the adult stage. The present communication has as a main objective to analyze the use of madness in the advertising discourse as a synonym for social transgression, innovation, impudence or audacity. This use of sensations and perceptions typical of psychic pathologies in the advertising message ends up blurring the borders between reason and folly, favoring creative strategies able to imagine possible worlds far from the reality of an adult target; capturing the interest of a young final consumer eager for new sensations. The text will review the existing parallelisms between some psychotic behaviors and the exercise of them on advertising campaigns. In addition, it will fall upon the impact and the influence that these kinds of campaigns have on the adolescent target.

**The Role of Media for Identity and Democracy**

Von Feilitzen, Cecilia, Soedertoern University College, Sweden

Petrov, Peter, Soedertoern University College, Sweden

In an interdisciplinary project carried out simultaneously in St. Petersburg, Russia, and Stockholm, Sweden, during 2006-2008 we address a number of issues related to the changes in the media structures and their impact on/interplay with people's attitudes and actions in different social circumstances—and with their importance to social change. The issues are approached by way of comparative empirical studies. Starting with an overall comparison of the media structures in the two cities and considering their different historical and social conditions, the project focuses on the importance of the local, national and global media to people's ideas of the societal development, and to people's experience of their cultural identity and opinions of democracy. In which ways do these ideas and experiences interplay with the life styles of the individuals, i.e., their political and other values, activities and social background, for which media use and attitudes towards the media are an essential part? The project comprises, i.a., different surveys in Stockholm and St. Petersburg, partly with younger



people ( ca. 17-18 years of age) who in Russia mostly have grown up in a neo-liberal political era, partly with older people (around 50 years of age) for whom the societal system in Russia has meant great upheavals - age groups who in Sweden have experienced a relatively seen more even societal change over time. Could different societal and medial continuities and changes have had different influences on people's experiences of identity and democracy? The empirical results are related to certain theories of central importance to the the field of media and communication studies, among them Bourdieu's habitus/field theory.

### **Habitus and Trauma: A Case Study of "Explosion", Public Outrage and Censorship at the Tel-Aviv Museum of Modern Art**

Miri Gal-Ezer, Hebrew University, Jerusalem, Israel

This article explores possible interactions embedded within habitus, nation-state, trauma, and the high-art field in Israel, through the case study of David Wakstein's solo exhibition "Explosion" (2003), at the Tel-Aviv Museum of Modern Art. Depicting anti-Semitic propaganda combined with 1973 war images, "Explosion" caused a public outrage: many Holocaust survivors complained both in newspapers and to the management of the Tel-Aviv Museum of Modern Art, who finally censored some paintings. An analysis of the tensions and reactions to Wakstein's "Explosion", as reflecting overt and deep processes associated with the artist's and public's traumatic historical "National Habitus", and the typical "Artist Habitus", can lead to better theorization of the dynamic exchanges involving these social constructs, the media, nation-state and trauma, and possible future research implications.

### **Changing social and cultural capital by changing media environments**

Krotz, Friedrich, University of Erfurt, Germany

In the perspective of media and communication studies, media mostly appear as a specific type of objects which are analysed with reference to different fields like technics, economy, organization and institution, content or use. A more general approach is interested in constructing a social theory of the media. Such an approach would ask for the role and meaning of the media for the forms of life of the people, for culture and society, based on all these single analysis'. As we today live in a rapidly changing society and culture, also the media change and the Mediatization on different levels—of individual action and identity, of institutions and organizations and of Democracy, Culture and Society as a whole—must be considered. For an analysis of the importance of changing media and its consequences for the people, the concept of economic, social, cultural, and symbolic capital of Pierre Bourdieu may be helpful. Here, he generalizes the concept of capital, as it was used by Marx, stressing two main properties: You can accumulate capital and you can exchange it against other valuable things. inancial or economic capital may be earned or is inherited. A person can acquire cultural capital at school or university, but already the education in his family will be relevant for it. Social capital consists in being integrated in networks and relations a person can use for information or support. And symbolic capital stems form prizes you win, from prominence, which you get by the media and similar things. Obviously, a person can accumulate such capitals and can exchange one against the other—for the abilities you have learned in school and university you can get money, having social relations may help you to get a job, thus exchanging social capital against financial and so on. The idea behind this is that each person has at his or her disposal specific resources, which consist in such capitals, and they are important for the position in culture and society a person has. Now, at least two connections may be seen to the media. First, there is the question how a society defines what is valuable and belongs to one type of these capitals? Here, obviously the media play an important role,

e.g. by presenting how you can win a contest, to become a Superstar or a Supermodel, to become prominent or to survive in a container. Bourdieu in cases like this would probably use the term symbolic violence. Second, it is evident that economic, social, cultural and symbolic capitals are influenced by the development of the media. By Mediatization and Digitalization, the discussion about "Media literacy" which everybody must have today shows that the necessary cultural capital of a person to get a job today is different compared with earlier times. On the other hand, skills related to former media like using shorthand or being able to use a keyboard to write with ten fingers, are changing its importance for the people. It is even no longer necessary to know how to write correctly, because a software programme may help you.

### **Police Drama Production**

Michal Pick Hamou, Tel Aviv University, Israel

The proposal discusses an Israeli police omission that occurred at November 2006 and immediately became a media event. The spoken event was activated according to popular culture terms and as such, not only dictated the way of providing the information to the viewers, but also dictated the future events while changing the clock from calendar time to the event's progress time, which was measured by tension and expectation to the development of the event. Pierre Bourdieu's critique and theoretical approaches and the "Production and consumption" analysis theory, can explain not only the long continuous public tension and interest in the incident, but also the interest dictated the unmoral ending and the ethic dilemmas it created. On November 2006, Friday morning, the radio stations and T.V. channels informed the Israeli citizens about the escape of a sadistic serial rapist from his jailors during his entry to the court hall. At the beginning, the media dealt with the question why he was there? Because he was already convicted for his crimes, but then, a question came up: why was he taken to the court on Friday, which is a sabbatical day in Israel. Experts and commentators who were interviewed, brought up some assumptions and encores supplied more information while trying to question whether the dangerous prisoner's legs and hand were cuffed as demanded and if he was, how did he managed to runaway? Shortly, all the channels started broadcasting warnings, reproducing the possible runaway path and the rapist's identikit as he was at the time he runaway or as he might camouflage him self. Police forces was alerted from all over the country and immediately started to scan the streets of Tel-Aviv, the central business and pleasures city of Israel, in order to hush the fear and the sham as well and cover up the discussion that had started over the police's sloppiness. As the time passed, the police started an operational spectacle that had no other logic than visual aim and cumminicational effect: helicopters circled the city skyline and police tents were set up in the parks. The media started to cover the actions and kept on reminding the horrible crimes and offered horror scenarios as if the rapist was hiding in a flat with a trapped women. At that time, the police omission changed into a Media event that became a popular culture event. After Two weeks that focused on one public interest, Friday night, during prime time, the media broadcasted the expected news; the rapist had been captured in a northern town near the border. In this situation in which there is no media facility but the media as well as the police were eager for a picture, every mobile phone that has a camera built-in became a broadcasting tool. On those moments, the relief changed the policemen's position from losers into heroes, and in the same time, the rapist's pictures in humiliating positions were accepted and broadcasted without criticism.

## *Posters*

### **Self-disclosure's reciprocity and relational outcome: A multidimensional analysis in online groups**

Li Jiang, Hongkong Baptist University, China

This study examines self-disclosure in the context of online groups as a multidimensional construct (intent, amount, valence, honesty and control of depth). The styles, the reciprocity, and the interpersonal effects of self-disclosure were addressed through a survey method (N = 288). The findings have generally provided support for the social information processing theory and the social penetration theory. The results have also shown that in online groups self-disclosure does not follow the same dynamics as it does in FTF settings. The media attributes of online groups have influenced the choice of self-disclosure styles, and further the way in which the conversational norms (e.g. reciprocity) are constructed. The persuasiveness of online self-disclosure does not necessarily result in committed and satisfied relationships.

### **The Iconology of Advertising and Frontier Landscape**

Avivit Agam Dali, Hebrew University Jerusalem

The present article is a sociocultural examination of the visual images in advertisements in the Israeli press from 1967 through 2004. The goal of the present article is an examination of how visual imagery has changed within the same genre over the years, reflecting the sociocultural changes in Israeli society over those same years. Each advertisement has been examined as a text which embodies meaning familiar to its target audience, and, as such, includes data bearing cultural significance to that audience. The landscape that appears in advertisements functions as a meaningful sign with ideological (and political) implications, with much to teach us about ways of relating to the ideas symbolized by places appearing in the advertisements. In the iconography of advertising, up to the 1970s, the desert represented what was beyond the limit of what was allowed. Beyond that limit was the forbidden and dangerous, the background to the figure of the soldier. From the 1970s on, the desert and frontier took on additional attributes to become an isolated location where not only soldiers could come, but was also an exotic place. The desert is a type of "no place" remaining external to culture rather than forming part of it, as a kind of "middle ground."

### **From writing memoirs to electronic biography: exposure through personalized media**

Rogojinaru, Adela, University of Bucharest, Romania

From writing the memoirs to electronic biography: exposure through personalised media. This paper is not submitted by a blogger or a sympathizing person. On the contrary, by someone who seeks to rediscover the genuine tissue of the community life and its traditional public virtues. However, we are confronted today to a multi-mediated community that is populated by new forms of dialogue contained in the electronic communication and the use of internet. What kind of participatory communication has blogging or others presented us in the last years? Is this instrument a device for participation and consensus? Does it really create new forms of social cohesion and egalitarianism? The purpose of first part of the paper is to realize a comparative view on blogging faced to classic literary genres, like memoirs etc. The point of view is sustained with arguments proposed in both sociology of literary genres and interpersonal communication. The aim of the analysis is exploring the process of public exposure of one's experiences and the role of various "diaries" in transferring individual experiences to similar groups and communities. Blogging and similar is examined in its

various facets: artifact; media product; writing genre; process of socialization; cognitive tool; personal branding etc. The second part of the paper is dedicated to an in-depth analysis of electronic tools as a *collective learning* tool, to explain its moral constraints (are there any?), its pedagogical nature (is it used for tutoring?), its liaison capacity in public communication. The domain of the discussion is situated in the vicinity of cultural anthropology (socialization, rituals and rites) and the sociology of groups (e.g. informal interactions, interpersonal communication). It is intended to reanalyze these fuzzy margins between public and private, individual and collective, that have been created by new media, especially by personalized media. The key word is “exposure” as self-disclosure, exhibit the identity, publicize yourself, etc, and the key issue is *legitimacy* of such exposure. Is this discourse statutory by its technical nature as alternative communication medium or seeks to obtain social recognition by acolytes, is it informative or fictional/metaphorical, referential or self-referential, and what textual strategy should be attached to that – narrative, conversational, pictorial, all mixed? Lastly, we would like to explore recent recommendations of blogmarketing and blogPR as tools for corporate communication and conclude on the use of personalised media as corporate media and on the role of blogging or similar tools for consolidating corporate reputation. Since corporate blogs no longer operate as corporate journals, corporate exposure by personal media manifest different kinds of legitimacy, there are statutory, do not necessarily require a group of followers for immediate recognition and are more subject to public and even legal control. Consequent applications of personalized media are furthermore discussed from the point of view of PR and branding.

## WORKING GROUPS

### CHINESE COMMUNICATION ASSOCIATION

#### IMAGINING WORLD COMMUNITIES

##### A Comparative Survey on Media and Globalization in Four Chinese Cities

We are said to have entered the age of globalization with the end of the cold war around 1990. This coincides with China's enthusiasm to embrace the global capitalist order, as symbolized by its accession to the World Trade Organization (WTO) as well as the promulgation of Jiang Zemin's "Three Represents" theory and Hu Jintao's "Harmonious World" and "Peaceful Development" themes. Under the auspices of the Center for Communication Research at the City University of Hong Kong, we have launched a large-scale survey to examine the role of media for ordinary Chinese to construct the images of globalization. The survey is conducted in the four Chinese cities of Beijing, Shanghai, Xian and Chengdu, arrayed on the scale of global integration. The total sample size is 2,000, consisting of 500 from each city. Each face-to-face interview takes 40 minutes.

Our main theoretical questions are:

1. What is the "communication environment" for ordinary Chinese, incorporating their (a) exposure to mass media, (b) use of the Internet and other new media, and (c) their interpersonal connection with the outside world? Specifically we index the kind of information they attend to. We ask many mediating variables (such as social value structure, political efficacy, nationalist propensity, and SES). Then we proceed to probe their assessment of media performance on credibility, public function, and consumer utility.
2. How do communication variables influence the respondents in constructing the global images and assessing various impacts of "globalization?" It is important to note that our survey captures a comprehensive range of dimensions of globalization. To wit, we gauge the perceived (a) positive and (b) negative impacts of (c) political, (d) economic, and (e) cultural globalization at the level of (f) the world system, (g) the nation state, (h) the city, and (i) the individual. In sum, our measures encompass a 2 (impacts) x 3 (globalization) x 4 (level) matrix.

3. How do communication variables influence the respondents in constructing the role of the United States as the architect of the global order and its implications for China?

All analyses will involve comparison across the four cities which stand at a different level of global integration.

### **Unintended Consequences: Political Cartoons and the Millennium Development Goals**

Lambino II, Antonio G., Annenberg School for Communication, U. of Pennsylvania, USA

In 2005, five years after 189 countries signed the Millennium Declaration, the *Zeitschrift Entwicklungspolitik* and the Third World Journalists' Network sponsored a cartoon competition on the Millennium Development Goals (MDGs). Entitled "Millennium Development Goals for a More Equitable Future and Global Partnership", the competition received 190 entries from Africa, the Americas, Asia, Europe, and Scandinavia. The entries visually depict a wide range of international development issues covered by the MDGs. This study will carry out a content analysis of the cartoons, drawing on seminal ideas from the study of political cartoons and adopting Cappella & Jamieson's (1997) strategy vs. issue frame paradigm. J. Chal Vinson (1957) opines that the political cartoon is more about function than aesthetics: "... composition, line, and shadow were important only to the degree that they fostered the cartoonist's major purpose—the *forceful presentation of an idea*" (p. 337, emphasis added). Using experimental designs, Cappella and Jamieson (1997) found that a strategic approach to coverage of political events (i.e. focusing on the strategic intent of actors) leads to distrust and cynicism toward particular political actors and, in turn, the political process overall. In contrast, the issue frame (i.e., focusing on societal problems and their possible solutions) is not associated with political cynicism and the tendency to disengage from the political process. Applying these findings to the MDG cartoons, this study hypothesizes that the cartoons focus on the strategic intent of international actors versus issues and their solutions. If this is the case, then the cartoons may subvert the communicative intent of artists to conscientize audiences. If a large majority of these cartoons depict strategic relationships, they may have an inhibitory impact on audiences' participation in the political process—toward the MDGs, specifically, and international affairs, in general. Instead of harnessing political cartoons' persuasive power toward bringing about positive change, there is danger of bringing about the tendency to withdraw from international affairs due to cynicism stemming from distrust of political actors. Adopting these theoretical arguments, a pilot study was carried out on the 34 cartoon entries from the G8 countries. 65% of the cartoons depict strategy frames. Of these, 72% depict direct competition between parties. Only 15% use issue frames and of these, only 1 entry shows cooperation as an effective solution toward the problems of underdevelopment. With regard to general mood, 74% depict pessimism while 18% depict optimism. 29% depict cooperation, of which only 8% show that helping can make a positive difference. In sum, strategy and pessimism was found in most cartoons, and cooperation was depicted in less than a third of the cartoons. In conclusion, I argue that political cartoons are important subjects of cross-national research. The use of cartoons in political communication is widely adopted journalistic practice around the world. It is reasonable to assume that the artists who submitted entries to the 2005 MDG cartoon competition intended to conscientize publics toward cultivating an international system based on mutual respect and fairness. However, if these cartoons are viewed through the lens of strategy vs. issue frames, we may catch a glimpse of their unintended negative consequences.

## **The Political Cartoon and the Social Memory of Recent Events**

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The cartoonist is a witness to the times he or she lives in and occupies a privileged place in the media in shaping and building up the recent memory of an era, recreating and giving it new meaning in a graphic discourse. By selecting events from everyday life, the cartoonist reflects the views of the general public, conveying—with great succinctness—questions and demands that are often ignored by the public authorities. The cartoonist, thus, expresses events that shed light on the nature of the society he or she portrays. Through his or her perspicuity, acute perception, and sensitive interpretation of events, the graphic artist invites the reader to share in his or her dissatisfaction with the existing state of affairs. This article analyzes political cartoons produced in recent years in Brazil by graphic artists who do not restrict themselves to ready-made jokes or light humor. These creations transcend the time in which they were produced by capturing—in metaphors, conventions or symbols – the broader unexpressed meanings present in interpersonal relations in a variety of forms of behavior and in social life in general. These are graphic syntheses that do not always make us laugh, but make us reflect. They deal with topical issues such as violent crime, inequality, poverty, and war, in a language that is at once cutting and keen-sighted, and, often darkly ironic, which reveals the forces at work in society.

## **Ramon Casas/Jordi Labanda: Mirrors and Mirages of an Out of Focus Society—Creators and Recreators of Trends in Uncertain Times**

Jiménez Morales, Monika & Xavier Carmaniu Mainadé, Universitat Pompeu Fabra, Universitat de Girona, Spain

In 1871 the writer Lewis Carroll synthesized one of the most lucid and bright reflections about the Theory of the Mirrors in few lines affirming that when a body places in front of a neat flat surface, this returns the image in the form of reflection. In/On the work “Through the mirror and what Alice found on the other side,” Carroll questions if it is the mirror that really reflects our more daily actions or if “this is only a deceit,” and we are those who breathe in image and resemblance of that shown by the mirror. More than one century afterwards, Alice’s thoughts take consistency in the fact that if the speech spread through the media looks at itself in the society or if, contrarily, is the society which imitates reinvents any of the former reflections, protecting these spontaneous freaks under the umbrella of the ones that has been called “Trends.” When in 1883 the painter Ramon Casas appeared in the opening of the Salon Des Champs Elysées of Paris dressed with the same clothes that he was wearing in the picture “Autorretrato en traje de flamenco,” selected for the exhibition, nobody imagined that beyond the mere pictorial exercise, Casas made evident one of his greater obsessions: the dichotomy between the reality as a source of pictorial inspiration and the painting as a source of reality. From that moment, the daily scenes and, especially, the feminine figure, broke hardly into his work: elegant and modern women who became at the same time mirror and mirage of a society in transformation that faced the change of century with uncertainty and scepticism. On Casas picture we can see women proclaiming their presence in spaces that were traditionally proscribed for them, like taverns or automotive races. They are feminine figures that change the home tasks for reading, that dare to smoking and to consume alcoholic drinks in public spaces, among others. In fact, they are paradigm of the painter dichotomy: they reflect realities reserved to a minority. Realities that, at all, point out trends, followed by thousands of women that, prisoners of a willful social context, they aspired to play the lead in the fragments of determinate elitist fashions—for example the wardrobe of the models of the series “Chauffesses”—but also the elitization among the upper classes of popular fashions, like

the “manolas.” A century later, far from having solved this divergence among the idea about the creation versus the recreation of trends, it reappears in the world of the art hand of an illustrator born, like Ramon Casas, in a change of century: Jordi Labanda. Labanda shows parallel universes to the everyday life of the most of society, where the fashion, the parties, the physics or the compulsive consumption become the context and, at the same time, the message of his illustrations. What some critics have denominated “Labanda Universe” is a paradise sketched by watercolor, where the inheritance of the aesthetics of the sixties has become a model converted into a reflection, in a trend. The present communication has as a main objective to analyze in a comparative way the interrelation of the two artists with their respective social contexts, highlighting their facet of creative/recreative trend agents.

### **Chinese Animation: The Classical Period**

Xu Ying, *International Journal of Comic Art*

Animation in China, stretching across an 80-year period, has had many milestones, including what have been described as the two golden ages: 1957-1966 and for about a decade from 1978 to the late 1980s. This paper concentrates on introduction of masterpieces of animation and animators during these classical periods. Belonging to the first group of Chinese animators, the Wan brothers (twins Laiming, 1899-1997 and Guchan, 1899-1995, Chaochen, 1906-1992, and Dihuan, 1907) started their first animation *Da Nao Hua Shi* (Tumult in the Studio) in 1926. It was a combination of real life and cartoon figures, its story very much influenced by the Fleischer brothers’ *Out of the Inkwell* series; they also created China’s first fully-animated film (no live action) *Guo Ren Su Xing* (Citizens Wake Up) in 1931 or 1932 and initial thrust in the anti-Japanese campaign; the first Chinese sound animation *Luo Tuo Xian Wu* (The Dance of the Camel) in 1935, and then the first feature length animation in Asia *Tie Shan Gong Zhu* (Princess Iron Fan) in 1941. It was 9,200 feet long and 80 minutes of showing time; after the Shanghai Animation Film Studio was set up, the Wan brothers worked as animators in succession by the 1950s. Wan Chaochen directed the studio’s first color animation, the puppet short *Xiao Ying Xiong* (The Little Heroes) in 1953; Wan Guchan specialized in a genre he had thought up in 1950, paper-cut, and which he brought to the screen in 1958, *Zhu Bajie Chi Xi Gua* (Zhu Bajie Eats the Watermelon) was the first paper-cut animation in New China; and in 1961 (and 1964), Wan Laiming was finally able to produce his nearly 20 year dream, *Da Nao Tian Gong* (Havoc in Heaven). Mentioning the Shanghai Animation Film Studio, people must remember one name, Te Wei, its founder. Under the directorship of Te Wei, the Shanghai Animation Film Studio was established in 1957 and exhibited very high levels of aesthetics and experimentation, while also taking on national characteristics, employing Chinese artistic techniques, and adapting stories from China’s literature, folklore, and proverbs. This transformation came about in an off-handed way in the mid-1950s. At the time, Te Wei and his staff were learning animation through “study and exploration,” mainly of Soviet concepts and techniques, because, as Te Wei said, “Soviet animation had high level skills and very healthy contents” (Te Wei, 2001). But, his enthusiasm for the Soviet model wore off when the Shanghai studio’s *Why Crows Are Black* won an award in Venice in 1955, and the judges mistook the film as a Soviet work. As a result, Te Wei decided Chinese animation had to reflect Chinese customs, tales, and techniques and implored his staff to explore a national way. Their next film, *Jiao Ao de Jiang Jun* (The Conceited General, 1956) was the first such experiment, incorporating Peking opera movements learned from opera teachers invited to the studio. The studio was now on its three-decade quest for a Chinese way, and what eventually became Te Wei’s proudest achievement. The experimentation with content, techniques, and raw materials accelerated, first with puppets and then, in the latter 1950s, with paper cut. Wan Guchan (one of the four brothers



who started animation in 1922, and who themselves, depended completely on experimentation) and his 22-year-old assistant, Hu Jinqing, worked for a year to make the first paper-cut film, *Zu Bajie Chi Xi Gua* (Zhu Bajie Eats the Watermelon, 1958). Many other excellent paper-cut works, including the award-winning *Yu Bang Xiang Zheng* (Snipe-Clam Grapple, 1983), followed. As the 1950s were ending, the studio took on a challenge of China's vice premier, Chen Yi, that one day, water and ink (brush) painting mastered by Qi Baishi would be animated. Qi Baishi painted many tadpoles and shrimp and Te Wei and his staff tried many ways to paint them so that they would move. The result was *Xiao Ke Dou Zhao Mama* (Tadpoles Looking for Mama, 1960), the story of a school of tadpoles desperately searching for their mother and encountering other creatures in a number of instances of mistaken identity. Watching *Tadpoles Looking for Mama*, one can feel the gracious movement of the tadpoles in the brush strokes the animators left. Three other water and ink films were made by the studio, including the classic, *Shan Shui Qing* (Feelings Between Mountain and Water, 1988), on which Tei Wei served as general director, and Wang Shuchen as screenplay writer. In the process of economic marketing, almost all of the type of animation previously made faded into the distance; Chinese animation had become a culture industry. Previously, the Shanghai Animation Film Studio had been subsidized to make 300 to 400 minutes of animation yearly, with the works guaranteed distribution through the China Film Corporation. This secured position broke down as Chinese animation was criticized as falling further behind market demands, as Japanese and American animation made deeper inroads into Chinese television, and as talented animators were seduced by higher wages to work for animation subsidiaries of foreign studios that sprouted along China's southern rim in search of cheaper labor. The pressure to convert to TV animation very quickly and to produce ever-increasing volumes for that medium has been staggering, from 500 minutes of animation annually in 1995, to 40,000 in 2005.

### **Asian Comics – Another Coming of Age?**

Lent, John A., International Journal of Comic Art, Temple University, USA

With all the hoopla surrounding Japanese manga, what is often overlooked is that nearly every Asian country has had a comic book presence, some, such as Korea, Hong Kong, the Philippines, and of course, Japan, more noticeable because of their international marketability, the migration of their cartoonists to the West, or their hugeness and spectacular nature. Comic books came to some parts of the continent shortly after World War II (Taiwan, Philippines, Hong Kong), and by the 1960s-1970s, had become part of the popular culture of most countries, oftentimes through singular efforts, such as those of Jademan Comics of Hong Kong, *Amar Chitra Katha* of India, Camillus Publications of Sri Lanka, Bun Lour Sarn of Thailand, or *Gila-Gila* of Malaysia. The comic book as an art and industry has had several periods of rebirth over the years, but nothing that matched what has happened in the past decade, when the medium felt the heavy impact of manga; was structured differently with new companies and ways of production and distribution; was reinvented with new genres, varied formats, venues, and adaptations; was accorded more recognition and prestige by governments and society, and was opened up to more participation by women as creators and readers.

### **Vulnerability, Exclusion and HIV/AIDS Communication: Implications for Theory and Practice**

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As we take stock of approaches to HIV communication, it is helpful to reflect on the understandings of the pandemic from across disciplinary boundaries, and how they intersect with communication, to enrich our practical and theoretical understandings of the field of HIV communication. This paper seeks to engage with the ongoing discussion of vulnerability and HIV, and seek theoretical and practical implications for HIV communication. It is now widely accepted that vulnerability to HIV/AIDS, stepping out of a purely biomedical framework, is shaped by social, economic, geographic, gender and political forces, placing some individuals and groups more at risk for HIV/AIDS than others (Parker, 2001; Opong, 1990; Gould, 2005). The differences in vulnerability between groups is embedded in socio-political structures and the social construction of the illness (Carlson, 1996; Craddock, 2000). A consideration of vulnerability and exclusion in terms of HIV/AIDS should take into account three elements: what Carlson (1996) calls the “political economy as context” for the disease; the social-structural construction of the disease; and, as Gould (2005) argues, society’s capacity to cope with the illness and the demands it places on social coping structures. As we call for more critical approaches to HIV/AIDS communication that take into consideration the complex social, political, and economic context of the disease, what do these understandings of vulnerabilities and processes of social inclusion and exclusion bring to bear on the discussion of HIV communication? Can an understanding of HIV/AIDS communication that integrates some of the multiplicity of understandings of vulnerability and exclusion help us articulate an integrated approach to HIV/AIDS communication? Can this provide another potential focal point through which, taking Chopra and Ford’s (2005) lead, principles may be up-scaled in HIV/AIDS communication programming? There are important theoretical understandings of HIV communication that can emerge from a juxtaposition of thinking about vulnerability and thinking about HIV communication. For vulnerability, HIV communication discourse, particularly the ongoing critical reflection on types of communication and their application to the pandemic, provides concrete avenues for reflection on communication interventions towards a reduction in vulnerability and exclusion. HIV communication, particularly social change communication, can offer important insights, reflections and questions into vulnerability and HIV/AIDS. Social change communication in particular, as a form of HIV communication, which seeks to empower communities in their own process of change, can be seen as attempting to reduce the vulnerability of the communities and marginalized groups. Social change communication can be also argued to be engaging with the power structures that guide the construction of the illness, to empower communities in order to affect more just societies. It is necessary analysis that raised important questions leading to changes in response to the HIV/AIDS epidemic. This paper will first review conceptualizations and frameworks for understanding social vulnerability and HIV/AIDS. Next, it will present a conceptual framework for understanding these processes in relation to HIV/AIDS communication, from the perspective of development communication. It will conclude with areas for further exploration, citing examples, with implications for HIV/AIDS communication.

## **Priorities for research and action to reach Universal Access to HIV prevention treatment, care and support by 2010**

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There is an urgent need to tackle some of the key social drivers of the HIV and AIDS, and overcome the related barriers to access to HIV prevention, treatment, care and support, if targets for Universal Access by 2010, and the Millenium Development Goal of halting or starting to reverse the spread of HIV by 2015 are to be realised. In 126 country consultations during 2005 and 2006<sup>1</sup> UNAIDS identified the following obstacles to scaling-up access to HIV prevention, treatment, care and support: stigma and discrimination against people living with HIV and AIDS and the most at-risk groups inequality faced by women and girls funding shortfalls and the lack of predictable and sustainable financing of the HIV and AIDS response weak health systems, shortages of health personnel and the lack of affordable medicines, diagnostics and prevention commodities. It is particularly urgent that effective approaches to tackle stigma and discrimination and gender inequity are found, given the challenges of preventing emerging epidemics in Eastern Europe and South Asia, and the increasing 'feminisation' of the pandemic identified in recent epidemiological trends. This paper reviews contemporary research addressing these barriers, highlights additional challenges emerging from current research - such as the need for meaningful involvement of those most affected by HIV and AIDS in the response, and recommends priorities for further research and action to support the Universal Access agenda. The paper argues that there is an urgent need to strengthen HIV and AIDS communication approaches that look beyond narrow, short-term interventions focused on individual behaviours, to address some of the social and structural underpinnings of an effective public health response to HIV and AIDS. Development actors must practically and effectively engage the social, political and economic drivers of the epidemic, in a way that is informed by the experiences and priorities of those most affected. Yet, with a few exceptions reviewed in the paper, policy relevant research that renders these complex social factors amenable to intervention is lacking.

note 1: UNAIDS (2006), *Scaling up access to HIV prevention, treatment, care and support: the next steps*, Geneva: UNAIDS

## **With a Radio Antenna We Can Stop the Practice of Female Genital Cutting”: A Participatory Assessment of Ashreat Al Amal, an Entertainment-Education Radio Soap Opera, in the Sudan**

Greiner, Karen, Arvind Singhal & Hurlburt Sudan, Ohio University, USA

The present paper presents the results of a participatory sketching and photography exercise conducted in the Sudan to gauge how avid listeners of Ashreat Al Amal (“Sails of Hope”), an entertainment-education radio soap opera, engaged with its educational content, especially with the topic of female genital cutting (a practice that is widespread in Sudan). Our respondents’ sketches and photos suggest that they comprehended the various intersecting plotlines and educational messages of Ashreat Al Amal, that is, a more empowered status for women, abandoning harmful practices such as female genital cutting, and seeking safe motherhood and childhood. Our respondents’ sketches also suggest various degrees of emotional and personal resonance with the key plotlines and characters. The female genital cutting scenes and their deadly consequences held the most personal meaning for both male and female respondents as it closely paralleled their lived realities. Many of our respondents freely and openly shared the debilitating consequences of large families, especially on the health of women and children. Our respondents emphasized that by listening to Ashreat Al

Amal they learned about, or were reinforced in abolishing the practice of female genital cutting, and giving girls and women more control of their reproductive health.

### **Blind spots or Fundamental Attribution Errors in current approaches to Communication in HIV/AIDS prevention?**

de Bruin, Marjan, CARIMAC, University of the West Indies, Jamaica

In the field of “Communication strategies and HIV/AIDS prevention” concentrated critical international attention began to be brought to bear only in the mid to late 90s. Since then the critique has been sharp: scholars and activists described communication in this area as “a failure” (The Nicaragua Round Table Conference 2001), “entirely inadequate” (Panos 2003) and caught in the midst of “a significant sense of strategic confusion” (Deane 2004:9). Some of this debate is reflected in reports by international organizations and donor agencies; some of it can be found in media for professional and scholarly exchange. In this paper I will give an overview of this debate, the shifts in the perceived importance of various aspects, the changes in approaches and definitions of the “problem. I will also identify the underlying assumptions of most common models and theories; assess the adequacy of some of their points of departure to serve the different realities affected by the HIV/AIDS pandemic, and, if possible, suggest alternatives. Reference will be made to the Caribbean region – with the second highest HIV rate in the world, after sub-Saharan Africa – but also to other resource-deficient developing regions

### **Influences socio-cognitives des campagnes de prévention du VIH/Sida : Nouvelles perspectives ouvertes par la communication engageante**

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En matière de communication préventive du VIH/Sida, de nombreuses organisations (e.g., Etat, associations) mettent en place, dans les médias de masse, des campagnes de communication persuasive, utilisant différents procédés sémiotiques (e.g., appels à la peur, Witte & Allen, 2000), destinés à amener les citoyens à adopter des attitudes (e.g., attitude vis à vis des préservatifs) et des comportements (e.g., utiliser des préservatifs) plus salutaires. Si l’influence de ces messages sur les connaissances et attitudes en matière de prévention du VIH/Sida a été démontrée scientifiquement (e.g., Albarracin et al, 2003 ; Devos-Comby & Salovey, 2002), plusieurs recherches indiquent que leurs effets comportementaux (i.e., utilisation de préservatifs, effectuer un dépistage) restent moins probants (e.g., Albarracin et al, 2006 ; Helweg-Larsen & Collins, 1997). Ainsi, il existe un décalage entre les attitudes des individus (e.g., attitude positive vis à vis du dépistage du VIH) et les comportements (e.g., ne pas effectuer un dépistage du VIH). Le recul du VIH/Sida passant prioritairement par l’obtention de comportements préventifs, il s’avère important d’identifier, comment réduire, chez les citoyens, le décalage attitude-comportement et, de manière plus opérationnelle, comment augmenter les effets comportementaux des messages de prévention du VIH/Sida. Cette communication se propose de montrer en quoi les recherches en communication persuasive (e.g., Dillard & Pfau, 2002 ; Perloff, 2001) et en communication de santé publique (e.g., Parrott, 2004) peuvent être articulés de manière heuristique avec les théories psychosociales de l’engagement (Joule & Beauvois, 1998 ; Kiesler, 1971) pour permettre une meilleure compréhension de l’influence des campagnes de prévention du VIH/Sida en matière d’adoption de comportements préventifs. Cette articulation repose sur le principe suivant lequel un message de prévention du VIH/Sida a plus de chance d’avoir des effets comportementaux, si sa lecture est précédée de la réalisation d’un acte préparatoire engageant allant dans le sens des arguments qu’il développe (e.g., répondre à un questionnaire sur ses

connaissances des risques du Sida). La réalisation de l'acte préparatoire devant amener le citoyen à être plus réceptif au message persuasif et, à réaliser d'autres comportements consistants avec l'acte préparatoire (i.e., allant dans le sens de la prévention du VIH/Sida). Après une présentation d'un cadre critique de l'influence socio-cognitive des campagnes de prévention du Sida intégrant les théories de l'engagement, nous envisagerons les implications de ce nouveau mode d'intervention notamment en matière de dispositif de communication préventive du VIH/Sida. Nous proposerons, dans le cadre d'une recherche en cours sur la promotion de l'usage du préservatif, un message de prévention du Sida articulant engagement, communication persuasive et média interactif (i.e., Internet). Les nombreuses perspectives de recherches ouvertes par les théories de l'engagement en matière de communication préventive du VIH/Sida seront également discutées ainsi que les perspectives opérationnelles pour la conception de campagnes de prévention toujours plus efficaces en matière de lutte contre le VIH/Sida.

### **AIDS communication, mass media and social change. Soul City a health promotion intervention in a hostile environment**

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Soul City is a national health communication programme which has dealt with various aspects of HIV and AIDS communication over 10 years in South Africa. Soul City has national prime time television drama series for both adults and children, nationally distributed booklets for adults in 11 languages, and life-skills booklets for children. Soul City also has radio dramas in 9 languages for adults and children, as well as adult and child on the ground outreach activities. The outreach activities include the Soul Buddyz Club reaching 50000 children who meet weekly and adult training in conjunction with 18 NGO partners nationally. The South African environment has been notoriously difficult for HIV and AIDS communication, with national leaders not only denying the existence of AIDS, they have also through all media channels questioned the effectiveness of anti retroviral treatment and the Minister of health has publicly promoted the use of untested medications to treat AIDS over the use of anti retroviral treatment. Further the former deputy president announced that he believed that washing the penis after sex would protect him from HIV infection after admitting to having had unprotected sex with someone he know to be HIV positive. At the same time the death rate in South Africa has increased more than three fold and this can be directly attributed to the AIDS epidemic. The experience of ordinary people on the ground is increasingly being shaped by their experience of family members and friends becoming infected and dying of AIDS related illnesses. Soul City advocacy programme addresses some of the negative environmental issues such poverty and unscrupulous sellers of false remedies through advocating for policy changes and social mobilisation. This paper looks at impact that Soul City has had in the context of this hostile environment, using data from a two year panel study of 1520 people. Other evidence of impact from qualitative studies and reports and activities carried out through the Soul Buddyz Club and partner training in communities will be presented. The paper will argue that despite the negative environment Soul City can demonstrate positive impact on people's behaviours. The paper will also discuss the lessons learned from Soul City over the years and some ideas to improve the intervention, and the evaluation of it.

## **The Potential and Challenges for New Communication Technologies in Promoting HAART Adherence in Jamaica**

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Information communication technologies (ICTs) such as telephone lines, cable and satellite radio, personal computers, Personal Digital Assistants (PDAs) and other digital devices have a huge impact on the communication field and the way communicators inform people about important issues that affect them. Such devices not only enable processing and storage of amounts of information along with rapid distribution of information through communication networks but also allows people to seek and receive information strategically at their own time and place. For instance, the Integrated Services Digital Network, fibre-optic cable, microwave, or satellite are used to transmit data such as sound, text, images or all three. The use of these communication technologies is growing in virtually all areas of health communication including consumer, patient and provider education, decision and social support, health promotion and knowledge transfer; and the delivery of services. The terms “telehealth”, “telecare and increasingly “e-health” are used to refer to a broader definition of ICT uses in health communication, care and support, when distance separates patients and providers. The potential for e-health communication offering multiple features of traditional media and enabling people to engage vividly and specifically with health concerns is well documented. In HIV/AIDS communication, ICTs offer considerable potential for promoting behavior change and in improving care and support through promotion of highly active antiretroviral therapies (HAART) adherence. In the absence of cure, use of HAART has been successful in managing infection in patients. However, success of such treatment depends on the patient’s ability to have a near-perfect rate of adherence to his or her medication regimen. Failure to such adherence may result to drug resistance and the inability to suppress viral replication. The purpose of this qualitative study is to examine the potential for ICTs in promoting HAART adherence. Data were gathered in Jamaica through six focus group discussions among persons living with HIV/AIDS (PLWHA), adherence counselors and leaders of PLWHA support groups some of who are not HIV positive. The paper takes an audience perspective examining access and use of communication technologies in HIV/AIDS-related communication and participant’s perceived on the potential and challenges in the use of ICTs in HAART adherence. Key findings indicate that majority of PLWHA in Jamaica have access to modern communication technologies. However, HIV/AIDS organizations have not exploited the accessible channels in provision of care and support for PLWHA and HAART promotion. The potential for these technologies as effective tools for networking and support mechanism for those newly diagnosed with the virus and in AIDS-related communication among the youth is recognized. There are however several challenges such as connectivity, culture, capacity and costs, as well as AIDS-related concerns such as confidentiality, personal relationships, disclosure and AIDS-related stigma and its implications that hamper successful use of ICTs for HAART adherence and the overall health communication for AIDS prevention in Jamaica.

## **Breakdown to Breakthrough: Grappling with Fundamental Concepts of Sex and Gender in HIV Programming for Developing Country Contexts**

Car, Robert, University of the West Indies, Jamaica

Prevention programming for vulnerable groups has hit an impasse in many parts of the world, while globally, human rights gains seen as essential to role back the epidemic are being eroded by social, political, economic and personal dislocations stemming from the shifting terrain of global politics, including the swing to the right across Europe, North America, and

perhaps Russia. In the Caribbean, this is also true. What is lacking is a methodology that can grapple with fundamental problems that beset programming in the region. In this paper, I will use the example of MSM programming at a leading NGO, and discuss the challenges it faces in its outreach programming. I will argue that the problem is the fundamental notions of who is a man, who is a man who has sex with other men, and what does sex mean to him/them, where does sex take place, what is sex, what is penetration, what is safe sex, what are the ethics of sex in all these situations. This NGO convened a three-day meeting to discuss these issues, to agree on fundamentals for a social marketing strategy that attempts to build that expanded strategy from the roots, bridging expanded social marketing to communication for development. This paper analyses some of the findings of those readings, and places them in the context of new avenues for prevention outreach for vulnerable groups in developing country contexts.

### **New Approaches to Communication and HIV/AIDS: designing a communication for social change approach in Malawi**

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Communication for social change is the strategic approach ADRA Malawi, a local NGO, is proposing in a large HIV/AIDS prevention project which is striving to obtain a total of three societal changes: 1) reduced HIV incidence; 2) minimized impact of HIV/AIDS on individual, family and community level; 3) increased respect of human rights. Communication for social change (CFSC) is proposed as a conceptual and strategic approach whereby communication – as read in the project document for the LEFAM<sup>1</sup> project 2007-2010 – has come to play a central role binding the whole project together. However, what this paper wishes to explore is the difficult pathway from the discourses and principles of CFSC to the actual implementation in a development project. As this project is guided by a CFSC set of principles, it will consequently result in a particular way of doing things: the strategies, activities and expected outcomes will necessarily have to be in accordance with the CFSC principles. The question this raises, and which are dealt with in this paper are:

- What are the core principles of communication for social change?
- How has ADRA Malawi developed an implementation plan which is in accordance with these principles?
- What indicators, proxy indicators and other monitoring tools are being applied to monitor and evaluate the implementation process and thus the outcomes of the project in accordance with CFSC?

Particular focus will be given to the challenge of operationalising the conceptual approach of CFSC in practice, exploring the potential pit-falls and constraints which may influence the principles guiding the project. As the project is in its initial stages, focus will be given on how to design, operationalize and monitor a CFSC approach, thus having less emphasis on obtained results.

Note 1: LEFAM is an abbreviation of 'Let's Fight AIDS in Malawi' which is the title of the Danida-funded project running from February 2007 to January 2010. The project budget is 20 mio Danish kroner (approx. 3.6 mio USD).

## *Posters*

### **What the papers are not saying: How to enhance media coverage of TB**

Stackpool-Moore, Lucy & Anushree Mishra, Panos Global AIDS Programme

Every year an estimated 2 million people die from TB. This disease was almost under control a decade ago but has re-emerged as a global epidemic. It is now time for all those involved in fighting TB at the national and global levels—including governments, health professionals, the media and civil society—to renew their efforts to regain control of TB. As yet, the potential contribution of the media in response to TB has not been fully realised. The media can play a key role in promoting public discussion on TB, disseminating accurate and locally appropriate information, and acting as a forum for holding health policymakers—at community, national and international levels—to account. To help improve the coverage of TB in the media, one must analyse the existing coverage. But there have been few studies specifically looking at the amount and quality of reporting. Only limited research has examined print media coverage of HIV/AIDS and TB and none to date have looked specifically at critical issues such as stigmatising language, voice, representation and visibility of people most affected by HIV/AIDS. The objectives of the study were to compare print media coverage on a global scale. This research examines print media coverage of HIV/AIDS and TB, the sources and voices presented in the print media in 12 countries: Haiti, Jamaica, Kenya, Tanzania, Uganda, South Africa, Zimbabwe, Mozambique, Sri Lanka, Vietnam, UK and USA. Each of these countries have very different TB and HIV prevalence rates, health systems and daily realities for people affected by TB. The selection also includes leading donor countries. The analysis focused particularly on diversity of sources, tone and language used, and the framing of key issues in the media. It covered the period from 1 November 2005 to 30 June 2006. Findings from the analysis describe the quality and quantity of TB coverage in the media in the 12 countries. Panos Global AIDS Programme draws on its experiences of implementing Panos/STOP –TB media fellowships in selected high burden countries to list down ways of enhancing the media’s contribution to global efforts to control TB. The recommendations would help in strengthening the relationship between the health and media sectors to enhance the media’s contribution to global efforts to control TB.

### **Rhetoric or Reality: Census of Participation Levels in Interventions**

Bronwyn Walker, Lund University, Sweden

Saleem Sa’aed Qader, Hawler Medical University, Iraq

*Introduction:* ‘Community participation’ is increasingly a catchphrase in this new era of public health. It is part of a rhetoric surrounding efforts to boost communication and sustainability. Much of this still needs to be translated into practice, however. Participation is highly complex and manifests itself in a wide range of communication and decision making degrees. If organizations and donors have clearer ideas and expectations regarding depths of participation, the rhetoric could more profoundly become a reality. The purpose of this study is to determine the level of participation interventions have employed over the last five years. The aim is also to take a ‘snapshot’ of evaluations that label public health interventions as ‘participatory’. This would include looking at the extent to which evaluations cover topics including HIV/AIDS and various regions.

*Methodology:* A Spectrum of Participation shows six levels of participation and communication ranging from simply giving information to beneficiaries, to facilitating an intervention in which the community possesses total control. This, last ‘highest’ level of participation is rarely achieved. Descriptions of 57 published evaluations yielded enough



information to categorize the interventions according to the Spectrum. Profiling the interventions by region and topic was also carried out.

*Results:* The mean level of participation across the articles was determined to be a level 4 out of a possible six, signifying interventions in which communities merely give recommendations. The majority (59%) of the articles mentioned no direct decision-making power within communities. Less than a tenth of the articles, meanwhile, clarified the degree of participation using one of the many systematic tools. HIV/AIDS was the most popular topic among the evaluations after general health services and promotion. Regarding regions, none of articles were set in Middle East, North Africa, or the former Soviet Union.

*Conclusion:* Publishers, donors, and stakeholders should expect greater clarification on the level of participation and communication in interventions. Those in the academic and international communities should form a consensus on the definition of 'community participation' and investigate the practicality of measurement tools. There should also be a more equitable distribution of research and participatory practice, especially in the regions mentioned above.

### **Decrypting Young Women's Vulnerability to HIV- AIDS Balancing Chaff with Grain in Designing Communication Strategies**

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The paper undertakes to analyze women's lives in the context of HIV-AIDS in India and analyze if the communication strategies have remained disconnected to their reality. The recent data on the incidence of HIV-AIDS indicates that young women as a group are more vulnerable and are more likely to pass the virus on to their unborn child. In absolute numbers, the prevalence of HIV-AIDS in India has risen to become the highest in the world, overtaking South Africa. The transmission route is through the sexual partner who in most cases is the husband. Linked to this situation is the fact of migration to other cities or from rural to urban job centers by men, largely young. Away from families, with very limited social control and absence of credible information networks available, likelihood of engaging in unsafe sex portends to become a major problem in working out prevention strategies. The majority of people living with HIV/AIDS in India are from rural areas (57% in 2005). Young adults, aged 15-29, account for 32% of AIDS cases reported in India over the course of the epidemic. Among those aged 15-24, the number of young women living with HIV/AIDS has been estimated to be almost twice that of young men. NACO (National AIDS Control Organization, India) estimates that women accounted for 38% of India's adult HIV/AIDS prevalence in 2005. In the context of rise in the number of HIV-AIDS cases among young women, and the limited provision of ART (Anti Retroviral Therapy), the role of media becomes singular in putting the policy and programme issues in the context of women's health and empowerment. According to the National family Health Survey (2004-05), the utilization of mass media by young women in India is abominably low. This becomes even more highlighted if we look at how low access would deprive them of the critical information on HIV-AIDS. Men have greater access to mass media and the media content projects stereotypes or ignore the fundamental issues of women's deprivation. The communication policies and programmes for HIV-AIDS have gone through various phases during early 90 s by emphasizing the prevention strategies for the general public to use of specific communication programmes for the high risk groups. The present paper uses the conceptual frame-work of communication theories to establish that the mass-mediated communication programmes and targeted intervention programmes have followed a disjointed construct. These strategies need to put in frame such directions which would change the perceptions and social values embedded in the harsh realities of women's lives and their susceptibility to HIV-

AIDS. Today Targeted Interventions Programmes ( TIs )for prevention may have given a new spurt to such initiatives but young women, as an important constituent of the general public, require comprehensive media policy and programme directions. Major media networks, both print and broadcast networks engage in stated proactive debate on rights and empowerment, but these run parallel to coverage and programmes which titillate and highlight stereotypes. This paper analyses the current trend in the media content and tries to explore if women's vulnerability gets exacerbated by the variance in the policies and the reality at the ground-level.

### **Twenty-five years of reporting HIV: An analysis**

Cullen, Trevor, Edith Cowan University, Western Australia

The figures are difficult to grasp: 65 million have been infected with HIV and 25 million people have died since the disease was first detected in 1981. Currently, 38 million people are infected with the virus and this figure could double by 2020 (UNAIDS, 2006). This paper examines the current state of the global HIV/AIDS epidemic and then analyses the findings of three studies that tracked press coverage of the disease in the United States, Southern Africa and the Pacific region from the 1980s. The main reason for their selection is that they are the most extensive to date and they cover a longer period of press coverage than any previous report. A more recent survey conducted by the international Federation of journalists (IFJ) in November 2006 is also examined. One major reason for the focus on press reports of HIV/AIDS rather than a wider study on media coverage of the disease is due, in a large part, to more effective access to archival print data. Print copy is easier to locate and avoids the long arduous task of trawling through broadcast tapes of the 1980s and 1990s when transcripts were not readily available. Also, newspapers are influential because news stories that appear in print or online are frequently used by radio and television news editors to provide background, and often actual content, for their daily broadcast news services. And the press can keep issues and debates in the public forum and move items onto and up the agenda. The first survey analyses print coverage of HIV/AIDS in the United States from 1981-2002 was carried out by the Kaiser Family Foundation and involved a comprehensive review of more than 9,000 HIV/AIDS related stories in four national newspapers: New York Times, Wall Street Journal, Washington Post and USA Today; three regional newspapers: San Francisco Chronicle, Miami Herald, Los Angeles Times; and finally, news stories from The Times in London. The sample totaled 8,783 stories, including 8,173 stories from U.S. newspapers and 610 stories from The Times. This newspaper was included in the research so that a comparison could be made between the U.S. and European print media. The report, entitled AIDS at 21: Media coverage of the HIV Epidemic, 1981-2002, revealed that total press coverage increased during the 1980s, peaked in 1987 and declined steadily from then to 2002. Minor peaks in coverage coincided with major developments in the epidemic. For example, with Magic Johnson's announcement in 1991 that he was living with the virus. Also, the introduction of highly active anti-retroviral drugs in 1996 and increased attention to the global epidemic in 2001 led to a significant rise in the number of HIV stories. The second survey was conducted by the Panos Institute (2004) and entitled: Lessons from today and tomorrow: An analysis of HIV/AIDS reporting in Southern Africa. It analysed newspaper reporting of the disease in eight Southern African countries from 1985 - 2003. These included: South Africa, Botswana, Malawi, Lesotho, Namibia, Swaziland, Zambia and Zimbabwe. The research methodology for this project involved a combination of qualitative and quantitative analysis of newspaper articles to determine the quality and quantity of HIV/AIDS stories. The country researchers used random sampling to select articles for analysis. The third study on press coverage of HIV involved mainly Papua New Guinea and

covers the period from 1987-2005 while the final one, a survey conducted by the IFJ among media managers, editors and journalists in Asia, examines the reasons for the inclusion and omission of news items on HIV. It is evident from the data collected from these surveys that a disproportionate emphasis was placed upon reporting infection rates, international funding and regional workshops, with little in-depth analysis of the disease or educational content. And while the language and tone of HIV stories showed more sensitivity to people living with the AIDS, there was a strong call by the authors of these reports to widen coverage and report AIDS as a story with medical, political, social, economic, cultural, religious and relationship aspects. Also, to report the story in a way that lessens fear and stigma, two key factors that act as major barriers to promoting openness and debate.

### **Communicating Sexual Health in Street Children: the BCC Model**

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HIV/AIDS is an indicator of developmental failures particularly in the developing countries. AIDS is a medical as well as a societal problem. The transmission rate of HIV per sexual intercourse with an infected person is small, yet the global spread has been explosive. The reason for the fast spread is the long, essentially asymptomatic, period between infection and development of AIDS and subsequently death. During this asymptomatic time most people are not aware of their HIV status and can, therefore, continue to transmit HIV to other individuals if their behaviors include risky sex or Intra-Venous (IV) drug use. Since almost all people have sex often, especially during the most productive ages 15 to 45, the virus has found an easy transmission mechanism and created an explosive pandemic. HIV infection in India is concentrated among poor, marginalised groups including Commercial Sex Workers (CSW), truck drivers, street children, migrant labourers, Men having Sex with Men (MSM) and Trans-Gender (TG). A transmission of HIV within and from these groups drives the HIV/AIDS epidemic, and the infection is spreading rapidly to the general community. About 90% of the total reported AIDS cases occur in the sexually active and productive. This paper is about understanding about behaviour change and how communication can be employed as a strategic tool to bring about behaviour change regarding HIV/AIDS. The present paper aims at sharing the experiences of the author as Project Consultant with the SOMAC, Lowe Lintas Worldwide, with the Technical Resource Unit (TRU) of Andhra Pradesh State AIDS Control Society (APSACS), and to give insights to types of communication material required for street children. An attempt will be made to highlight the issues that are region-specific and helps in removing the misconceptions regarding HIV/AIDS, STDs and condom usage. The author hopes that sharing of the information will provide broad directions for developing communication material on street children for HIV/AIDS programme.

### **El tratamiento del VIH/SIDA en los medios de comunicación españoles: *ABC, El Mundo, El País, El Periódico, La Vanguardia* (Octubre 2005-Marzo 2006)**

Ramón García, María José Gorozpe, Luisa Martínez y José Luis Terrón, Spain

El objetivo de esta comunicación es doble: por un lado, divulgar los resultados de una investigación sobre VIH/SIDA y medios de comunicación y, por otro, contextualizar dichos resultados en una serie de medidas que persiguen un cambio de los patrones informativos de esos media. La investigación ha sido realizada por el Observatorio de Comunicación y Salud, del Instituto de la Comunicación (Universidad Autónoma de Barcelona) por encargo de la ONG Red 2002. El proyecto está financiado por la Fundación Levi Strauss. El propósito de la investigación es analizar el tratamiento que hacen los medios impresos españoles de la información relacionada al VIH/SIDA. Y más concretamente, indagar en qué medida

construyen discursos estigmatizantes y de qué forma podría aparecer dicha estigmatización. O sea, averiguar si en el tratamiento que hacen del VIH/SIDA se da, de manera explícita o implícita, la estigmatización, entendiendo que ésta puede ser el resultado de un uso particular del lenguaje verbal, pero no perdiendo de vista que esa estigmatización también puede derivar de la selección de las informaciones o del tratamiento que se haga de ellas (agenda, punto de vista, uso de fuentes, uso correcto del lenguaje biomédico, etc). Por tanto, es un estudio de la representación mediática del estigma del VIH/SIDA y, a la vez, un análisis de la construcción del discurso sobre la pandemia y sobre quienes la padecen. La metodología de la investigación va más allá del análisis del contenido de los textos seleccionados dado que hace una apuesta por desentrañar los procesos productivos de los mencionados textos. A continuación se exponen los ejes fundamentales de la investigación y se apuntan algunos de los resultados obtenidos:

- 1) Resultados relacionados al análisis del texto verbal: adjetivos, metáforas, frases hechas, etc.
- 2) Proceso de producción de los textos informativos. Se indaga, específicamente, en las fuentes utilizadas; dicha variable pone de evidencia que la construcción del estigma no es sólo un resultado del lenguaje que se emplee. Y a la par en el uso correcto del lenguaje biomédico (observamos un alto grado de incorrección).
- 3) Otro de los ejes fundamentales de la investigación es saber quiénes son los protagonistas de los textos informativos sobre VIH/SIDA. Entre otros hallazgos, podremos destacar que se habla, sobre todo, de pobres (pobreza) y de homosexuales.
- 4) Por otro lado, se busca saber a qué colectivos se vincula el VIH/SIDA. En este sentido, señalar que aún hoy prevalecen las variables homosexual y drogadicto.
- 5) De los resultados se desprende la necesidad de un mayor número de periodistas especializados en salud.

La investigación se enmarca en un proceso con el que se persigue que los periodistas reflexionen sobre su labor informativa en relación al VIH/SIDA, y a partir de ahí se planteen un cambio en su manera de relatar la pandemia, por lo que la ONG Red 2002, con la participación del equipo de investigación, está llevando a cabo guías de buenas prácticas y talleres de sensibilización dirigidas tanto a periodistas como a ONG's. Por último, informar que dentro de un año se realizará una investigación similar para evaluar hasta qué punto se ha modificado el tratamiento informativo en torno al VIH/SIDA.

### **Action against HIV/AIDS: Elements of a comprehensive response to the pandemic in the workplace in an African context**

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Over the last fifteen years, institutions the world over have put in place measures to combat HIV/AIDS and, although the learning curve continues, their experiences have provided valuable information on the elements of an effective response to the problem of HIV/AIDS in the workplace. The bulk of this comes from the private sector, which has generally been quicker to identify and respond to the organizational impacts of the virus than the public sector. It shows that with appropriate commitment, planning and action, transmission can be reduced and the effects of the virus managed relatively effectively. This article will discuss the key components of such responses in an African context, with specific reference to the mining sector. The arguments raised in this article are based on the findings from a study I carried out at Redwing Mine in Zimbabwe in October 2006. A qualitative research design was employed to establish the key elements of a comprehensive response to HIV/AIDS in the workplace. The article will begin by discussing the broader macro- economic effects of HIV/AIDS, before going on to highlight the effects of HIV/AIDS on employees and employers. It will go further to show the principles that should guide any responses to the

epidemic before going on to discuss the basic components of an effective strategy and, finally, the elements required for its successful implementation. The article will argue that an appropriate and sustainable response to HIV/AIDS needs to be holistic, systematic and coordinated, and guided by a clear policy statement at the top management level.

### **Health Communication Tools used in the sub-Saharan Africa to curb the HIV/AIDS pandemic**

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Sub-Saharan Africa has just over 10% of the world's population, but is home to more than 60% of all people living with HIV—25.8 million. It is more heavily affected by HIV/AIDS than any other region of the world. Over and above the personal suffering that accompanies HIV infection, Sub-Saharan Africa's AIDS epidemic threatens to devastate whole communities, rolling back decades of development progress. It has quiet a negative and devastating impact on African communities at large. It has put a strain in the health sector, has minimized life expectancy from 62 to 47 in the sub Saharan Africa today, loss of income earners and an increase in the number of orphans, it has heavily affected labor and in the long run retarded economic as well as social development. The continued rise of HIV prevalence in Sub-Sahara however is not inevitable. There is evidence that HIV preventive efforts actually are effective, various countries in the sub Saharan area have employed different measures to combat this epidemic. Behind the scenes, communication has and still plays a very crucial role in prevention of HIV/Aids in the region. It is evident from various researches that other countries with relatively high prevalence percentages like Uganda, Kenya, Zimbabwe, Zambia and Burkina Faso have experienced declines in national adult prevalence over time due to sustained prevention and communication campaigns. For the longest time, many countries in the region paid little or no attention at all to the escalating AIDS crisis probably because of the puritanical cultural and traditional beliefs held by different African societies, making it very difficult for AIDS communication, education and prevention schemes to be carried out, as public discussion of sexual matters was generally banned/censored, and HIV/AIDS were considered taboo subjects. The embracing of democracies in this region has seen more liberal climates in which AIDS communication and education has been carried out without fear. Various countries have now acknowledged the need for a unified response to the crisis and HIV prevalence has since stabilized. The declines observed in other countries in the region confirm that the epidemics can respond to specific HIV-related intervention and the credit is most definitely attributed to the intensive communication interventions employed. An estimated 24.5 million people were living with HIV at the end of 2005 and approximately 2.7 million additional people were infected with HIV during that year. More than twelve million children have been orphaned by AIDS. The extent of the AIDS crisis is only now becoming clear in many African countries, as increasing numbers of people with HIV are becoming ill. It is expected that the AIDS death toll on the continent will continue to rise. This means that impact of the AIDS epidemic on these societies will be felt most strongly in the course of the next ten years and beyond. Its social and economic consequences are already widely felt, not only in the health sector but also in education, industry, agriculture, transport, human resources and the economy. It is for this reason the health communication in sub- Sahara must intensify in order to curb the crisis

*Objective:* The study was conducted not only to analyze why and how HIV/AIDS prevalence rates have risen to greater heights in the sub-Saharan Africa, but also to establish the communication tools that have been/are being used to curb the pandemic.

*Methodology:* Desk research, individual questionnaires to experts who are key informants in health communication in Malawi. The research strongly indicates that as HIV/Aids

prevalence in other parts of the sub – Saharan Africa accelerates to alarming heights, communication continues to play a great role in putting the crisis under control. Parts where health communication campaigns and various health communication materials have been launched and consumed have seen declines in the rise of the pandemic. The region has employed different channels of communication like radio, TV, newspapers, drama, training, meetings, and workshops to put across various messages of HIV/Aids to the people in the region. In the past, sub-Sahara critically used the mass media (radio, television and print) specifically to sensitize people about HIV/Aids because such mass communication tools are believed to be better for general awareness and brand building. As awareness on HIV/Aids has been reached, the region has experienced shift in trends from awareness and now concentrates on actually imparting life skills and instilling positive behaviors in people, so much that community outreach campaigns, trainings, drama and other Interpersonal communication tools have taken an upper hand in health communication in sub-Sahara. This paper gives special attention to theatre as a tool for communication in the specified region in the HIV era. The most common tools used in HIV/AIDS communications in Sub-Saharan Africa however remain radio (because it has the widest reach), a bit of television (because TVs are inaccessible in most households), little of print (because literacy levels are generally low).

### **Attitudes of Leaders of Faith-based organisations in Jamaica to people living with HIV/AIDS**

Barnes, Corinne, University of the West Indies, Jamaica

Anecdotal evidence suggests that 25 years after the first case of HIV was diagnosed in Jamaica and after many media campaigns organized by the Ministry of Health, aimed at educating the population, a large percentage of religious leaders are uncomfortable discussing the issue. Some refuse to accept that this is an issue which affects all levels of society. My study will therefore seek to ascertain whether the messages are reaching this category of leaders and whether or not attitudes are changing. The paper will seek to, among other things, answer the questions. How much attention do leaders of faith-based organizations pay to messages about HIV/AIDS in the media? What programmes are in place to deal with people infected with and affected by HIV in the faith-based community? Are there people living with HIV/AIDS in the faith-based community? Do these people make their status known? Do the leaders of faith-based organisations promote testing? Has the advent of HIV/AIDS changed the approach to pre-marital counselling? How are issues relating to HIV/AIDS addressed from the pulpit? The primary method of data collection will be through questionnaires, using a random sampling method.

My paper will examine traditional, as well as non-traditional faith-based organisations in the Kingston metropolitan area. With the Caribbean second to Sub-Saharan Africa in terms of the number of people who have been diagnosed with HIV/AIDS, it is important for planners of health education campaigns to be aware of the attitude of influential leaders in this country to people living with HIV/AIDS. The results of this research project will therefore inform the content of messages and of workshops in Jamaica among this group.

### **To Riddle of HIV/ AIDS in Lesotho News Media - The presences and portrayal of sex as a transmission mode**

Strand, Cecilia, Uppsala University, Sweden

Lesotho, a small landlocked country in Southern Africa is with its 23.2% prevalence rate of HIV infection among adults the third hardest hit nations in the world. During the World AIDS

Day in December 2005, Government of Lesotho launched the world's first plan to offer the entire adult population a voluntary HIV test. This ambitious plan, the "Know Your Status" campaign's (KYS) goal is to by the end of 2007 have offered each citizen above 12 the opportunity to learn their HIV status through mobile testing clinics. The Lesotho mass media was in the national planning document for the campaign awarded a prominent place and identified as a key player in disseminating information on HIV/AIDS in general and the upcoming campaign in particular. Even if mass media's power to influence long term individual behaviour change directly is weak, media has a potential to not only reflect but influence knowledge levels, existing values and beliefs regarding health. The following study examines through manifest and latent text analysis how the largest and most popular private weekly newspaper the Public Eye portrayed the causes and specifically the fact that HIV/AIDS primarily is a sexually transmitted disease. The results show that out of the 132 pieces analyzed, that only 15% deals with the fact that transmission of the virus takes place through sexual interaction. The portrayal of this primary transmission mode is however not neutral. Half of the material containing any reference to sex, portrays sex negatively using descriptive terms such as promiscuous, illicit heterosexual practices, prostitution, rape; and thus effectively leaving out the fact that HIV transmission in Lesotho takes place through "normal" hetero sexual intercourse. This skewed portrayal of HIV transmission in the material is exacerbated by the fact that the root causes, such as gender inequality, poverty, lack of political will and proper policies are not described or explained to the reader. The combination of these absent discourses threatens to disseminate a description of the HIV/AIDS epidemic in the country as a complete mystery. Needless to say this kind of portrayal of the causes of HIV/AIDS in the public sphere can pose a difficulty for effective prevention work as well as anti-discrimination efforts aimed at easing the life situation for those who are found through VCT to have already contracted the virus. Studies of more media outlets portrayal of HIV transmission, as well as reception studies are needed to get a complete picture of how well the Public Eye reflects society's existing values and beliefs on HIV transmission. Nevertheless, it is worrisome that the main transmission mode is either absent or portrayed as intimately linked with negative stereotypes.

### **Iranian-Norwegian Media Reception: The Dilemma**

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Iran was one of the participants in the football World Cup in Germany. TV2, one of the two main Norwegian TV channels, had a full coverage of the championship. *World-Cup studio* had various reports and analysis before and after each match. The program also included a short documentary from the countries involved in each match. This documentary was somehow a type of report on the position football has in the countries viewers were just about to watch their game. Before Iran-Mexico match there was a documentary on Iran and Mexico where viewers were taken to both countries to experience a taste of life and not least the atmosphere in these countries before the World Cup. This article is a reception study of this documentary on Iran among Iranian-Norwegians. 20 Iranian-Norwegians in Norway are interviewed. Respondents in this study have lived in Norway for years, some of them for many years, and some of them almost all their lives. Common ground for these Iranians is a position they are sharing which is moving from one place and settling or trying to settle in a new place. What impact does this position of in-between have on Iranian-Norwegian reception of this particular documentary program?

### **Online Chronotope of Diaspora: Turkish Diasporic Web Sites as Transnational Public Spheres**

Elif Olcum Alkan, University of Westminster, UK

Communities invisible in the dominant regimes of representation relocate their self-representation and identity politics to computer networks which redefine our notions of space and community in terms of flows, networks, connectivity and imagination. The Internet hosting both the global, local, national, transnational and alternative media provides a platform of contestation and negotiation for the different discourses of globalization from 'above' and 'below', thus for the diverse and complex landscape of transnational communication and diasporic media. 'Imagined communities' of diaspora which compromise imaginaries and narratives of both global, local, national, transnational and cosmopolitan and which differentiate in experience along the lines and intersectionalities of gender, age, class, ethnicity and religion are turned into the discourse of diaspora and produced and reproduced in and through cyberspace. Within this framework this paper aims to explore the online presence of Turkish diasporic communities in Germany and how the Internet in Turkish diaspora is used to create diverse transnational public spheres with respect to its diverse and multiple representational potential. Today diasporic networks are maintained, enhanced and intensified over a more developed and diverse mediascape in which the Internet allows voice and visibility for the communities that are categorised, homogenised and marginalised by the mainstream media. The differentiated, heterogeneous and contested space of diaspora is reproduced in the cyberspace through web pages of ethnic and religious minorities; women organisations; networks of art, labor, business, students and academics; local, cultural and political associations; diasporic print and broadcast media and discussion forums and bulletin boards. This paper focuses on how Turkish diaspora community use web sites to represent themselves against the assumption of a cultural fixity of diaspora and to form diasporic transnational networks that enables the possibility of diasporic public spheres. The investigation and discussion is based on the data obtained from the discourse analysis of five distinctive diasporic web pages: [www.alevi.com](http://www.alevi.com), [www.delidivane.de](http://www.delidivane.de), [www.yek-kom.com](http://www.yek-kom.com),



[www.turkfederasyon.com](http://www.turkfederasyon.com), [www.didf.de](http://www.didf.de) and from the mapping of their web links which form the basis of transnational networking.

### **Virtual African Diaspora: Community Empowerment through Digital Storytelling**

Chika Anyanwu, Discipline of Media, University of Adelaide, South Australia

Virtual African Diaspora is about empowerment, nation building, education, self-reliance, moral consciousness, and economic self-sufficiency in the age of information technology among African children. This is achieved through the adaptation of traditional African storytelling into interactive digital stories to be used in schools in Africa and diasporic communities across the world. It uses folklore, mythic figures, animals, magic, fables, proverbs and music to mould moral, ethical, cultural, historical, civic empowerment and self-reliance in the daily interaction of diasporic and African children with new media technologies. According to Hall (2003 pg. 237) 'The past continues to speak to us... but it no longer addresses us as a simple, factual "past," ... It is always constructed through memory, fantasy, narrative, myth'. As Africans in the diaspora, memory of homeland continues to propel us forward. I believe according to Franklin (1990, p. 72), that 'Black professionals are the unelected representatives charged with responding directly to the needs of the black community' because according to W.E.B. Du Bois 'a gifted individual is not free to pursue personal fulfilment while ignoring the plight of his or her oppressed kin'. We occupy a third space between homeland and western societies. This third space is a vantage position which combines our western orientation with our traditional African values. It is time we used these opportunities to build a better society for future generations. This research aims at achieving two major objectives: creating an integrative cross cultural environment that empowers African children in Australia to become equal participants in the new global economy through a self-managed information network; secondly, it aims at creating a cross-cultural education template and forum through which younger generations of Australians and Africans can harmoniously interact and build a world together. There are two types of stories which are targeted in this project: individual or personal stories of African migrants in Australia as a way of helping new migrants learn and adjust to their new society; African oral history stories which have kept the people together for centuries.

**Methodology:** The project design template uses Kindley's scenario based and situational learning techniques because they align properly with traditional African oral and storytelling structures which Kindley defines as 'learning by doing'. It takes the form of imaginary simulation through performance by imitating mythical objects, fables, music, songs and dance. The outcomes from the research will be in different forms and at different stages: The production of digital database of cultural stories and memoirs; The production of teaching materials to be used in schools, research institutions, libraries, galleries and other public spaces; The use of information from the database to implement specific national projects such as health promotion, environmental policy, education etc. These outcomes will be made available in multiple media for maximum coverage: Online, DVD, booklets, installations, posters, sound tracks etc. However, the aspects of this research which will be discussed in this paper are the challenges of encoding and decoding traditional meanings into and from English language into newly developed multi-language translation software- Talkasoft- designed by a Nigerian Engineer in Australia. When fully coded, this software will enable this project record and decode traditional stories and translate such into English and other languages.

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### **The limits and possibilities of ‘abstract’ public spheres among the Zimbabwean diaspora**

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Over the past seven years, Zimbabwe has experienced an unprecedented political and economic crisis whose effect has been to, among other things, force millions of citizens into the diaspora to seek better opportunities. Scattered all over the world, many of these Zimbabweans have created various communities of interest that constitute what Habermas (1996) calls “abstract” public spheres. The Internet has been key to the creation and sustenance of these public spheres. Chat forums, vibrant news and opinion sites, weblogs, and Internet radio stations have kept these communities going. Coming from an authoritarian dictatorship where media freedom is non-existent, both journalists and other citizens in the diaspora have eagerly embraced the Internet and the possibilities it holds for unfettered access to and generation of information. This has not been without its inherent problems, challenges and contradictions. Alongside progressive news sites and vibrant debates are mediocre ones characterised by ethnic and political bigotry, sleaze and hate speech. Some of these sites and interactive forums replicate power relations back in Zimbabwe at different levels. This paper attempts to explore this new ecology of “abstract” public spheres among the Zimbabwean diaspora, principally through analysing the content of selected websites. Given that for all their diversity, these websites share the common approach of attempting to “look inside [Zimbabwe]” from the outside [diaspora], this paper situates the analysis within the broader political economy of Zimbabwe. I believe this analysis can provide a basis for conceptualising the role, limits and possibilities of Internet-based “abstract” public spheres among diaspora communities. A critical political economy of communications approach informs this analysis.

### **Communicative connections between local and translocal social networks of young Russians in the German Diaspora**

Düvel, Caroline, University of Bremen, Germany

In the course of the last years, communication and media studies have outlined the increasing importance, which technical means of communication such as mobile phones and the Internet have gained in young people’s everyday life. Most young people consider their mobile phone to be a ubiquitous medium of interaction with their local peers. However, especially people with a diasporic background are not only members of one locally centered peer group, but of two locally separated ones. This particularity is typical for young people with a migration background. From this point of view, the *local* focus on mobile phone appropriation needs to be extended to a *translocal* perspective. In my paper I will focus on young Russians with a migration background, as they are characterised by an involvement in locally separated social networks. On the one hand, they are part of a local network consisting of family and friends at their place of living. On the other hand, they still have strong connections with relatives and friends in their country of origin, who form the translocal network. This set of connections and social relationships plays an important role in their everyday lives. The above described multi-connectivity is often articulated by the possession of a German and a Russian mobile

phone SIM-card as well as the use of two different email addresses. These are only two examples showing the different communication practices which are applied depending on the social network. Investigating the local and translocal communicative practices of Russian migrants, my paper focuses on theoretical concepts within the frame of communicative mobility, the approach to connectivity in the use of mobile phone and Internet, and its consequences for the concept of Diaspora. A three step argument will be presented: Firstly, I will illustrate theoretical concepts of mobility and connectivity. Secondly, particularities of young Russians' mobile phone and internet appropriation will be discussed in terms of local and translocal connectivities. What are the patterns which characterize young Russians' media appropriation in the German Diaspora? Which meaning do mobile phone and internet appropriation have in their everyday lives with regard to their multi-connected background? These and other questions will be discussed in this context. I will conclude my presentation by summarizing the meaning of media appropriation for people living in the Diaspora, and the theoretical concept of Diaspora itself. My paper will focus on present results of the research project, which is based on qualitative interviews and media diaries according to the research frame of the Grounded Theory. The theoretical points of reference are drawn from discourses of cultural studies within media and communication studies.

### **Spinning the Web of Identity: Internet's Roles in Immigrant Adolescents' Search of Identity**

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The search for identity, a life long process, is especially difficult for immigrant teenagers, who not only have to leave behind their status of child, but also to be ripped from the homeland culture as they move to a new country and new kind of life. Accordingly, the present article will highlight the unique intersection between adolescence, immigration, and the Internet as it facilitates young immigrants' efforts in constructing new collective and personal identities, alongside preserving the original ones. The study is based on in-depth interviews conducted in 2005 with 70 immigrant youth aged 12-18 who immigrated from the Former Soviet Union to Israel since the beginning of 2000. The sample was equally divided between the urban center of Israel and the periphery, and between the more veteran immigrants who have been living in Israel for 3-5 years and newcomers who have been living in Israel less than two years. The findings reveal that most of the interviewees shared a deep sense of loss of a homeland and expressed intense feelings of longing to Russia. However, surfing the Internet allows them to find and re-invent their own Russia: they can preserve those parts of their homeland that they miss most, while being in full control of the frequency and intensity of their relationships with its virtual form and the people remained behind. It is also possible to argue that this sense of loss of a homeland is intertwined with the anxiety over loss of a self-identity. This ties to Derrida's (1976) claim that a construction of personal identity needs a measure of narcissism, whereas any skepticism towards "self" could lead to devastating results. The immigration and the initial stages of cultural adaptation are amongst the most common factors, which might provoke self-skepticism and a deep sense of insecurity in an immigrant's abilities, whereas, the local residents are perceived by him or her as more successful and powerful. Our findings suggest that the Internet serves as a resource that facilitates "pro-Russian narcissism", thus raising the immigrant teenagers' self-esteem. The relationship with the host culture is complicated as well. Many of interviewees distinguished between two kinds of Israel: the real and the virtual. While "real" Israel was perceived as hostile and frightening, the virtual Israel was perceived as an attractive and safe place, with

which the interviewees could more easily identify. Thus, virtual Israel served as a "fitting room" where the interviewees could safely try new roles and identities, while preparing for a direct encounter with the off-line Israeli reality. It is not surprising, therefore, that first meaningful contacts with local teenagers took place in on-line chats and discussion groups, which were described by the interviewees in much more positive terms than their communication with "flash and blood" Israeli youngsters. Likewise, the interviewees trusted the Israeli Internet sites much more and they were more willing to adopt the new values suggested by these sites than by local peers or teachers. It appears, therefore, that the Internet was much more efficient in providing a positive referent group than the local Israelis themselves, helping the interviewees to construct their new cultural identity.

### **Multiculturalism meets Bollywood: UK's Celebrity Big Brother 2007, Channel 4 and Shilpa Shetty**

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The aim of this paper is to discuss the recent controversy surrounding the events broadcast on the Celebrity Big Brother (CBB) on UK's Channel 4. CBB 2007 sparked a national debate on issues of 'race' and racism as well as an international diplomatic incident, following allegations of racism that were broadcast on the reality television show. The paper will attempt to outline three key areas that should be rooted in understanding the discourse surrounding the CBB 2007 controversy: diaspora, multiculturalism and transnationalism. It is proposed that these three areas have a particular resonance in providing an understanding of the diaspora and transnational communities since 9/11 and 7/7. The paper proposes that the earlier perspectives on diaspora media are somewhat limited and that the contemporary understandings of transnationalism and transnational media have to be considered in the diasporic and multicultural frames. Further, the idea of multiculturalism should not be abandoned in favour of integration. Rather diaspora, multiculturalism and transnationalism perspectives should be considered in parallel, when analysing entertainment programmes such as CBB. The paper will also argue that multiculturalism should become a bridge between diaspora and transnationalism, to provide a holistic perspective on global media. This would reframe multiculturalism away from the idea of the 'other' and therefore, to be kept at a distance. Such bridging is essential in the context of re-imagining diaspora, particularly within the context of events surrounding UK's CBB in January 2007. The paper will use the CBB as a case study to indicate that diaspora and multicultural perspectives, have to foreground issues of 'race' and racism particularly as there is increasing legitimacy given to racist attitudes and behaviour in the contemporary era.

### **Veiled Bodies – Naked Racism: Culture, Politics and Race in the British Media**

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In the current political climate, it is hard to mention Islam without bringing to mind the new orthodoxy of the 'clash of civilizations,' which is trying to explain much of the world's political turmoil in terms of a clash between the ('secular modern') West and the ('traditionalist religion') Islam. Mimicking the world of politics, the European media have presented highly selective images of reactions of Muslims inside and outside Europe to recent events in the US, Denmark, Britain, and France in order to emphasise the opposition between 'us' and 'them'. In particular European Muslims and Muslim diasporas have been characterised in sections of European media as a threat to 'our way of life', and Muslim women wearing the veil have been situated centre stage in this construction of Islam in

opposition to Western ‘values’. In the heightened atmosphere of Islamophobia to which this contributes, it is worth remembering that in the main, recent racist assaults in US and Europe have been directed against Muslim diasporic communities and labour immigrants, suffering the racism of their host country and becoming scapegoats for failures at home and abroad. This is the context which shapes the current ‘debate’ about Muslim women and the veil in Britain and elsewhere in Europe, and one is reminded that, ‘there is always more to the veil than the veil’. The issue of the veil has a long (and complex) history in the cultural imaginary of Western modernity and so it is imperative to consider how current discussions of the veil are framed by the contemporary socio-political climate and to examine the manner in which the concerns that arise from recent discussions are related to a much longer history of British colonial encounters with Islam and the veil. The increased visibility of veiled bodies in Britain today has stirred a response that draws on long-standing Orientalist oppositions and reworks them in the current climate of ‘War on Terror’, connecting them to parallel racist discourses about ‘threats’ to British culture. Sections of the British media have presented veiled Muslim women as an obstacle to meaningful ‘communication’, and as an example of Islamic ‘refusal’ to embrace ‘modernity’. Veiled women are considered to be ungrateful subjects who have failed to assimilate and are deemed to threaten a perceived homogenous entity called the ‘British’ way of life. The media coverage of this issue has achieved a reversal by displacing the issue of the right to religious freedom onto an abstract, a-historical, conceptualisation of British ‘freedom’ which relies on unstated assumptions about British culture as cohesive, liberal, sealed (until the intrusion of the masked other) and ultimately superior. This paper reviews the debate over the veil in Britain in the context of British foreign policy, attacks on civil liberties, the further marginalization of poor communities and the politicization of British Muslims, where the veil is an increasingly political image of both difference and defiance.

### **“*The Simpsons of the South Pacific:*” Transnational media and diasporic cultural production**

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New Zealand’s first prime time animated television program, *bro’Town*, has been described as “The Simpsons of the South Pacific.” The cartoon follows the antics of five teenage school boys as the main characters, four who are of Samoan ethnicity and one Maori, growing up in Auckland, the largest Polynesian city in the world. The program, currently in its third season, was created by a group of Samoan-New Zealanders in 2004, and has been widely popular and successful in New Zealand and in other countries. New Zealand On Air, the Government-appointed broadcasting agency charged with the responsibility of reflecting and developing New Zealand identities in the 21<sup>st</sup> century, has contributed the majority of funding for *bro’Town*. With its focus on everyday life of the young Samoan diaspora, *bro’Town* represents a unique ‘minority’ program scheduled for prime time hours on national television watched by wider and diverse audiences. Its cartoon elements and its genre have allowed *bro’Town* to address topics and issues that most television programs in New Zealand’s mainstream media rarely do. The program is mocking “anything and everything” (Bisley, 2004), but at the same time seeking to foster tolerance by highlighting issues such as racism and violence. *Bro’Town* incorporates a multi-cultural impression of New Zealand, but it is considered ‘politically incorrect’ as it makes use of humorous stereotypes of Samoans and of other cultures and groups represented in New Zealand, including ‘Pakeha’ (white/European descendents) New Zealanders, who make up three quarters of the population. The program often focuses on controversial topics such as homosexuality, racial stereotyping, socio-economic status, or New Zealand’s colonial history through its use of parody, satire and base

humor. *bro'Town* has successfully created a new type of New Zealand comedy by melding the genre of US animated programs (e.g. *South Park*, *The Simpsons*) with aspects of traditional Samoan humor (e.g. Samoan *fale aitu*), already familiar and popular among wider New Zealand audiences through Samoan comedians. Although the program is in English, it maintains a clearly Pacific flavor not only through its main characters but also with its music provided by Samoan group *Nesian Mystik*, its imagery and use of vernacular. *bro'Town* represents an invaluable case study from the South-Pacific region for the interplay of transnational media and diasporic cultural production and consumption. In this project, we examine the adoption of the globally successful animation-situation comedy genre by members of the Samoan diaspora in New Zealand, influenced in particular by *The Simpsons* and *South Park*. We argue that the genre has been successfully adapted in New Zealand as a vehicle for promoting humor around a number of sensitive issues such as racism and violence, but at the same time seizes an opportunity to promote multiculturalism in a country often lost in its search for a national identity. Against this background *bro'Town* has already established itself as a cultural phenomenon.

### **Migrants and the media: The interplay of identity, language and (trans-)national media practices**

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As a consequence of larger migration flows involving new questions of cultural belonging and practices, and the emergence of new communication technologies that created transnational communicational and cultural spaces for migrant communities, communication researchers started taking more interest in the relationship between migrants and the media during the last decades. This paper aims at analysing and discussing the interplay of cultural identity, language and the media behaviour of ethnic minorities. Identity is a complex multifaceted social construct shaped by processes of negotiations between (re)building and maintenance of identities. Furthermore, individual as well as collective notions of identities play a role in the constitution of a sense of belonging. The situation of communicational dependency has changed for ethnic minorities since media technologies like satellite TV and the Internet have opened ways for receiving media contents from their countries of origin. What are their media preferences and how are these related to their perception of identity? Language can shape identity and is part of identity. When it comes to the choice of local, national or transnational, or homeland versus host country media, linguistic competence can be determining. What influence can language have on the media choice of ethnic minorities, compared with the role that ideas of bonding and bridging may play? Based on the investigation of such questions, a typology of media, language and identity orientation will be built. Empirically, the paper draws from a broader study on media use patterns and different spheres of integration focusing on the situation of Italian immigrants living in the German speaking part of Switzerland. It is particularly interesting to explore questions of language, identity and media behaviour with reference to Italian immigrants living in a country like Switzerland, where four official languages and national cultures coexist, including German, French, Italian, and Romansch. As a result, Italian immigrants living in the German part of the country are confronted with a foreign language and media contents in German but still have the possibility to select from a range of public Switzerland-oriented media products available in their native language. So, (why) would Italian immigrants rather choose homeland media – even if language skills are not an obstacle for the use of host country media? And for what reasons and in what circumstances would they prefer Swiss Italian media to Italian media from Italy.

## **Mass Media and Latin American diaspora in Europe. The rise and consolidation of the new Latino media in Spain**

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In the last twenty years, the evolution of non-EU immigration in Spain has been shaped by a great diversity in its origins, a sharp acceleration and a high concentration in certain geographical and professional areas. It has been analysed in other researches how the Spanish media represent these kinds of "otherness" related to social conflict and use fear and mercy as means of affective mobilization. These belong to the trends of contemporary journalism, more interested in stressing feelings than facts, and oriented towards a journalism of quotes, with a heavier load of opinion in genres traditionally more objective. Spanish media can rarely be seen as the public tribune where immigrants can share their vindicative discourse. Their access to the media is scarce or null, and small their normalized representation in the society hosting them. This scenario has pushed them to search for alternative sources of information, communication and social representation. At the end of 2006, a study reveals that, indeed, immigrants have as their main information sources in the Internet, ethnic media, religious and social leaders, associations of countrymen, as well as the interethnic exchange of experiences developed in sports and leisure activities. Latin American immigrants enjoy a preferential position regarding other non-EU immigrants in Spain as, among other political and administrative prerogatives, they just need a two-year stay to process their double nationality. Access to naturalization of a growing number of Latin Americans has made of them new political clients (voters) and economic clients (consumers). As a consequence, business and political spheres are gradually approaching their messages to this group. This has not happened with mainstream media, which still hold the native Spanish society as their main and only target. This new role is revealed when analysing how many of the new Latin American media include among their bigger advertisers Spanish financial institutions, telecommunication companies and airlines addressing these potential consumers; likewise, in those areas with more Latin American population, political parties have developed plans to lure new voters, such as granting financial aid for business projects or opening social centres for immigrants. This paper wants to analyse and understand the recent growth of Latin American media in Spain. It proposes a first approach to newspapers, magazines, radio and TV shows made by and for Latin Americans. It tries to understand especially the processes of intra-ethnic communication and representation through which the Latin American diaspora is finding new identity referents. The sample chosen analyses the cases of Latino media in Madrid, Barcelona, Seville and Valencia, four of the main geographical areas with a higher concentration of Latin American immigrants in Spain.

## **From Differentiated Citizenship to Differentiated Consumerism: Analyzing the Ecology of Diasporic Advertising**

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This paper takes the view that diasporas are not simply migratory flows of people but a global movement of cultures. A substantial amount of research on transnational populations has focused on cultural identity politics. This paper will look at an often-neglected area of research -- that of the commercial/consumer culture, specifically print advertising produced by and directed toward a diasporic group. Diasporas all over the world are frequently trailed by flows of products and services that simultaneously bridge imagined communities to the homeland, ameliorate displacement angst, and fortify identity. As diasporic societies reach critical mass in the host country, ethnic businesses including mass media become part of the lived experiences of these reterritorialized populations. These ethnic commercial enterprises

require marketing or advertising support that uniquely appeals or speak to the circumstances of transported people. Moreover, advertisers of mainstream products in the United States are gradually recognizing the increasing purchasing power and size of the ethnic market. This paper analyzes the ecology of diasporic advertising production by an English-language magazine for Filipino-Americans. The author treats the magazine as the locus of a dynamic tension between the production and consumption of advertising as well as the balancing of two fundamental goals: the fulfillment of its journalistic mission while sustaining economic viability. The magazine also is an axis around which issues of pluralism, integration and hybridity intersect. How *Filipinas* magazine negotiates this terrain and the problems that it faced are of central interest of the paper. Market segmentation and the production of audience-specific advertising are established practices in media organizations. In fact, the media's profitability largely depends on the extent to which they succeed in matching audience interests to the generation of media products. The typical revenue streams for print media are subscription and newsstand sale as well as advertising. For diasporic media serving a particular demographic, certain conditions such as the limited size of the advertising pie earmarked for the ethnic market, competitive pressures, and the sheer diversity of media choices inhibit growth of both advertising and subscription revenue. Recent U.S. estimates indicate that less than four percent of all advertising dollars go to ethnic media. By focusing on the Filipino-American as a consumer, this paper attempts to peel another stratum of the complex, multi-layered and mediated existence of this diaspora group. A corollary aim is to challenge some of the entrenched models of advertising that are based on leveraging economies of scale and propose ways of overcoming the barriers that have historically resulted in the undervaluing of ethnic media by large mainstream advertisers.

### **On metropolitan communication-proposal for the development of new diasporic media**

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Today, urban aggregates emerge as the arena of confrontation between a combination of city users, commuters, residents and immigrants. Massive cities like Los Angeles, New York, and London are at the heart of the economic, financial, and commercial integration characteristic of globalization and are simultaneously centers of concentration for world wealth and arenas of despair for hundreds of millions. Diasporic flows are participates of such a massive urbanization crossing areas that for many have recognizable identities, histories and "placeness" but can be "non-places" for those who do not share public memory to encompass shared time in the form of shared territory and community. My paper aims at highlighting how first generation Italian immigrants managed to evade the "social periphery" in which they found themselves after many years in London. Italians were scattered across the metropolis and found in the virtual community "Italianialondra.com", which was created in 2003, the channel of communication that they were missing. Favoring the organization of off-line events, the virtual community has contributed to the re-territorialisation of diasporic Italians. Before using online communication, social rituals that base Italian sociability were hardly reconstructed in London where the attempt to integrate had provoked changes that affected the interviewees' habits. Instead, through the Web a new Italian community (or better, communities) developed and a new diasporic identity is produced. I believe that Italianialondra.com is an exemplar solution for diasporic people because it is physically de-centered and at the same time it solves local integration problems. So, it can be proposed as an alternative to isolation and ghetto that often grow in the metropolis because of the loss of communication. Then, focus will be on the role of the qualitative methodology I chose, pointing at the importance of reflexivity and interpretation. Further, in line with Cultural Studies, my research has demonstrated that the analysis of social phenomena cannot be



conducted leaving out contexts and situated differences. Attention to differences was particularly important for the recognition of cultural resistances that translation can hide. Finally I want to propose that the Internet researcher should continue underlining the limitations of generalization on online communication and, in this light, I will suggest conducting pilot studies on how other communication technologies could improve the life of displaced people who dwell in contemporary metropolis. I will suggest to experiment the social advantages of communities supported by mobile phones that, given the high rate of diffusion, could possibly not be inclusive only of middle or upper class, and can inaugurate a new style for building diasporic community.

### *Posters*

#### **Metaphor: A key tool for supplementing traditional Canadian political economy of communication perspectives on telecommunication policy**

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At present, the most commonly employed theoretical perspective for discussing telecommunications policy in Canada is that of the political economy of communications (a lens largely focused on questions of production, distribution and consumption). Scholars using this approach have been invaluable for highlighting the fundamental role governments have played in deciding what communication technologies are acceptable; how such technologies should be regulated; who should enforce compliance; and what sort of infrastructure should be funded, thereby establishing important conditions for access. Despite such benefits, this body of work provides a largely macro-oriented view of telecommunications history, offering only limited insight into the processes of how policy makers actually make technological decisions and how different communities respond to specific initiatives. This paper argues that metaphor may provide a new entry point for exploring information technology policy, thereby supplementing and contributing to traditional political economy of communication approaches. Through a review of the literature on metaphor and politics, this discussion illustrates why metaphor may be a suitable candidate for helping to clarify why a technology implementation project is a success or failure, in terms of citizen and industry absorption, and the role that negotiations over meaning may play in determining these results. This largely theoretical discussion which attempts to map out past contributions of political economy of Canada's communication scholars interested in telecommunication policy issues and propose an innovative space for future research, will be supported with the initial findings of a case study on a broadband policy initiative in the Canadian province of Alberta where different communities of practice (industry, government, citizen and academic) have all articulated visions of what is meant by a government led effort to build a "SuperNet".

#### **Health Education in entertainment: The case of medical dramas**

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Objectives. A variety of public health campaigns explicitly use entertainment education to promote healthy choices. This practice largely draws on Bandura's social learning theory which suggests that people can learn vicariously by watching role models on television. Medical television dramas also depict a variety of health issues. However, the goal of such popular television is entertainment, rather than education. The extent to which such medical entertainment impacts audience behavior is unclear. This study examines the relationship

between viewing medical television dramas and actual health behaviors. **Methods.** A content analysis of 22 primetime television comedies and dramas (371 distinct episodes) that aired in the United States during the spring of 2005 was conducted. Of these shows two were medical dramas. For each episode, the number, type, and educational value of health stories about cancer, heart disease, obesity, and HIV/AIDS that appeared were measured. Simultaneously, a national random survey asked 1,517 respondents to report which of the television shows they regularly viewed. Respondents also reported their media exposure to specific health issues and their health behaviors. **Results.** The two medical dramas aired significantly more health stories per episode about cancer, heart disease, and HIV/AIDS than other television shows; there was no significant difference for storylines relating to obesity. The storylines on the medical dramas also had significantly higher educational value than did those of other types of television shows. Regression analyses controlling for respondents' age, ethnicity, gender, and the number of hours per week that the respondent viewed television showed that watching medical dramas was associated with hearing more in the media about obesity, cancer, heart disease, and HIV/AIDS. Similarly, medical drama viewers were significantly more likely to have attempted to lose weight within the last thirty days. Medical drama viewers also ate a greater number of servings of vegetables than did non-viewers. However, no differences existed between medical drama viewers and non-viewers in servings of fruit, exercise, smoking, or having an HIV test. **Conclusions.** Medical television shows depict a greater number of and more accurate health-related storylines than other television shows. People who view these medical television shows report being exposed to specific health topics more than those who do not watch these shows. Despite this increase in exposure, people who view medical television shows do not consistently engage in healthier behaviors than those who do not view television shows. Implications for the use of entertainment programs in health education are discussed.

**Newsworthiness on photojournalism: A case study with Portuguese daily newspapers**  
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The overwhelming majority of daily newspapers present, on their front cover, one or more journalistic images. Photojournalism, being a particular form of visual journalism, shares some common ground with the principles that guide the written news, namely the existence of newsworthiness. Very often, the main image shown is not a visual complement for the main headline, but an independent piece of news, thus having an importance of its own, and a news value of its own. The question that this study will try to answer is if there are any differences (and if there are, which?) between Portuguese daily quality newspapers and popular newspapers, concerning the main photograph chosen to be depicted on the front page, in light of the theories of newsworthiness. Therefore, this comparative analysis will pay particular attention to the definition of news values presented by Galtung and Ruge. In addition, other theories that focus on newsworthiness will also be considered. The research involved the retrieval of the four Portuguese daily newspapers with higher audiences (two quality newspapers and two popular newspapers), one week per month, for a year. Several categories of analysis were defined, and the main photo of each front page was then analyzed according to the defined parameters, in an effort to determine the main existing news value. As this is a work in progress, it is not yet possible to present final conclusions. However, the results obtained so far seem to indicate that there are, in fact, differences between the two kinds of newspapers. Some news values, such as negativity, meaningfulness and personalization, have more representativeness on the journalistic images published on Portuguese popular newspapers; while other news values, like reference to elite persons and composition, are

more prone to emerge from the photos that illustrate the covers of Portuguese quality newspapers.

### **Ideas of holidays: Symbolic representations on rural tourism websites**

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The use of the Internet for promoting tourist services is an important phenomenon demanding academic interest. This paper studies the representations of rurality on the websites promoting tourist services in British countryside. Even though the Internet as a media is relatively new for many of the tourist service providers, the form of presenting images and information about the services and the locality are based on a long tradition of promoting certain regions for tourists. The majority of tourists in Europe are Europeans (e.g. Boissevain 1996:2); often from within the same country. This has an impact on the construction of the tourist websites; they are usually aimed for a local audience who are aware of the representation and images of these areas. These representations repeat the generalised images of rurality that are familiar from other media forms, such as novels, television and movies. The paper analyses the development of the media representations of rural Britain and their relation to the understanding of British countryside as a tourist destination. The paper argues that the media plays a central role in the focusing of the ‘tourist gaze’ (Urry 2002; see also Fish 2005; Iwashita 2003). The paper will introduce key characteristics used to represent British countryside, such as beautiful scenery, traditional crafts and community life. This lays a foundation for PhD research combining social studies of technology and social anthropology to provide a fuller picture on the relations between local communities, Internet use and tourism. The PhD research will broaden our understanding on whether the use of new and relatively cheap media has given tourist service providers opportunity to present their service in a new way, or whether the symbolic representations on the websites repeat similar forms across the country. In other words, whether the creators of the websites apply the national understanding of rurality rather than focus on unique local aspects to promote their tourist services. The tentative findings show that tourist websites often follow the form of previously used ways of promoting tourist services, such as brochures, even though the Internet as a technology would make different ways possible (Mukerji & Simon 1998). Nonetheless, the Internet is also used in the process of reaffirming the local identity (Christensen 2003:17).

### **Economics and Business Education for the Media. Changing Institutional Logics in the Field of French Journalism? The special case of the “Ecole de journalisme de Sciences Po Paris” and the “Executive Master en Management des Médias” de Sciences Po Paris**

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This paper deals with the transformation of the media education market in France with the emergence of programs and degrees specializing in Economics and Business Administration for the Media. The first such program was created in 1988 and seven degree programs existed at the end of 2006. There are two main reasons to such a focus. Firstly, nonacademic research has been done until now on this topic. Secondly, the field of the media education market is going through major transformations right now. More generally, the field of media and journalism – especially the hard news press – is going through major turmoil in France for a few years now. This major turmoil can be explained by the progress in a traditional field – French journalism – of a management and business oriented logic that is moving the field in different directions. The education market is going through a parallel evolution and programs and degrees with a focus on Economics and Business Education are emerging and multiplying. The socio-history of the hard news press in France shows that, traditionally, the

attention of owners and journalists has always been more focused on the contents of newspapers than on business and profitability issues. Ownership transformations in recent years have meant that new owners and shareholders have been getting increasingly dissatisfied with this situation. Deploying profitable business models is becoming increasingly important. As a consequence, journalists – and in particular those with Management responsibility – need to be acculturated and trained in Economics and Business Administration. They now have to manage newspapers according to different rules of the game – with much greater emphasis being placed on strategy, marketing and profitability. This evolution in the field explains in part the recent development of the French market in education and training in media economics and business administration. The empirical material for this paper builds upon a close study of degree programs in media economics and business administration offered by Universities, Schools of Journalism or Business Schools: interviews with programs' responsible and a look in depth at all seven degree programs. An empirical question is whether the emergence and multiplication of those programs reflects in turn on the market for Journalism and Media Education more broadly defined and contributes to the transformation of the field of Journalism as a whole. This paper focuses on a special journalism education institution: the Institut d'Etudes Politiques de Paris ("Sciences Po Paris"). It plays a fundamental role within the French market of journalism education, especially for three years due to the creation of a Journalism School (created in 2004) which gives a special emphasis on economic education and a high-level degree specialized in Media Management (opened in 2006). I highlight whether this special institution could have major influence and role in this change in French journalism education and training market institutional logics.

### **Do online journalists belong to the newsroom? Case study: *La Libre Belgique***

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In November 2006, the Guardian's online journalists won a major victory: they obtained pay conditions identical to those of the other journalists, and thus made a major leap towards parity among journalists. Likewise, The Financial Times has decided to merge its website and paper newsrooms into a single unit. Several scholars have already studied the consequences of editorial convergence on the resocialisation of traditional journalists (Singer, 2004) or on the newspaper content (Boczkowski, 2004), but less on the ensuing changes in the journalists' daily work. In Belgium, the questions of the upgrading of the online journalist status and editorial convergence are also part of media's current concerns. This paper investigates a recent attempt by the daily *La Libre Belgique* to take advantage of a relocation to physically integrate the website team into the newsroom. Does this cohabitation mean that online journalists have achieved parity with their traditional peers? This study, based on observations of the work of the two newsrooms and interviews of journalists, aims to identify the changes brought about by this amalgamation. Comparisons will be made with a similar situation that occurred a year earlier at Dutch daily *Volkskrant* as regards issues of co-operation, aspirations, mutual representations, workflow and social practices. In the case of *La Libre Belgique*, the relocation is even more disruptive as a result of the integration, also within the same workplace, of the journalists of the popular daily *La Dernière Heure* (same publisher).

## **Exploring Communication Research to Develop Theories that Support Collaborative Mobile Learning Contexts**

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From a global perspective it can be observed that most societies, regardless of the level of development, place tremendous emphasis on the use of wireless-communication infrastructure. This infrastructure, coupled with the associated mobile information and communication technologies, allows for many new qualities of mobile communication and interaction. One quality that is emerging as a result of these technologies is a new form and modality of learning. This emergence can be observed in the establishment of new environments and communities that harness the power of these mobile technologies to create a quality of learning that is independent of constraints of time and location. This new form of learning is commonly referred to as mobile learning, which engenders new forms of participatory and collaborative practice, especially with regards to formalized and informal learning settings. This paper marks the beginning of a disciplined investigation on the implications of mobile learning in relation to the current phase of globalization. This investigation will help discern how these technologies can be part and parcel of a global techno-social sphere, which is inherently able to foster and bring about new forms of cognitive, communicative, and co-operative culture of learning. To understand these implications, one could approach the relationship between society and mobile learning technologies from a several theoretical perspectives. Therefore, this paper attempts to view mobile learning from a communication research theoretical approach, to help understand and develop new theories that support collaborative mobile learning contexts. The central question behind this research is the following: How can ICT-supported Mobile Learning technologies be shaped to effectively enhance self-organized learning and support learning communities?

As this paper is a work in progress, the principle methodology of research will be a comprehensive literature survey on the relevant issues and topics relating to mobile learning and globalization. In addition to this survey, the author will share reflections on lessons learned during research, as well as documenting observations of mobile learning from a personal perspective.

## **Using m-technology in the classroom to improve English Language Learning**

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This study seeks to identify the catalyst for a possible phenomenon when English Language Learners, (ELL) university students in the People's Republic of China (PRC) learn English. The cultural trait of shyness has been identified as a disturbing factor among ELL students learning English. Thus, the research questions is, does the use of instructional technology change the degree of shyness in English language learner courses taught in the PRC thus improving the learning process? English Language Learners in the People's Republic of China perception is that there is only one way to speak English and that is like a westerner. If students think they will not speak their English words like a westerner, they will not speak at all for fear of "loosing face." As such, the majority of Chinese students who are enrolled in university classes to learn and improve their Oral English do not meet their teacher's or their own expectations. Currently, most Oral English courses in China are taught from textbooks requiring students to memorize the passages and recite. Unfortunately, this yields robotic recitations and little ability to speak English when spoken to. An ethnographic research methodology was utilized to gather data. From this unique perspective, cultural changes resulting from technology in the English Language Learner classroom and the perceived social disorder of shyness were considered. The participant population was composed of

undergraduate university students who were enrolled in a full semester course of oral English. The duration of the research was one academic semester, Spring 2006 from February 2006 until July 2006. The technology used was personal computers that are available to all students via computer labs on campus. From these computers, students used electronic mail, instant messaging, chats and podcasting as technologies required for instructional purposes. While teaching English to more than 300 freshmen students during the 2006 spring semester I found a population afraid to speak in a traditional face-to-face environment. A gap exists between culturally appropriate language acquisition programs and a method that benefits the students in learning oral English. Specifically, it is the contention of this researcher that ELL students learning with instructional technology tools are able to overcome their shyness. Using various technical modalities to provide increased interaction with a Native English speaker and the ability to electronically retrieve archived oral English chats from both Native English and non-Native English speakers provides increased exposure and may reduce shyness. It is believed IT tools may increase student confidence thus yielding better understanding and performance. Technology is more than a logistical tool – it changes “stuff.” It also creates opportunities especially when the power of the human voice is harnessed. Mobile technology such as MP3, iPods, cell phones, and PDAs allow students to capture their own voice. These students have a new opportunity, to hear their voice and their own ideas. These digital reflections aid in the learning process. Procedurally, students are involved with the assessment of their own command of the spoken language and cooperatively work with their classmates. Archived electronic files from instructors with feedback and accolades provide increased motivation. This sense of accomplishment increases speaking skills and enhances technical skills thus improving the ability to communicate.

### **When private goes public: Genetic privacy in media and policy**

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The wide variety of contexts in which genetic testing may be abused, coupled with the rapid evolution of technologies facilitating exchange of medical information, raises concerns. The ability of genetic data to provide both sensitive and identifying information has led to animated debate regarding appropriate privacy protections. The present study explores the ways in which discussion regarding the privacy implications of genetic testing has been engaged at the state level in the United States. First, using Lexis Nexis Academic’s legal search function, state level legislation relating to genetic information and privacy is identified. The resulting list of statutes is compared against a genetic legislation database maintained by National Conference of State Legislatures (NCSL) and the Council for Responsible Genetics. The final list contains 44 statutes (or groups of relevant sections of a statute). Pending genetic privacy bills (n=3) are also identified though examined independently of approved statutes. This legislation relating to genetic information and privacy is then characterized, revealing diversity in scope and depth. Next, the principal newspaper for each of the 40 states for which a statute, section of a statute or proposed bill, could be unequivocally categorized as related to genetic privacy (except in a law enforcement, prenatal/paternity testing or human cloning context) is consulted. The investigation focuses on articles offering commentary on the legislative activity surrounding said statutes. Newspaper coverage (n=75) within each state is analyzed using QSR International’s qualitative analysis software, N6, thus providing a basis for discussion of primary frames and public perspectives regarding genetic testing, privacy concerns and the political response. Findings suggest great variation in news coverage across states with regard to the amount of attention given to the issue, perhaps reflecting special interests of particular stakeholders within each state. This study’s findings also highlight the strategic use of statistics and survey data reflecting public opinion.

## **National Regulation in an International World: Transborder Data Flows and Privacy**

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The digital age is characterized by the increasing availability and pervasiveness of electronic communication products and services. These advancements, epitomized by the Internet, greatly increase the speed and efficiency of transactions and, like the earlier industrial revolution, catalyze productivity and economic growth. While the Internet can be viewed as a global network, national governments have different views on the kind of information that should be lawfully available. Concerns arise about how personal data and identifiers should be handled. The desire to safeguard personal information is not a new phenomenon. However, the issue of national sovereignty and control of data protection is exacerbated by the Internet. While characteristics of the Internet appear to make this technology “borderless” our geopolitical global makeup, the backbone of the law, remains delineated in terms of sovereign nations. These nations follow vastly different approaches in their attempt to regulate the Internet and the digital economy. These regulatory differences become problematic when countries face a cross-border “spillover”. E-commerce is becoming an increasingly important part of US-EU trade, and indeed the global economy. As digital devices become more prevalent, the potential reach of global e-commerce is unprecedented. Regulatory spillovers, especially between the U.S. and EU in this digital environment, pose both explicit and latent threats that must be addressed. Privacy protection on the Internet is one such issue demanding attention. This article first explores the cross-border variation in privacy protection norms in the United States and European Union. Major regulatory initiatives implemented by both regions, the U.S. Patriot Act and the EU Data Directive, are then discussed. Using data from government documents, legal cases, policy analysis, official research reports, and economic indicators of e-commerce, the article analyzes the approach of the United States and the European Union and their regulation of transborder data flows. Theoretical analysis of privacy protection is offered to explain the considerable variation between the different regimes, taking in to account historical, cultural, economic and political factors. Distinct regulatory approaches and priorities between the U.S. and EU profoundly affect numerous industries in both regions, and the travel industry is one example. An examination of the current passenger information debate provides a case study analysis of privacy protection in the U.S. and EU. This case addresses the fundamental incompatibility of a global information economy where national sovereignties advocate different laws, regulations and priorities. As the Internet and e-commerce become increasingly pervasive and significant on an international level, implications of this case and the larger issues addressed in the paper must be addressed.

## **Exploration of the concept of false intimacy: Being vicariously involved with celebrities**

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In a world said to be obsessed with celebrities, exploration of the concept of false intimacy, which explains media users' vicarious involvement with these celebrated media figures, seems imperative. In essence, false intimacy describes how people use imagination and emotions to share celebrities' experiences and feel as if they "know" those celebrities. A model of false intimacy illustrates its three, interacting dimensions—similarity identification, wishful identification, and parasocial interaction, all different types of involvement. Literature relevant to these concepts is reviewed, with particular focus on differences between the types of involvement and the relative dearth of studies providing simultaneous investigations of them. A qualitative analysis was conducted of the written responses from 82 American undergraduate and graduate students to open-ended survey questions in order to explore the concept and address three research questions. First, did students' responses reveal false

intimacy? Second, what was the relationship between false intimacy and its three proposed dimensions? Third, what perceptions of celebrities seemed to contribute to a sense of false intimacy? Results reveal that more than half of the student respondents (51 of 82) gave answers indicating that they engaged in false intimacy; that is, these students wrote as though they actually "knew" the celebrities they referred to as opposed to merely knowing about them. One student wrote about one celebrity, "Like me, she is flighty and feisty, but at the same time vulnerable and kind," a response representative of those classified as examples of false intimacy because they indicated that students felt like they "knew" what the celebrities were really like, that the celebrities really were the way they appeared to be. Responses indicated that about a third of students (38 of 82) similarly identified with at least one celebrity, more than half (55 of 82) engaged in wishful identification with at least one celebrity, and about one-fourth (20 of 82) had parasocial relationships with at least one celebrity. However, involvement with a celebrity through similarity identification, wishful identification, and/or parasocial interaction was a necessary but not sufficient condition for false intimacy, supporting the conclusion that false intimacy was a heightened sense of involvement, if not an entirely different type of involvement altogether. Further, several perceptions of celebrities emerged as common amongst those students whose responses indicated they engaged in false intimacy: realistic, familiar, similar, admirable, self-disclosing, and friend-like. Implications of these findings are discussed, with particular focus on celebrities as potential models. According to social cognitive theory, observational or vicarious learning is strongest when people are highly involved with their models, as the findings suggest is true when someone engages in false intimacy; thus, a celebrity could be extremely influential for people who have a sense of false intimacy with that celebrity.

### **Celebrity Anarchy: Rethinking Fame for the 21st Century**

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By creating an audience with an appetite for the visual, twentieth century media – and television in particular – created an audience with an appetite to be visualized. This, it would seem, is the “big picture” effect of television on society over the course of the past fifty years: It rapidly accelerated the cult of fame – that pervasive and resonant desire for personal celebrity status. And yet, at present, fame and celebrity stand at a profound crossroads of uncertainty. In this conceptually-oriented paper, I begin by synthesizing historical perspectives on fame and probing the function of fame in modernity. I then map the shifting, fragmentary landscape of celebrity by examining three brief case studies of recent fame. Dovetailing with ESN’s interest in exploring the foundations of current communication research, much of my analysis of celebrity is set against the backdrop of classic Frankfurt School theory and criticism. In large part, the paper tries to negotiate that jaundiced ideological judgment with the increasingly egalitarian access to fame that seems to be reshaping today’s media framework. Methodologically, my work culls from historical narratives offered by Leo Braudy and P. David Marshall, among others, and deconstructs contemporary accounts of twenty-first century fame in the popular press. In evaluating these materials, three dominant themes emerge concerning visual fame’s functionality and redemptive value in the modern imagination. First, it provides the individual with the very experience of individuality: I argue that, as the concept of “mass audience” presses down on human psyche, celebrity retains an allure of spiritual disaggregation. Second, celebrity – by circulating visual images of one’s self – helps legitimize their transcendence above powerless anonymity. The third existential appeal of fame entices with the presumed pleasure of apparent immortality. Through these impulses, visual celebrity exudes a powerful sway over the modern condition – a power that Frankfurt School critics wrestled with. Decentralizing



technologies and platforms and segmenting audiences challenge the traditional judgment that Adorno and Horkheimer held in this theoretical arena. Through three case studies, I explore whether, indeed, that hegemony has been stripped of some of its power to reify as I attempt to articulate a new taxonomy of fame. These three mutations of traditional celebrity – “pseudo-fame,” “disposable fame” and “micro-fame,” evidenced, respectively, by heiress Paris Hilton, Richard Hatch of *Survivor*, and Lonelygirl15 of YouTube – emerge as detrimental to the aforementioned traits of “classic” fame. Yet they may point the way toward a revised understanding of how fame will function in the twenty-first century. In that, the paper seeks to be a starting point for conceptual debate much more than the final word from a textual analysis.

### **Film for Children: The evolution of a concept and its contribution to the improvement of children’s quality of life**

Pérez-Cabello, Mariana, Universidad Autónoma de Barcelona, Spain

In every adult’s memory remains the memory of the cinema matinee. However, in the field of communication, contemporary research has focused on the debate over the consumption and effects of television on children, leaving behind the force that cinema has on the young public today. Nevertheless, prior to television, during the 1930s, 28 million children around the world went to the cinema every week. On the other hand, cinema’s general history places films for children in chapters concerning Disney’s enterprise productions, or in the family cinema chapters, without considering other examples. Largely, cinema theory neglects studying in depth and in form films for children as a *genre*. This paper considers how complex it is to define the needs of children as a public, and how this difficulty leads to a lack of studies concerning cinema and children. The general aim of this work is to develop a notion of the genre of films for children through cinema history, as well as to offer a general view on theoretical and experimental studies on films for children. This shall give us the guidelines to reach an understanding of the conception of films for children and an approach to the elements that could build an foundation of this topic in communication theory. This paper is an exploratory-descriptive study, based on a bibliographic revision of cinema’s history and theory, and other media theories, especially Cultural Studies. The relevance of this work is in the context of the absence of a general critical compilation on theories surrounding films for children. If we reach this objective, it would be useful to social and artistic disciplines involved in films for children.

### **Cinema and Visual Effects: The dissociation of the indexes**

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Visual effects in the 21st century cinema are frequently named as both the symptom and the cause of the erosion of the value given to a fully developed film narrative and the abandon of a connection to realism, known since the days of the Lumière cinematograph. This research aims to enrich this discussion by investigating the roots of visual effects in photography, theatre and stage magic as well as its relation to film editing. Even starting within the first years of film, the very nature and use of visual effects is, however, not thoroughly understood as a legitimate resource outside film production crews and business. It is mostly taken as a novelty, an advertising red herring or something that hardly yields serious narratives on screen. Visual effects have developed in film before complex editing, and have since been characterized as a vertical or paradigmatic editing (done to improve the images viewed inside the frame composition) as well as an horizontal or syntagmatic editing (in the combination of the shots). Its status remains seen as less important than editing in shaping a film’s message.

A revision of books on magic, stage effects, photography, film history and visual effects is the first step, aiming to establish a trustworthy genealogy of such effects. Next, a revision of film theories will allow the discussion between realism and a more creative expression to be better understood. Together with such bibliographical research goes the need to watch significant films in the visual effects field since 1892. Basic conclusions point to the initial blurring between realist and formalist approaches, as well as the current dissociation between the film images' indexical and iconical characteristics. The very notion that an image is what was recorded by the camera is long gone, and the camera might serve just to pick up several separate elements from a real (if such) situation. For example, indexes of motion might be used to move realistic digitally animated puppets, with no regard to the original image, something subversive to the traditional notion of cinema.

## DIGITAL DIVIDE

### **Government Supply as Panacea to Market Failure and Bridging Digital Divide: Lessons for Sub-Saharan Africa from Municipal Broadband Provision to Underserved and Unserved Communities**

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Broadband internet connectivity's higher speed and greater capacity for carrying voice, video, and complex data distinguishes it from the hitherto slow, limited bandwidth dial-up Internet service. Realizing this greater utility of broadband, US municipalities began deploying wireless services by themselves or through a public-private partnership to their communities in what is now known as muniwireless. Proponents of the muniwireless are blaming market failure characterized by the major commercial ISPs refusal to deploy the service to communities that the ISPs deem unprofitable. This paper examines the literature on the utilities of broadband and found evidence that economic development, political participation, public safety, technological innovation, distance learning, etc, are all greatly enhanced by high speed Internet access. Thus, the paper argues that in view of Africa's lagging behind the rest of the world, there is need for governments to borrow from the lessons of muniwireless and deploy broadband services instead of waiting for commercial ISPs who may not find it profitable to do so initially. Further, evidence in the literature also shows that commercial providers are sometimes prompted to provide services to communities where efforts or initiatives of muniwireless have been initiated or even threatened. Finally, with WiMax technology getting better and cheaper, muniwireless may provide the panacea to bridging the digital divide afflicting Sub-Saharan Africa just like wireless phone is doing in the case of telephony.

### **Toward a New Evaluation of the Digital Divide**

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Bourgeois, Dominique, Université de la Méditerranée Aix-Marseille II, France

According to a dominant opinion ICT (Information and Communication Technologies) should have led to the reduction of inequality in access to information and media. More generally it has been assumed that ICT could solve main economic and social problems. However ICT are not synonymous with information and knowledge. They are not associated in an obvious way with an improved quality of information. In fact the digital divide is, for poorest countries, deepening. Generally the usual indicators of the digital divide are very debatable because they are actually indicators of equipment in their great majority. These indicators certainly are interesting but must be imperatively coupled with a qualitative approach. Moreover we have to analyse the digital divide not only from a technological point of view but above all from a human and social point of view based on new indicators. What mean the diffusion of laptops, the increase of the access to Internet, the growth of the mobile market if medical bases or elimination of illiteracy are not reached? The human and social questions, the affordances are parameters almost completely absent from usual analyses of the digital divide. Some statistics illustrate the extent of the disparities in the access to information technologies and in the use of media. Whereas today nearly 20% of the world population remain illiterate, whereas the GNP by individual of the countries with low income was equal to 430 \$US in 2002, it is estimated that the American citizen spends on average more than 10 hours by day and nearly 800 \$US per year on being informed and benefiting from the possibilities of entertainment industries. More than 90% of the households are equipped with television sets in the

developed countries while in sub-Saharan Africa, according to UNESCO, only a few percents of the population have television. Even in the developed countries, the gap between the info-rich and the info-poor continues to increase. The gap between the rich countries and the poor countries is also increasing. The richest countries which represent approximately 1/5 of the world population have an income per head 74 times larger than the poorest countries. To conclude our paper we will build some indicators to analyse the differences between technological/economic and human/social dynamics. For example we show that today the GNP of the poorest countries is equivalent to the total of the telecommunication investments and services of the OECD countries. Some years ago it was twice larger. The information society is developing (measured through telecommunication investments and services) in the OECD countries so that it is becoming more important than the total GNP of almost 2 billion persons!

### **Mobile Phone in Developing World and Sustainable Development**

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My paper rests upon the research I conducted on the uses of mobile phone in Côte d'Ivoire in 2002-2003. What I want to explore in this paper is how, around mobile phone, inventiveness, sustainability and mutual aid are articulating new forms of social development. While a growing number of Ivorian (more than 100 thousands at this day) are engaging in exploiting what I will refer to as mobile booth, this practice is shaping the whole telephony sector in Côte d'Ivoire, and giving way to new social practices. The fact is that Ivorian people have define an authentic mode of appropriation of the mobile telephone, and many have been able to achieve the goal of improving their personal situation despite the context of deepening crisis that prevails in the country since the coup of 1999. Interestingly enough, sustainability doesn't appear here to be of environmental preoccupation, but springs from practices initiated by individuals in want. In other words, sustainability is not a matter of principle, but emanates from the harsh reality and therefore, cannot be dissociated from inventiveness. The concept underlying my analysis is that of *uses*. This concept is envisaged here in de Certeau prospect, as the "art to do with". In embracing such a prospect, I want to explain individual acts by complex motivations of a personal nature, without rejecting the weight of social coercion and cultural factors. I want to illustrates the view that each user is a unique entity whose action and decision have but incidental linkages with those of others, although, at the end, a network of interlinked practices can emerge. As a consequence, observed practices themselves appear to be insufficient basis upon which a development project should be constructed. There is a need to understand what meaning people themselves make out of their practices, so as to have reasons either to enforce these or to reorient them. A starting point which, I believe, can give way to new approaches of bridging the digital divide and definitely of international development.

### **Digital Literacy: An Analysis of Gesac and Citizenship Construction in Information and Communication Webs**

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The 21st Century begins under the stigma of a new importance given to knowledge: knowing was never so in evidence as in the last years. Along with this supervaluation comes the concern so that this knowledge reach every person. Thus, there are growing many groups in the web who are conscientious of their role in knowledge spreading. From this scenery, there is a fidget about what we also call digital literacy, that not only means an entrance of the individual in the net, but the full use of it in daily activities. Thus, the subject digital literacy

has been present in the Brazilian national scene since the Information and Communication Technologies (ICT) importance had started to grow at sectors as economy, society and culture. From that moment on, the concern about conscientious use of the ICT and the possibility of not forming another kind of divide, the digital one, started to reign in civil society and governmental actions, with prominence for the Information Society in Brazil Program Green Book, which was released in 2000. One gives credit that "information society" is this new model of society that has been constituted since the decade of 1950, a process which started from the industrial and technological revolutions. Due to the ICT advance in the decades of 1980 and 1990, this discussion gained force and some countries around the world had started to argue with more vehemence the subject, until in middle 1990 s programs which presented action and goals for the use of the technologies had appeared. Into the "information society", the use of technology is changed into a condition for the teach-learning process. Citizenship is digitally reached when the net is weaved by adding excluded and non-excluded. Digital inclusion does not ought to just give access condition to technology, but also access, use, production and dissemination of knowledge. To verify if the actions proposals for the electronic government (e-gov) are in fact contributing for the dissemination of digital literacy, and consequently digital inclusion, we analyze program GESAC Electronic Government for Citizen Attendance Service. It was created with the proposal of universal access to Internet, with prominence for the low-income populations attendance in the whole country. In GESAC, aspects as partnerships, interactivity, telecenters installation and actions which were articulated along with other programs of Brazilian Government also deserve to be pointed. The essence of e-gov is fomented in all citizen s right to information and knowledge access by reflecting on public actions and their rights and duties prescribed in Brazilian Federal Constitution. In this way, access to Information and Communication Technologies is basic and the discussion about digital citizenship is just as necessary as urgent. This research sights to contribute for discussion and assimilation of this debate. Its methodology utilizes qualitative research of historical-critical method, using bibliographical and documentary methods, privileging official documents of Information Society in Brazil Program, GESAC and published material by thematic groups and the Brazilian government.

### **From Digital Divide to Digital Inclusion: Re-Conceptualizing the Approach to Digital Inequalities**

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Within the realm of competing paradigms in development research, there is limited theoretical discussion about the role of communication and mass media, and more so information, as components of development. On the one hand, there are suggestions that the rapid penetration of information and communication technologies (ICT) created a reality of new opportunities. On the other hand, there is a significant disparity in the new ICT's level of penetration between regions, nations and social groups. These disparities, also known as the *digital divide*, are considered to be roughly corresponding to disparities in the levels of development. Although there is an emerging shift in conceptualizing the *digital divide* beyond mere access to technology, it is usually treated as an indicator, rather than factors in socio-economic development. In general, social science, including mass media and communication studies treat information flow as an implicit developmental factor or address it in a purely applied fashion lacking solid theoretical basis. This paper offers a review of the theoretical discourse on *digital divide* in media, communication, and technology and society research. Attempting to draw borders of the theoretical domain the paper focuses on information exchange as one of the pivot social processes. It addresses the increasing complexity of the phenomenon in terms of literacy (both classical and technical), social and political settings, cultural content availability and more. Consequently, it suggests applying the concept of *digital inclusion*,

which has succeeded the concept of *digital divide*, as a lens for addressing the role of information and communication processes in socio-economic development. The particular concept is important given the convergence trends suggesting further emphasis on the content and media literacy as enablers of equal participation in an emerging information sphere, thus serving as potential tools for socio-economic development. Opening up the discussion on theoretical framing of the "digital divide", my aim is to enrich the relevant theoretical discourse and suggest additional directions for research.

### **Usability Concepts in Online Journalism: A Case Study of Breaking News** Gollner, Barbara, Jos  Afonso Jr., Marista College, UFPE, Brazil

This paper intends to approach the main questions related to the application of usability concept, when those are directed to the format of a sort of news specific from journalism: the breaking news. On this direction there is an effort to recover concepts originated from journalism, joined and considering the task on establishing an present-time relation, regular and continuous news production, within has a appeal to alternatives of technological order. In this regard, the appropriation to the breaking news, by web-journalism, it s influenced by the digital environment and by a network concept which causes distinguished presentation and format of its contents (or should be). In order to establish these parameters of presentation, the visual ergonomics rises, mainly the usability to indicate that possibilities and limits demanded by the issue of present-time journalistic activity which can be used based on orientation of usability on format web development on such kind of news. Therefore were chosen among thee case-studies on journalistic portals (Jc on line, folhape and pernambuco.com, all tree cases are from Brazilian journalism), in order to analyze its last news presentation interfaces and the criteria of usability, based on the study case methodology adopted and heuristic evaluation.

### **Dimensions of Digital Divide in the Philippines: Access, Usage, and Sociability in the Internet**

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The digital divide is generally seen as yet another expression of the old issue between the "haves" and the "have nots." Most studies on digital divide focus on the noted differences, especially in terms of socio-demographic characteristics, between those who have access to the Internet and those who do not. And while the early usage of the term digital divide may have indeed referred to the gap between people who have access to the technology and those who have not, digital divide experts have since agreed that it should also include the issue of who actually benefits from the technology. The question of who benefits from the digital technology cannot just be addressed solely by determining access to the technology. Rather answering this question must, quite obviously, entail looking into the skills of those who have access and how exactly these skills are being used. The Philippines, being a developing country and with limited access to telephone lines and internet services, contends with digital divide. But even within the country, the issue of digital divide is very real. Filipinos are stratified not only between those who have access to the technology, but also between those who can and cannot manage online communication, and those who have the desire to do so and those who do not. Hence, this paper looks not only into the socio-demographic profiles of the users and non-users of the Internet, but also the level of skills and knowledge of internet users and their perceptions of the Internet as a medium of development. In doing so, this paper will seek to determine the difference among Filipinos in their access, use, and

sociability in the Internet and the resulting divide between those who are marginalized and those who are integrated socially.

### **Keeping the Social Firmly in Sight: Identity, Life-world and Understanding the ‘Digital Divide’**

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The continuing pace of innovations in the digital media is likely to lead to a renewed tendency to focus on technological and economic aspects as means of explaining the so called “digital divide”. In my paper I want to emphasise social and cultural factors as the generative source of the underlying problems. Relevant theorists in this respect are those who focus on the constitution of life-worlds and social action, particularly Alfred Schütz, Peter Berger and Thomas Luckmann, Pierre Bourdieu. The concept which I use as particularly relevant as an explanatory tool is that of “information habitus”. In that view, the problems identified by the term “digital divide” are based on much broader questions of the possibilities available to humans as social agents to shape their lives and to realise their potentials for acting. That includes crucially, then, potentials for using the facilities of all the media technologies, traditional as well as digital sources of information. Without taking into account the complexity of the inextricable link of life-worlds and of social (including technological) practices one cannot begin to understand the characteristics of barriers to the integration of digital media into the lives of social actors. Understanding issues of “identity” are central in the complex relation of technology and social practices. Identity is always a shaping factor in the use of (digital) media and reciprocally is shaped by it. A detailed look at informational habits and needs of people in their life-worlds is the prerequisite to developing policies to support those who are distant towards connecting to the available bandwidth of contemporary means of communication and information. Only the subjectively experienced relevance of the potentials of (digital) media will motivate people to assemble the necessary resources to integrate these new forms of engaging with their world.

### **Digital Divide in Use of Online News: the Consumption of Online News Media by Flemish Students**

Opgenhaffen, Michaël, Lessius University College, Journalism Studies, Belgium

Since the immense success of the internet, scholars have been interested in who is benefiting from the online media and who is not. There are two reasons to believe that the study of online *access* should shift to the study of online *use* once access takes place. The first reason is that nowadays almost everyone can get access to the online world. If not at home, people can get online access in libraries, at work or at school. Secondly, the internet is a complex amalgam of heterogeneous sites, platforms, genres and applications with specific content, form and structure. Especially in the case of online news, there is no such thing as one homogeneous online news. In online journalism, the news is presented through various news media like general news sites, news blogs, web TV, web radio, RSS feeds, news alerts, etc. Every news topic is presented through many news media and, as a consequence, in many ways. The main features of online media, multimedia, interactivity and hypertextuality, differ between these different online news media. Each news medium has its specific characteristics regarding form (multimedia), structure (hypertextuality) and possible manipulations and processes (interactivity). This paper starts from a typology of online news media and presents the results of a survey that questioned the use of online news media by 18-22 years Flemish students. Together with the mistreatment of the internet as one news medium, also the heterogeneous entity called students are most of the times mistakenly considered as a

homogeneous group that exists of digital literate people who are all consuming the same types of news media that are all eliciting the same learning effect. In reality, some students are using RSS feeds and news alerts to aggregate news while others are only reading general news sites. The same news, but consumed in a different form and structure and with different possibilities and functions. To conclude, we suggest that this digital divide in use of form and structure should be investigated when studying the process of learning from the news.

### **University College, Sweden Virtual Space and Social Change**

Petrov, Peter, Media and Communication Studies, Sodertorn, Sweden

Von Feilitzen, Cecilia, Media and Communication Studies, Sodertorn, Sweden

The diversity of information, services and communication forms that Internet embraces constitute a virtual space which can be theoretically structured on the bases of people's use of and attitudes towards this space. Based on five surveys carried out (by the authors and/or at Sodertorn's University College) between 1999 and 2007 in Sweden, this paper focuses by means of multivariate analyses on the (changing) social structure of the arising virtual space into which a growing proportion of the population has moved a big proportion of their working and leisure activities. The different values and activities concerning the virtual space are thus sorted along a few central factors extracted on the basis of respondents' answers. The resulting structure is in its turn related to the respondents' socio-economic background and to their leisure activities and values outside IT's virtual space by means of supplementary correlation analyses. This work comprises thus an attempt to establish a more general correspondence model between the IT-variables and the respondents' backgrounds and other values and activities. The age variable is central for the analyses (three of the surveys are done with respondents 17-25 years old). The virtual behavior of young people are closely analysed, partly in comparison with the adult part of the population. The results are related to certain social theories – both to Bourdieu's habitus/field theory, and to some postmodern thinkers, in an attempt to obtain a more profound knowledge of the manner through which the new media influence the social structures and the life conditions of the individuals.

### **Understanding the Digital Divide in Eastern Europe: A comparative study of Slovenia and Moldova**

Sandhya Rao

Michael McBride

Susanne Gattis

Internet distribution worldwide is by no means equitable. Some countries are completely wired and others have a long way to go. In many countries, there is a digital divide that exist between rural and urban areas in terms of access to the Internet. There is also an obvious gap in the number of research studies carried out on the diffusion and growth of Internet technologies in different parts of the world. Western, developed nations, particularly, the United States, generates more research studies compared with other regions of the world. Users in Europe constitute 38.6% of the world's billion or so Internet users (Internet World Stats). Europe also has 12.3% of the world population. Within Europe, there are vast differences in the diffusion and usage levels of the Internet between Western and Eastern Europe. Eastern Europe has been best with problems arising from the transitional nature of its economies. This paper focuses on Eastern Europe and compares and contrasts the Internet growth and uses in Slovenia and Moldova. Even though some people classify Slovenia as belonging to Central Europe, others classify this nation as Eastern European because it had communist regime. In Slovenia, about 50% of the population are Internet users while in



Moldova the penetration is about 10%. Data already gathered from surveys conducted in Slovenia and Moldova will be analyzed to answer questions such as: Is there a gap in the type of uses between the two groups? What are the factors influencing diffusion of the Internet in these two nations? Is language an issue? Data will be interpreted in the larger social, political and economic contexts of the two nations.

### **Civil Society, the State and the Digital Divide: Bangladesh as a Case Study**

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Both China and South Asia have witnessed dramatic and radical transformations of their respective mediascapes. Of the two regions China is best documented. In fact we would go so far as to say no other national mediascape has been as intensely scrutinised as that of China, largely for geo-political and human rights reasons. South Asia, by contrast, has attracted less attention, with the exception of the Bangalore computer hub. Much of the attention directed towards South Asia has focused on the so-called digital divide. The assumption being that poverty is endemic in the region and that poverty is a major contributor causing a digital divide. In this paper we will challenge this view arguing that such a broad brush approach misses many of the impressive advances made in the region in respect to digital communication. South Asia comprises India, Pakistan, Bangladesh, Sri Lanka, Maldives, Nepal and Bhutan. It is impossible to adequately cover developments in all of these countries. Consequently, after identifying some general trends in the area we will focus specifically on Bangladesh as a case study because of its particularity. Bangladesh has a set of political and economic characteristics that set it apart from other member states of the region, which in turn have a distinct bearing on its communication policy formation, or rather, lack thereof. The general trends identified include the rush to create communication hubs that mirror the Bangalore experience in a variety of locations throughout South Asia, active government intervention in this process, the formation of communication policy that encourages global investment, the creation of new markets for advanced technologies, the rapid uptake of these technologies by populations hitherto starved of access to basic communication means and the social changes associated with these trends e.g. the impact of mobile phones and computers on gender relations in traditional cultures. In addition the pre-eminence of India as the regional power has to be acknowledged. Moreover, it is also acknowledged that India has probably done more to bridge the digital divide than any other nations comprising South Asia. The current communication environment in Bangladesh will be analysed by applying this matrix and comparing it to a set of conditions that we will argue contribute to the particularity of the country. These are economic (Bangladesh's reliance on garment manufacture, its status as an aid recipient country, foreign remittances), political (its political instability; the absence of a comprehensive communication and media policy; the presence of a strong civil society [there are over 2000 NGOs currently operating in Bangladesh]) and the socio-cultural (the tensions inherent between secularism and fundamentalism in the world's third most populous Muslim nation, the significance of the mobile phone in communicating between rural Bangladesh and the diaspora). Finally it will be argued that the state in Bangladesh has an ambivalent attitude towards policy insofar as there is a policy relating to ICTs but no policy on communications and media per se. By contrast civil society has been developing vigorous communication policy initiatives and actively seeking to bridge the digital divide through the provision of computer awareness programs and the supply of cheap mobile phones. In this paper we will argue that Bangladesh may be a harbinger of the future where the state abdicates its responsibility to provide strategies to overcome the digital divide,

leaving the initiative to civil society in an increasingly globalised, or in this case, regionalised world.

### **Access to the Internet by Romanian Adolescents: Between Technical Problems and Social/Cultural Competences**

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One of the problems pointed out on the agenda of the Romanian government officials is the necessity to improve the information access of the young people from schools and high schools, especially in the context of this access of information through the internet. For this a national program was launched to connect the pupils to the internet and there even was a serious talk about the possibility of a subsidiary program to encourage pupils to buy a laptop for just 100 Euros of their own money. Looking at the situation as it is, the problem we have to study is the following: Does the proposed government solution, means the increase of the amount of internet connections, represent the improvement for the in this moment existing gaps in Romania. In the dusk of modernizing Romania was a famous dispute in the intellectual environment of this time, with the insight of the optimal modalities for this institutional development: the supporters of modernization sustain the idea of an "import" of modern institutions from the states of western Europe, truly in absence of a social content, always in the hope that this content will create itself in times, where the conservators repulse the sustained idea, so that it does not create some "shapes without content". Somehow we do not assist the comeback of this type of solution with the lack of a considerable understanding for those young people given the internet to. The lack of content knowledge, in other words the lack of knowledge for understanding and actual usage of this medium by the adolescents, will not the multiplication of the connections just "cover" the problem without a real solution? Isn't it very possible, that the official solution represents a quantitative improvement of the problem instead of the necessary qualitative improvement? Research in other areas look like the problem with these gaps can be put in three levels: Economical, social and cultural. Every reduction of the problem to just the economical level will result in the no fulfillment of the problem resolving. For this, the question that raised our investigation has been the following: What does the internet represent for the adolescents in Romania? A tool, which allows access to some information, in conditions in which they know the modes of utilizations themselves and an environmental medium, in which they live and which (re)defines the way of life, how is the internet perceived? Sonia Livingstone sustains very often the similarity of the evolution of TV in the beginning of the 50's and the evolution of new technologies, implicit of the internet. But when the sheer growth of the numbers of TV receivers in that time was a natural process, the moment of access to the internet is recognized as a warrant for the access to information, a motive for which the consideration of subsidization of this medium is a political necessity. Basically the question is just this: Is not politics of this type based on the Cognitive Utopia?" and, resulting out of this, isn't there something else to see besides the pure access? Is not somehow the use of the internet different than the use of a TV, because, pointing the difference between this and the following, isn't there besides the technical competence the necessity of a social and cultural competence? Following out of this, is not the approach mode for the internet access supposed to be different than the approach mode for TV access? Because, if we study the modes of usage, the modes of appropriation to this medium, we discover, that there are in fact gaps due to not only the economic capital, regarding to what the government tries to resolve, but as well those due to the disparity of the cultural capital. Out of these initial questions, the problem which occurred was the following: Does it look like there is an existing gap on the level of our studied population, in specific on the level of the Romanian adolescents? And how can we improve it? And, besides the

limitation of access to the internet out of pure technical reasons (lack of PC, lack of internet connection), is there really a gap within these, who have access to the internet. It is about a gap due to the different modes of appropriation. And, according to the older problem of "shape without content", is that not a bad start in the world of information- and communication technologies, that does not come with a solid structured and prepared foundation of content, and thereby risking the compromitation of the possibility of step by step knowledge? More exact, how far/near is the effective use of this medium for these adolescents and their perception about this "Cognitive Utopia", how Eric Guichard calls the ideas, the internet created the space for.

### **Reconstructing Knowledge Gap Hypothesis in the Digital Era: Gaps of the Information Capital and Reproduction of Socio-Economic Inequality**

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As the theoretical foundation of digital divide discourse, knowledge gap studies have concerned with socio-structural problems related with the inequality of the social power that is caused by the knowledge gap between high and low socio-economic groups. In this perspective, many of early knowledge gap studies argued that the knowledge gap was the product of structural bias of mass communication system and that mass communication system had a "function similar to that of other social institutions: that of reinforcing or increasing existing social inequalities". However, many recent studies tend to focus on finding new individual and motivational factors rather than socio-structural ones. This approach contributed to elaborate the knowledge gap hypothesis. But it can make us overlook the inequality of the social power caused by the unequal distribution of information. Moreover, in this digital era when expensive and hard-to-handle digital information devices become the informational obstacle for people in low socio-economic status, socio-economic bias in the access to information becomes more important problem than ever before. Hence, in this study, a model which is termed as the "*information capital model*" is suggested to explain the knowledge gap in the digital era. This model, based on the concept of "*cultural capital*" of Pierre Bourdieu, aims at arousing the importance of knowledge gap as the social stratification mechanism and analyzing the relationship between socio-structural factors and individual factors which were regarded as the main mediating variables to cause the knowledge gap. The *information capital* is defined to consist of three dimensions such as the *objective information capital*, the *institutional information capital*, and the *embodied information capital*. First, the *objective information capital* is a substantial foundation to access to information. For instance, it can be measured by the computer or the Internet adoption period at home. Second, the *institutional information capital* is related with the formal or informal learning experiences to use the information media. And third, the *embodied information capital* is the psychological and behavioral factors to use the information technology. Especially, this research focuses on the informational environments of people, such as the disposition of using the information technology and the perceived functionality of information of his or her family or friends. Furthermore, this model assumes that socio-economic status of people is closely related with the formation of information capital as the economic and social capital converse into cultural capital. Based on this theoretical foundation, this research empirically examines the relationship between social structural factors and motivational factors by using survey method. All the results support the suggested model. Namely, the family's socio-economic status has an influence on the formation of *the information capital*, and it successively affects the acquisition of knowledge from the Internet. Thus, the information capital model of this research can contribute to elaborate the knowledge gap hypothesis by clarifying the relationship between social structural factors and motivational factors.

## **How Can Policy Initiatives Help in Bridging the Digital Divide(S)? For a More Profound Measurement and Understanding of ICT Inequalities**

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The information society, with the rise of new information and communication technologies (ICT), did not reach everyone. Several groups of people are still excluded. We see that the concept of 'the' digital divide is no longer tenable. After all, for defining this concept, different parameters have to be taken into account. A better insight in these parameters is necessary, not only for measuring the digital divide, but also for more purposeful policy initiatives.

*The concept of the digital divide:* First of all, the definition and measurement of digital divide-related issues, depends largely on the interpretation of the 'ICT'-concept. ICT is often restricted to the use of computer and internet, but actually new technologies as the mobile (smart) phone and interactive digital television (iDTV) become more and more important. Secondly, research about the digital divide is often limited to the divide between people who have access to ICT and others who have not, the so-called '*divide between the haves and the have-nots*'. But actually, access is not the only parameter we have to take into account. Probably there are also people who we can call '*information-want-nots*'. We state that the digital divide has a technological, an economical and a social dimension.

*Parameters of the digital divide:* We argue that research about the digital divide must focus on: rather 'traditional' parameters (gender, age, education, ...), but also on other variables such as motivation, possession of hardware and software, digital skills and actual usage of ICT. By taking these parameters into account, it is clear that the concept of 'the' digital divide is no longer tenable. It has been reconceptualized. Therefore, a multivariate approach is necessary.

*Empirical research: Interpretation of the different parameters.* The first phase of our qualitative research design - by means of focus group interviews with both adopters and non-adopters (citizens) - focuses on the different drivers and barriers for the adoption and use of ICT. On the one hand, this involves a profound insight into rather 'traditional' explaining parameters for the digital divide, such as gender, age, education, income, profession, etc. On the other hand, we also pay attention to:

- The motivation for adopting and using ICT (emotional and rational);
- The access to and possession of hardware and software;
- The skills that are necessary for adopting and using ICT (operational, informational and strategic skills);
- The use of ICT (place, intensity and applications).

*Assessment of policy initiatives.* In the second part of our study - by means of desk research - we give an overview of the initiatives taken by the Belgian Government to support the development of the information society. A lot of interesting questions arise: which policy initiatives are suitable for helping bridging the digital divide(s)? Do these initiatives have an impact and in which way? We compare the findings of our focus groups with the current initiatives. Based on this comparison, we are able to make a first preliminary assessment of the policy initiatives and their ability to bridge (some parts of) the digital divide.

## **Internet Use: Gender Differences and Task Preferences**

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From the very beginning Internet audience was comprised mostly of male users. Nowadays the situation has changed a lot. This is proved by the latest data from the USA and Russia. Research in the USA has shown that the number of US men and women users of the Internet is equal, and women take root into the Net more and more actively. In Russian Internet there are the same processes. There were 55 percent of men and 45 percent of women among Russian Internet users in 2005. In mid-2006 the parity of men and women among Internet users changed: a share of men was 52 percent and share of women accordingly 48 percent. The number of female users as compared to the female population in Russia is still not significant and stands at 17 percent, while the number of male users is 22 percent accordingly. For comparison, in the USA there were already 68 percent of male and 66 percent of female Internet users of all population in 2005. Thus, the Internet over which at an early stage men dominated, now is practically in regular shares divided between men and women. It reflects a quick development: at the end of 90s - only 6-7 years ago - the size of a female audience even in the USA did not exceed 15-20 percent. Gender structure of the Internet audience also reflects patterns of media use in real life. From this point, gender differences concern character of information, interests and preferences at work by female and male audience. For instance, US male users mainly read news, weather forecasts and sports information. Women look for religious sites and also for information about health and solutions for private life problems. Women also more often look for health and medical information, for maps and driving instructions. Men use more the Internet to focus on information and women more to focus on people. Men participate more in online entertainment than women. US female audience also tries to find online information from several sources. While both men and women actively use e-mail, women deal more with personal e-mail to discuss interesting news, their personal worries, private life and jobs' problems, etc. Besides women find emailing at work more effective and valuable than man do. The process in the Russian Internet is similar in many respects. Women in the RuNet also visit sites on health and private life. But they prefer tourist and educational sources to religious information. Besides Russian female audience actively uses the portals offering job-search services. The interest to the educational sites and job-search services shows that Russian women actively use the Internet information to organize and manage not only their private but also their social life. As for the opportunities of the Internet connected with possibilities of expression of opinions and connecting with other people, the majority of researchers underlined that women prefer to use the Internet as a tool of communication than to get information. Active presence of women in the blog sphere proves the fact. In the RuNet about 70 percent of regular blogs' readers are women. Moreover, women create blogs approximately 2 times more than men, 60 percent of Russian blogs' authors are women while only 40 percent are men. In these cases women are looking for a dialogue, especially for the possibilities of telling their life histories, or putting their experience on "paper". Only the Internet gives unlimited opportunities in such communications. The female field of the blog sphere underlines the social context of the Internet. Internet is becoming the effective tool of individual and social self-realization of women. It is necessary to stress that almost 80 percent of bloggers live in Moscow or St.-Petersburg, the majority of the rest - in other large cities. For majority of Russian women the problem of a gender digital inequality still remains rather important. Women in Russian regions still have less online access than men as before, they have less opportunities to use ICTs effectively enough because of economic, technical, cultural, religious and many other reasons. The positive trend mentioned above does not mean that efforts to integrate gender

aspect into Russian ICTs programs and policies are sufficient. The study of the gender factor alongside with other national features is an important condition of overcoming digital divide.

## ENVIRONMENTAL ISSUES, SCIENCE AND RISK COMMUNICATION

### **Acclimatising nuclear? Climate change, nuclear power and the reframing of risk in the media**

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Published in July 2006, the UK Government's Energy Review promoted nuclear power as a key energy source in the bid 'to tackle climate change' and 'to deliver secure, clean energy at affordable prices' (DTI, 2006). The announcement that Blair was backing nuclear, however, was not a surprise, as it was preceded by a year in which he argued that nuclear power ought to be 'back on the agenda with a vengeance' (Blair quoted in Blackman, 2006). The Greenpeace UK executive director, Stephen Tindale, was one of many environmentalists and Labour MPs to believe that the energy review was 'a smokescreen for a decision already taken' (Tindale quoted in Blackman, 2006). This 'political reframing of new nuclear build' (Bickerstaff et al, 2006: 6) as a means of combating climate signals a u-turn on New Labour's commitment to the decommissioning of all nuclear power stations by 2025, and is in opposition to public opinion on the safety of nuclear power (Bickertsaff et al, 2006). Given this opposition between recent government policy and public opinion, what role has the media played in reframing nuclear risk as one that is 'less risky' than the risks of climate change? Have they aided in the discursive reframing of nuclear as 'safe', or have they contested this, and if so, in what ways? This paper will critically examine the UK newspaper coverage of nuclear power from September 2005 to October 2006, covering the period from Blair's indication at the Labour Party conference that nuclear may be an option as a renewable energy source, to the few months after the announcement of the Energy Review in July 2006. By looking at one UK national newspaper from each of the three formats - *Daily Mirror* (a tabloid), *Daily Mail* (mid range) and *The Independent* (quality/broadsheet) - the paper will ask: How has nuclear as a means of combating climate change been represented in the newspapers? How have the views of different social actors been represented? What discourses have been used to reframe and contest the naturalisation of nuclear risk within and across the newspapers? Whilst recent critical work has examined how the Government and industry have presented nuclear as a means of combating climate change, and how the UK public may make sense of this new framing (Bickerstaff, et al 2006), there has been little attention focused upon the role of the media as social and political actors. This paper will thus examine what role the news media have played in reframing and/or contesting nuclear risk in relation to the risks of climate change.

### **Storms as Media-Drama: Reconstructing the Public Discourse on Climate-Change**

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Climate and weather in general, and specially storms, belong to the first and foremost topics of journalistic coverage throughout media history. An increase in journalistic coverage on climate change seems to have taken place in winter 2006/07. One of the obvious reasons is the mild temperatures in Central Europe. Another newsworthy event might have been the publication of the Fourth IPCC-Assessment-Report on Climate Change written by hundreds of experts from all over the world. Scientists no longer consider the goal of climate-policy to prevent climate change but to take all precautions to adapt to the inevitable climate change. Consequently we may ask how journalism shapes current climate change, specific weather events and matters of climate-policy? What are the journalistic routines and practices applied

in these fields? In this paper it is firstly hypothesized that the journalistic coverage of storms is constructed as media-drama combining facts and fictional elements. Some of these fictional elements derive from classical theatrical drama like fateful challenges of apocalypse and fear, or dichotomies of good versus bad and hero versus anti-hero. A media-drama may also apply the components of a media scandal (Thompson 1998; Burkhardt 2006) which perfectly suits for short attention cycles and uses dramaturgical elements like confrontation, sanction and rehabilitation, group conflicts and social distinctions to discuss social norms. The core message of this media-drama is that the might of nature is causing chaos and has been an everlasting challenge for human beings. Civilization has to come to terms with the might of nature to finally regain and stabilize social order, which is generally managed by the means of technology, militarism and humanity (Ploughman 1995; Tierney 2006). Asking for the social function of this message it is secondly hypothesized, that journalistic coverage is part of the public discourse which is both, a way of finding solutions for climate change and avoiding storms (on global and regional basis), as well as a way of balancing social and political power induced by the occasion of a natural disaster (again on global and local basis). These assumptions will be proved by a variety of empirical examples regarding German and US-media, using content-analysis and further on discourse-analysis. The first example will be the North-Atlantic storm and flood which heavily hit Hamburg in February 1962. This event will be compared with another North-Atlantic storm, "Kyrill", in January 2006, which came up from the Netherlands and moved via Northwestern-Germany and Hamburg to the Baltic Sea and with the tropical hurricanes "Hugo" in 1989, "Mitch" in 1998 and "Katrina" in 2005, the latter heavily damaging and flooding New Orleans.

### **Environnement et développement durable: l'institution d'un objet et la configuration d'une question**

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Notre contribution se propose d'examiner comment l'environnement peut être considéré comme un objet pertinent pour les sciences de l'information et de la communication. La pertinence ou dignité épistémologique de l'environnement sera analysée à travers plusieurs prismes :

-le prisme de l'objet et de la problématique relationnelle (E. Haeckel en 1866 définissait l'environnement comme "l'ensemble des relations externes vitales des organismes") et informationnelle (développement de dispositifs et obligations d'information sur un plan international et national);

-Le prisme des disciplines qui l'étudient chacune sous un angle spécifique, des sciences exactes aux sciences humaines et sociale et permettent d'envisager l'environnement comme un point d'interdisciplinarité important et fécond;

-Le prisme communicationnel qui, au-delà du développement d'un nouvel objet des médias, pose la question fondamentale de la place de la communication (du dialogue, des échanges et des débats) dans la construction du vivre ensemble.

L'objet " environnement " comme objet d'investigation en SIC a, entre autres, le mérite de rappeler notre discipline à deux aspects fondateurs : la communication au cœur du débat public et de la configuration du vivre ensemble d'une part, la communication au cœur de l'interdisciplinarité d'autre part.



## **Communication Strategies of 'Greenwash Trackers' - How activist groups attempt to hold companies accountable and to promote sustainable development**

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More and more companies claim to integrate aspects of *sustainable development and corporate social responsibility (CSR)* into their business practices. While managers and many public relations practitioners alike argue the companies would thereby seriously contribute to a more future-oriented development, various critical groups have their doubts (Munshi/Kurian 2005). They accuse the corporate world of practicing *greenwash* (Greer/Bruno 1996). Consequently, with the number of corporate reports on sustainability and CSR issues rising, various *activist groups* have been formed with the attempt to detect misleading "corporate takeover" (Bruno/Karliner 2002) of sustainable development and to expose instances of corporate misinformation, image cosmetics or clouding. One of the key instruments of activism of watchdogs such as CorpWatch, PRWatch, Thegreenlife or PETA (People for the Ethical Treatment of Animals) is *communications*. The aim of the paper is to analyze-from the perspective of activism research-specificly the *communication strategies and conceptual tools of such "greenwash trackers"* as this type of activist groups will be termed in the paper. For this purpose, the authors look at the webpages, conduct interviews with the communication practitioners of various (cyber) activist groups and also sample views and reactions of public relations practitioners on the corporate side (Deegan 2001). Thus, the paper should contribute to the body of both theoretical and practical knowledge of activist communication and critical communication research. In the *first part of the paper*, the authors discuss some aspects of current theoretical approaches of NGO and activist (cyber) communications (Madon 2003; Bennett 2004; Hick/McNutt 2002; Meikle 2002) and terms such as "corporate greenwash", "corporate bluewash" and "activist group". The paper goes on presenting - from a business perspective - why and how sustainability issues have been increasingly integrated into corporate communications and public relations over the past years (Kolk 2004). In the *main part* of the paper, the authors analyze the role that communication plays for activist groups in general and "greenwash trackers" in particular. A preliminary view suggests that the communication goals of anti-greenwash-groups appear to be three-fold: First, they seek to promote more sustainable behaviour among the general public by informing on sustainability issues and encouraging behavioural change. Second, they aim at pointing out abuses of corporate communications and public relations ranging from misleading information to outright manipulation, amongst other by "awarding" the worst greenwashers. And third, they need to raise donations as they usually do not receive any further funding. Apart from the webpages themselves with blogs, information etc., media relations seem to be of high relevance to inform the publics on the idea of sustainable development and to promote behavioural change. The activist organizations usually provide the press with interview partners, research data, releases on greenwash rankings, pictures and even cartoons. As additional instruments of communication, they publish books, engage in educational relations, introduce anti-greenwash-labels and encourage audiences to post their negative experiences and misgivings in an online "complaint box" - one way of establishing elements of two-way communications. Finally, the paper concludes with a brief *outlook* at how possible developments in non-financial corporate reporting and in business journalism might have an impact on the future role of "greenwash tracking".

### **News, Public Relations and Environmental Conflict**

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This paper asks how the incorporation of public relations and marketing strategies into environmental conflict, and, in particular, the appropriation and deployment by industry and government of powerful symbols traditionally associated with the environment movement, challenges not only the always tenuously held power of the movement but also the power of the media. Drawing on textual analysis and interviews with journalists, activists and government and industry public relations specialists, it places recent developments in the Tasmanian environmental debate into historical context and is thus able to identify the nature and impacts of this 'turn' in the 40-year conflict. Specifically, it examines three key carriers of meaning for the environment movement - words, images and protest - and analyses how their symbolic power has been harnessed by 'authorities' against both their traditional sponsors, the challenger groups, and their carriers, the news media.

### **Internet Practices around Environmental Questions**

de Cheveigné, Suzanne, Université de Marseille, France

In the general framework of a research project on Internet and Environmental questions, we carried out fieldwork in the French city of Rouen, interviewing the producers of four environmental web-sites and carrying out an "ethnographic" observation around one of them. Our aim was to understand how different social actors in the field of the environment (members of local associations, business actors, institutional actors, etc.) mobilise the Internet, both consuming and producing discourse, on the Net and elsewhere. The people we interviewed were widely unanimous in appreciating new communication technology (ease of communication, access to information, etc.) in their activity. However, limits appeared rapidly, in financial terms (cost of computers, software, connexions...) but also in terms of time (learning, searching for information, coordinating...). Moreover, the persons interviewed expressed worry about the control of the information both when they download or upload. Links to "classical" media appeared to be important in this context. Fundamentally, the practices of the people we met show that it is not easy to move around or to work in the virtual world: we observed that many tactics (often relying on paper) used to find one's way in space and in time. Moreover, designing and maintaining a website in the field of the environment turns out to be a highly collective activity, requiring collaborative work by many persons with complementary skills. Our observations showed how necessary interpersonal exchanges remain. In our communication, we shall present the results of this research and relate it to other work on the use of new and old media

### **Community-Based Response Models for Environmental Crisis: Some Asian Cases**

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Asia has been hit hard by recent environmental disasters that claimed thousands of lives and property damage worth billions of dollars. From the 2004 tsunami, to last year's Philippine landslides and oil spill, the Indonesian earthquake and the Bangladesh floods there are many environmental/natural crises that have plagued countries in the Asia-Pacific region in the recent past. This paper focuses on community-based responses to environmental calamities in Asia. Borrowing concepts from participatory and crisis communication, the paper will compare and contrast indigenous approaches used by selected Asian communities to save lives, minimize damage or facilitate delivery of assistance to affected populations. The

authors propose that community-based relief efforts provide for participatory communication and a better resolution of problems. For example, the oil spill off Guimaras island in the south-central region of the Philippines shows the mobilization of entire fishing communities whose livelihood was threatened and the roles of government officials at the barangay and national level, environmentalists, the media and Petron, the oil company that contracted MT Solar I. This 998-ton vessel was transporting 500,000 gallons of bunker fuel when it sank last Aug. 11, 2006 and leaked 50,000 of oil contaminating 220 kilometers of coastline in Guimaras including the Taalong marine reserve in a nearby province. Another example is that of the tsunami relief efforts. In India, Oxfam ([http://www.oxfam.org.uk/about\\_us/index.htm](http://www.oxfam.org.uk/about_us/index.htm)) works in partnership with local organizations to assist those affected by the tsunami. Immediate relief and recovery work has now given way to long-term development projects. Through community-based groups, 580,000 people have been assisted thus far. Some modes of involving the international community in their efforts is through new media such as their website, blogs, and email. These and other cases provide opportunities to 1) study the evolving concept of communities from the traditional, space-bound type to the virtual, borderless ones created by new media, 2) explore how community-based strategies that are often bottom-up, multilateral and time-intensive can meld with crisis communication that is reactive in nature and requires immediacy of response, and 3) examine how risk is perceived or constructed by specific communities through the acts of communication.

### **Science and Scientists in the Television News**

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Science and technology are an integral part of our daily lives. Not only the production of the material world is strongly connected to science and technology, the same goes for the health care system, the way we think and argue about social and personal problems and the political decision making process. One could expect that this omnipresence of science and technology in the social world would be made visible on television, as one of the most important narrators of our time. Especially in news programmes one would expect a great deal of attention for scientific and technological developments as such and an important role for natural and social scientists to explain and interpret the news from an academic position. Against the background of the theoretical perspective of mediatization of culture (Thompson, 1995) research into the historical development of medical television has shown that the "factuality regime" (Hagendijk, 1996) in these programmes has changed from a scientific regime in the 1960s to 1980s to a journalistic and lay factuality regime by the year 2000. This could be a result of the increasing competition in a commercialized media system, producing a reinforcement of traditional news factors like personification, emotion and conflict and a weakening of news factors like elite persons, elite institutions and the reference to science and the production of scientific knowledge (Verhoeven, 2005). Not much is known yet about the specific position of science and scientist in television news, this is not examined extensively. Science seems to be a marginal topic in TV news though, as the little research done shows, although there are differences per country (Leon, 2006, Cheveigné, 2006). In most of the research into science on television small samples are used, varying from a random week, a part of a random week or using a constructed week. Supplementary to these studies in this research the sampling strategy for network television news developed by Riffe et al. is followed; randomly selecting 2 days from each month for a total of 24 news programmes a year per channel. This is known as the most efficient form of sampling for network TV (Riffe, Lacey & Fico, 1998) to get a cross selection of TV news. In 2006 such a sample was taken of six public broadcasting news programmes in European countries: the Netherlands (NOS), Belgium (BRT), Germany (ARD), United Kingdom (BBC 1), France (TV 2) and

Germany/France (ARTE). In the paper the first results of the study will be presented, paying attention to amongst others the amount of science and technology in the TV news, the speaking time of scientists in the TV news and the way science, scientific knowledge and scientist are presented in those evening news programmes.

### **Media, Self-Efficacy and the Construction of a Scientific Citizenry**

Brossard, Dominique, University of Wisconsin-Madison, USA

Western science scholars and policy makers seem to have reached a consensus concerning the necessity to involve the public at large in science and technology decision making processes, and on the need to move beyond the mere advocacy of scientific citizenship. In science policy-making circles, it is therefore taken for granted that specific participation mechanisms (such as consensus conferences, citizen juries and deliberative forums, among other forms of public participation mechanisms) have to be put in place to allow citizens to express informed views on science and technology related issues. The impact of the media on public involvement and public opinion on these issues is generally considered minor, although no empirical data supports these claims. Since media has been shown to have an impact on political participation in general, directly, or indirectly (e.g. McLeod, Scheufele, & Moy, 1999), it seems however worthwhile to investigate what role the media might play in promoting, or limiting, public involvement in science affairs. Using agricultural biotechnology as a case study, this paper examines the impact of media use on policy-making participation and feelings of efficacy in the context of science-related issues in the United States. Efficacy is usually defined as "the feeling that one is capable of influencing the decision-making process" (Goel, 1980, p.127). Based on the responses to a mailed survey to a representative sample of 1,500 residents of New York State, we examine the extent to which the media makes people feel confident in participating in science and technology decision-making, when the effects of education, gender, and age, are controlled for. We examine the potential mediating effects of knowledge, institutional trust and attitudes toward science. Initial findings of a regression path analysis suggest that newspapers and television play a crucial role in promoting feelings of efficacy for science affairs. Attention to news related to agricultural biotechnology in the newspaper increases feelings of efficacy for scientific decision, directly, but also indirectly by impacting knowledge about scientific issues. Contrary to common assumptions, attitudes toward science and trust in institutions providing scientific information are not related to feelings of efficacy. The implications of the results for science-related public opinion and public policy making are discussed.

### **Public representation of biotechnology and metaphors use: content analysis of Spanish press in year 2003**

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In this paper we try to elucidate metaphor use in public communication of biotechnology science, fit in a larger frame of study of the biotechnological culture in Spain, as a first step to develop a public communication protocol for biotechnological projects. By means of content analysis of mainstream Spanish press media and under the hypothesis that content published help to consolidate in a decisive way what people believe, do and value, in other words, a society's general culture. In a coordinated way with quantitative content analysis a fine grain qualitative approach was tried, trying to disclose critical aspects that may influence positive or negative public perception of news. Our results show that metaphors, taken in a broad way, are important elements in biotechnological communication, possessing a double character:

first, of an aide to media's explanatory function and second, a rethorical one, in which "alien", "antinatural", "eugeny", "monster", "revolution", "hubris" and "progress" shape largely skewed positive or negative views of biotechnology. We also noted that metaphor use concentrates in a few texts, corresponding to opinative and editorial genres and confirming rethorical use and social debate framing. Metaphor use is also relatec to "hot spots", some key events that generate large media coverage and sparkle diversity in genres. Lastly, combination of traditional quantitative content analysis and automated qualitative analysis proved itself a enrichning method, allowing for a better understanding of the polarized view of biotechonlogy under the society's eye.

### **Commercial versus Social Advertising: Comparing the Uses of Environment, Health and Science**

Mariño, Miguel Vicente, Universidad de Valladolid, Spain

Health is one of the most important concerns for the main part of the planet, despite the undeniable gap between how health is understood in low and high economically developed countries. Science is considered as the better weapon to guarantee people's health, besides the best tool for achieving social progress. Media are a crucial chain to keep the balance between these two concepts inside our societies, despite their presence at the news discourse is reduced and cannot resist a comparison with political issues or sports. In the middle of this square composed by society, media, health and science, advertising becomes an important key. Two types of advertising are distinguished: the commercial approach establish the goal of increasing benefits for the advertised company, even when campaigns are designed under a social responsibility framework; the social approach to advertising tries to modify the behaviour of their target or to change the perception about some minorities in our societies. Differences between commercial and social advertising is being reduced because of the converging tendencies on both sides. On the one hand we can find some non-profit advertisements that, in order to achieve a higher social impact, puts into practice some techniques closed to the more classic, consolidated and commercial style. And on the other we can show a lot of commercial advertisements hiding its selling goals behind a social contribution curtain. One of the explanations we can find is located at the production sphere. There are not so many specialists on social advertising, so a lot of ads are designed by people used to work under a marketing logic. We cannot say that these messages do not arrive as they are supposed to the audience, but a bigger effort to distinguish them should be done, in order to guarantee a proper reception by the public. Nowadays, an increasing number of companies have realised that they need to face a social responsibility if they want to keep on doing business. In this competitive field, public administrations and non-governmental organizations try to send their messages too, so we find a crowded landscape where the value of the specificity increases. Obviously, competence is not as high as at the commercial side, but this struggle is easily perceived when some attention is paid to the advertisements. In this paper, we focused on the different uses attributed to some key concepts for our post-materialist societies, as Health, Science and Environment. By means of a content analysis of a sample of Spanish advertisements in different media, a comparison between these two types of advertising is displayed, trying to identify convergences and divergences. Furthermore, a theoretical revision of some of the advertising concepts is offered, trying to distinguish these two lines of professional and social work.

### **'Nature' and 'environment' as empty signifiers: a Lacanian analysis of urban advertising**

Carvalho, Anabela, universidade do Minho, Instituto de Ciências Sociais, Portugal

The purpose of this paper is to 'read' the Portuguese city of Braga using some critical tools from the work of Ernesto Laclau and Chantal Mouffe (especially 1985). I argue that 'development' and 'green growth' are two important 'nodal points' that have fixed the meaning of the social at different historical moments. While environmental concerns were excluded from the 'development' project, 'green' has, in the last few years, become the focus point of new political and business articulations that sustain their hegemonic positions. 'Nature' and the 'environment' have recurred in a variety of discursive contexts to sustain the city council's project for the city. As these signifiers became increasingly eroded, they turned into 'empty signifiers' allowing for all sorts of discursive uses in constructing and reinforcing the hegemonic position of local powers. 'Green' has been arbitrarily employed by developers to fix the meaning of space and continues to be a key symbol in a profit strategy that paradoxically destroys what it attempts to market. This paper will pay particular attention to political propaganda and advertising as articulatory practices that contribute to a particular perception of space and a particular identity of subjects.

### **Political accountability of reality television. New fictional contracts and limits under the Ethical perspective**

Pujadas, Eva, Pompeu Fabra University, Barcelona, Spain

It is quite often stated that reality television (talk shows and reality shows) are playing the role of citizenship problem-solvers when traditional political institutions can no longer account to manage them. Post-modern perspectives describe and even celebrate the political failure of institutions such as government, justice, school, health systems, etc. to help individuals not only to sort out some of their daily failures but even to empower individuals to articulate basic needs and demands. From this perspective, some programs of reality television are claiming themselves to fill the gap. These programs, - which can no longer be named as new since they have got a generalized expansion throughout European and North-American broadcasting television during the last decade -, have made anonymous people and intimate issues visible (even if only to get their so-famous 15 minutes of glory). Following some of these programs' self-claims, they may be playing a relevant ethical role to visualize, articulate and even sort out individual's problems. Though, this is not coming with its counterpart: this kind of television is very often accused of being trash-TV, exploiting individual drama and concerns to grab the audience by appealing to their basic instincts. When accountability of such programs is made, an overwhelming and monolithic apparatus is used. Actually, their ethical accountability keeps anchored on old-fashioned information patterns, based on written cultures and leaving behind the new narrative contracts that these programs establish with their audience. The kind of discussion these programs arise is too often based on journalistic binary oppositions such as truth/false, facts/opinions, objectivity/subjectivity, etc. These programs need to be accounted, but they also need to be properly accounted; that is, accounted according to the specific kind of contract they establish with their audience. In order to develop a specific corpus to evaluate such contract, television discourse analysis and cultural studies provide a wide set of concepts and perspectives enabling to identify: the identity of spectatorship constructed, the shifting identity of television and its social function and finally, a specific relationship between TV and its audience.

### **Los medios de comunicacion y la concienciacion social en Espana frente al acoso escolar**

Ramón Navarrete Galiano, Spain

El suicidio en septiembre de 2004 del adolescente Jokin en Hondarribia (País Vasco), víctima de las agresiones que sufría por parte de compañeros, en el centro educativo, supuso la aparición en la agenda de los medios de comunicación de la temática del acoso escolar. Desde hace apenas dos años, este tipo de ataques hacia los menores por parte de compañeros ha sido objeto de atención y de denuncia social por parte de los medios de comunicación, lo que ha generado corrientes de opinión y sensibilización política, así como la puesta en marcha de acciones legales para erradicar dichas agresiones escolares y defender los derechos de los niños y niñas vulnerados. En este proceso de concienciación social la acción informativa de los medios de comunicación tiene una función primordial y de utilidad social, por incidir en la gravedad de este tipo de situaciones, llevándolas más allá de las secciones de sucesos, como un fenómeno lacerante, equiparable al maltrato de género. El suicidio de Jokin alertó a los medios, sobre todo los escritos, que incorporaron en sus páginas de sociedad reportajes e información sobre este tipo de agresiones. Además de hacerse eco de cualquier tipo de

agresión ocurrida en los centros educativos, estos han ofrecido además toda la información complementaria, a este respecto, como opiniones de educadores y psicólogos, así como los datos del conocido como informe Cisneros. En este sentido los medios informativos han cumplido una función social al crear una conciencia, hasta ese momento apenas existente, ya que muchas de esas agresiones se enmascaraban bajo la definición de “peleas de chicos”, en ocasiones con la connivencia del profesor, lo que dejaba impune al agresor. La presente comunicación analiza la estructura periodística de la prensa española de referencia, desarrollando un análisis del discurso y la evolución que los medios nacionales han mostrado en el abordaje ético de la protección a los menores y el problema del acoso escolar.

### **L’Autocritique journalistique, « Bouclier éthique » d’une profession ?**

Noblet, Arnaud, Université Stendhal-Grenoble3, France

Les journalistes français ont toujours repoussé toute forme d'autorégulation, et ce alors qu'ils se posent explicitement comme un contre-pouvoir. Plusieurs rédactions de médias français sont certes dotées de codes éthiques, chartes internes et autres médiateurs. Mais malgré plusieurs tentatives passées et un débat qui semble récurrent, la profession journalistique dans son ensemble ne possède pas d'instance globale de contrôle déontologique (du type « Ordre des journalistes ») apte à baliser l'évolution des pratiques voire à sanctionner les dérives concernant l'éthique du métier. Rares sont d'ailleurs les professionnels se déclarant ouvertement favorables à la mise en place d'un tel dispositif qu'ils considèrent généralement comme trop rigide et coercitif. Pour répondre aux reproches qui leur sont adressés par les différents acteurs sociaux (universitaires, juristes, politiques...), dans un contexte d'apparente multiplication des dérapages déontologiques (depuis l'« affaire », devenue emblématique, du faux charnier de Timisoara jusqu'aux dérives du traitement de la guerre d'Irak), ces mêmes journalistes mettent en avant la capacité de la profession à effectuer elle-même un travail d'autoanalyse et d'autocritique, à l'exclusion de toute autre intervention extérieure, jugée au mieux incompétente, au pire malveillante, et en tout état de cause potentiellement liberticide. Ainsi, l'idée dominante est que la profession journalistique assurerait elle-même « en interne » et quasiment en continu son propre examen de conscience et sa propre autorégulation éthique par la dénonciation sans concession de ses dysfonctionnements et des « moutons noirs » du métier. Impression d'autant plus forte que cette autocritique est largement véhiculée par les médias d'information eux-mêmes, au détriment bien souvent des autres sources de remise en cause (notamment universitaires ou citoyennes, reléguées de fait sur des supports plus spécialisés voire confidentiels). L'autocritique journalistique semblerait donc faire écran aux autres formes de contestation (c'est en tout cas un reproche souvent formulé par différents spécialistes des médias). Dès lors, on peut légitimement s'interroger sur les caractéristiques essentielles de cette autocritique, sur sa pertinence, et, au-delà, sur sa prétention à couvrir à elle seule le champ de la régulation déontologique et du questionnement de l'éthique du champ professionnel face aux évolutions et aux tensions apparues dans la société autour de l'identité et du rôle du journalisme.

### **Public Relations Ethics. The lack of social responsibility in Public Relations Code of Ethics**

Gisela Gonçalves, University of Beira Interior, Portugal

An increasing body of critics, such as Chomsky (2002), Miller (2004), Stauber and Rampton (2004), argue that public relations is propagandist in its promotion of corporate and business interests over societal values. Public Relations classic texts do not offer very robust refutations. In fact, the topic is largely ignored or the subject changed to the overall



contribution of public relations to business success and social benefit. The famous Grunig and Hunt's (1984) four models approach, places propaganda in the past and sees it as inherently unethical. However, the origin of Public Relations is in war-time propaganda and persuasion. Today, the profession is still connected with spin information, or even is seen as a euphemism for some kinds of propaganda. Professional public relations bodies have internationally established ethics codes in an attempt to regulate members' ethical behaviour. They appeal to "best practices" in the profession and emphasize "Truth, Dialogue and The Public Interest" as core values of Public Relations. In this article, from the comparative study of ethical and deontological codes used by Public Relations Associations, I aim to identify and to correlate these transversal values in resolving ethical dilemmas and to understand their force against the arguments of PR detractors. Finally, I will try to find the answer to the following question: Which is the true and legitimate place of public relations profession in modern society?

### **La sumisión periodística a las cifras. Ejemplo comparativo de mala praxis profesional en la cobertura de las manifestaciones ciudadanas a través de los medios de comunicación españoles**

Marcel Mauri i de los Rios, Universitat Pompeu Fabra, Spain

En los últimos años, en algunos medios de comunicación occidentales ha ido apareciendo una tendencia creciente a valorar las informaciones basadas en datos y cifras por encima de otras consideraciones más cualitativas o interpretativas. Esto ha comportado la aparición de unas piezas redaccionales con presencia de cifras como gancho para el lector/espectador—con riesgo de confeccionar una información con la espectacularidad como principal criterio de jerarquización—y que ha dejado en un segundo término la interpretación de esas noticias. Además, estas rutinas profesionales también han evidenciado un periodismo entregado a ciertas fuentes oficiales, aunque dándoles más o menos credibilidad o relevancia según si su orientación ideológica era más o menos próxima al medio en cuestión. Esto ha llegado al extremo de no cuestionar datos ofrecidos por fuentes claramente interesadas o silenciar otros datos facilitados por otras fuentes que, aunque con datos más fiables desde un punto de vista. Esta situación descrita también ha quedado patente de forma clara en el periodismo español. Desde la restauración democrática en España, a través del proceso de Transición política, los medios de comunicación – casi sin excepción alguna — se han lanzado a una carrera por ofrecer una información basada en grandes cifras sin a penas molestarse en comprobar la veracidad de esos datos. Hay muchos ejemplos que permiten reflejar esta situación pero esta comunicación se basa en el estudio de la cobertura que los medios informativos han hecho a lo largo de los últimos años de las manifestaciones ciudadanas que se han producido en España por distintos motivos (principalmente, por repulsa al terrorismo pero también por otros motivos de índole político). El estudio demuestra como los medios de comunicación han basado sus informaciones en datos de dudosa fiabilidad no contrastados y ofrecidos por fuentes interesadas que, a su vez, han hecho del recuento de manifestantes una arma política arrojada

### **When Old Ideas Meet New Technologies: Will Digitalisation Save Public Service Broadcasting (Ideals) From Death By Interaction? The Case of the Renewal of the Flemish PSB Management Contract.**

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Taking the renewal of the management contract (2007-2011) of Flemish PSB as a case in point, this paper—by means of a policy analysis model—wants to contribute to a better understanding of the role of the technological argument of digitalisation in policy making and to the ongoing discussion on public and academic fora about the role and position of PSB in the 21<sup>st</sup> century. Theoretically the paper concentrates on the dominant and alternative paradigms that feed contemporary discussions regarding the possible and ‘legitimate’ role(s) of PSB in a globalising and digital interactive cross- and multimedia environment. Special attention will be paid to the positions of technology and culture in the discourses on what constitutes a ‘legitimate’ future for PSB, as these two aspects seem to have (re)gained momentum in the renewed debates regarding the *raison d’être* and accountability of PSB. As a case in point, the paper focuses on the policy process leading up to the new management contract of Flemish PSB. In particular, it analyses the discourses of relevant stakeholders that have dominated the process and influenced the eventual outcome. Analytically, the paper considers a policy decision (i.e. the new management contract of Flemish PSB) as the result of a policy process influenced by actors. We will identify the relevant stakeholders, who they represent, their visibility, the arguments and discourses they put forward, the logic they apply, the fora they dominate, and the influence they exert on the actual policy decision. To this end a desk research by means of a discursive close reading of relevant texts (policy documents, statements, media coverage, parliamentary debates, ....) is combined with interviews with relevant actors and privileged witnesses. Eventually, these findings are evaluated against the wider international context of European discussions regarding the future of PSB. In particular the potential need for a redefinition of the PSB notion of universality and open versus equal access will be discussed.

### **New Conflicts of Interest in the Regulation of British Public Service Broadcasting: The Case of the BBC and the iPlayer**

Harvey, Sylvia, University of Lincoln, UK

Hills, Jill, University of Westminster, UK

The purpose of this paper is to examine the new regulatory structure governing the BBC through the 2007 case of the BBC’s iPlayer—a means for viewers to download programmes. We ask whether the BBC Trust – the new regulator of the BBC—is being rendered ineffective because of an uncertainty about what now constitutes the ‘public interest’ and whether Ofcom—the communications regulator – has in practice increased the influence of commercial interests over the BBC. In 2006 the British government outlined a new procedure to be followed by the BBC in establishing any new services. The procedure, operated under the general title of the ‘Public Value Test’, consists of two parts: a ‘market impact assessment’ (MIA) conducted by the commercial regulator: Ofcom, and a public value assessment conducted by the newly appointed BBC Trustees. The role of these Trustees is to act in the interests of the BBC licence fee payers; though they have arguably been given the contradictory role of *also* attending to the interests of the BBC’s competitors. The role of Ofcom is more clearly associated with examining private sector interests in the market. The

first test of this new regulatory structure came in January 2007 with the BBC's application for a service licence for its new on-demand iPlayer. If permitted, the BBC iPlayer would follow its competitors (ITV, Channel 4 and Sky) in providing on-demand streaming services, which in Sky's case allows subscribers to download complete movies and TV shows available on Sky channels. In its administration of the 'Public Value Test', the BBC Trust proposes to approve the iPlayer but includes restrictions on its use. These include prohibiting the downloading of audio books and classical music 'in order to reduce the potential negative market impact,' as well as restrictions on how long viewers can keep downloads (seen as a threat to DVD and secondary market sales) and on the 'bookmarking' of programmes for download prior to transmission.

### **PSB, market failure and new technologies: The view from the EU**

Michalis, Maria, University of Westminster, UK

This paper examines the extent to which the EU competition rules prescribe public service broadcasting, with special emphasis on new technologies and services. After a brief exposition of the EU state-aid regime, the paper moves on to analyse key state aid cases. It shows how the EU approach towards the market failure argument has changed over the years. More specifically, whereas in older cases regarding the expansion of public service broadcasters into the traditional broadcasting field, the Commission did not consider market failure as an important argument in its reasoning, in recent cases regarding the expansion of public service broadcasters into non-traditional broadcasting fields (notably the internet and mobile media), the Commission, breaking with past practice, has viewed market failure as a determining criterion. Furthermore, the Commission has attempted to assess public service broadcasting on the basis of technology and not on the basis of its "democratic, social and cultural" functions as laid down in the Amsterdam Protocol. Arguably some elements of the EU state aid framework (such as accounting separation, proportionality and costs of efficient market player) aim to promote transparency and accountability. However, these principles, that stem from competition law and have long been practised in the adjacent field of telecommunications, risk reducing the assessment of PSB remit to a mechanistic process. Equally, the presence of market failure is a crude criterion on which alone to base public policy as it takes into account neither quality of performance, nor terms of access (e.g. "free" access), nor public value. Although the EU has so far supported public service broadcasters in its state-aid decisions (ruling only once against one) the paper ponders whether this is likely to change and whether the EU may end up assuming a more important role in the definition of PSB in the emerging multi-media environment. This scenario, the paper maintains, will adversely affect the cross-platform provision of public service content and services. In addition, this scenario would suggest that PSB should not modernize and expand in line with technological developments and audience preferences but rather it should stay within the confines of the broadcast world. In other words, PSB would remain PSB rather than become public service media.

### **The BBC's position: fairly safe until 2013, but what about after that?**

Tunstall, Jeremy, City University, London, UK

The BBC is in a stronger position than most (but not all) of Europe's public service media. The BBC's TV channels have a combined audience share of 34%; BBC radio has 52%. The BBC was recently awarded a 20 billion pound (30 billion Euro) license fee settlement for the six years, 2007-2013. It also has other income. The BBC still experiences political and financial turbulence, but how has it achieved a degree of financial security which its domestic

commercial rivals can only envy? Before TV became important in the 1950s, the BBC had established since the 1920s an uninterrupted tradition. This was aided by the broadly centrist thrust of most UK governments since 1945, and the lack of a significant Communist party. Once commenced in radio, and reinforced in 1956 (Suez), BBC news neutrality has retained political and audience support. Traditionally a technology innovator, the BBC invested in the digital future, and now has a big triple play of TV/radio/online both at home and externally. The BBC is a cultural flagship which also does a lot of pop music, soap, comedy, sport and strictly come dancing. One can talk about elite incorporation: e.g., Many hundreds of Britain's top politicians, writers, actors, foreign correspondents and public intellectuals appear each year on BBC Radio 4, the news/talk channel. Its numerous funded channels allow the BBC to do massive cross-promotion and to avoid annoying commercial breaks, embedded sponsorship and phone-and-text "revenue streams". The BBC is also seen as an effective international voice, through BBC World (TV), BBC World Service (radio), and high profile co-production. In contrast to this success story, ITV (22% audience share) and Channel 4 (11%) are struggling to hold onto their advertising revenue; and BSkyB has made little impact in terms of domestic UK production (outside live sport). In short, the BBC's position is fairly safe until 2013. But after that, and especially after 2017, we suspect it will be facing big difficulties.

### **Media responsibility and accountability: New Concepts and Practises**

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de Haan, Yael, University of Amsterdam, The Netherlands

As a consequence of structural changes such as increasing competition, commercialization, globalization and the rise of new technologies, the debate surrounding the responsibility and accountability of public service broadcasting has regained prominence. However, the concepts of responsibility and accountability still remain quite elusive and ambiguous. Furthermore, the debate on how to organize the responsibility of the media and have them behave in an accountable manner remains an unsolved topic for media scholars, politicians and professionals alike. In the academic literature different types of accountability measures are distinguished, from formal legal sanctions at one end to informal voluntary measures at the other end. Another level of distinction is if mechanisms are set up from inside the media organisation (internal) or put upon from outside (external). In this paper the concepts and relationships between responsibility and accountability will be elaborated to introduce a conceptual model, whereby the concept of trust will be seen as an overall premise for media accountability and responsibility. These theoretical notions will be put to the test by analyzing new accountability instruments recently introduced in the Netherlands, notably the assessment committee for Public Service Broadcasting ('Visitatiecommissie', 2004). The Dutch assessment commission is an example of public accountability and is said to function as an internal quality control and external form of legitimization. What is the experience of this new tool up until now and what can we learn from such a tool, in order to attain better and more responsible media governance structures?

### **How to organise media accountability? Structures and procedures of user participation in Europe**

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Despite the rhetoric of legal documents and public statements of politicians and chairpersons of public broadcasters, media users in many cases are not recognised and/or acting as

stakeholders, they are rather treated and acting as recipients, as consumers and as such as members of specific target groups whose attention to the media is sold to the advertising industry. According to this understanding the main aspect of media users' behaviour is whether they switch on or off, whether they select a certain programme or not. As a consequence, there seems to be no reason to claim that the media users themselves should play a role in public debates on media qualities and in media accountability systems. The proposed paper will elaborate the opposite view, according to which user participation is a necessary element of media accountability systems. The recent conflict between the European Commission and Germany regarding subsidies for public broadcasting emphasizes that this is particularly true for public broadcasters. Based on the results of a European research project which examined viewer participation and accountability systems in 29 countries (see Baldi/Hasebrink 2006) it will be discussed to what extent public broadcasters have developed—or if not, should develop—specific accountability systems in order to save their legitimacy in changing media landscapes. Concrete examples for successful procedures of user participation and civil society kind of user organizations will be described in order to demonstrate the wide range of options to improve accountability procedures.

### **Assessing the Impact of the 1997 Amsterdam Protocol on PSB**

Hujanen, Taisto, University of Tampere, Finland

Ferrell Lowe, Gregory, University of Tampere, Finland

This conference marks the tenth anniversary of the Amsterdam Protocol on public service broadcasting, 1997 – 2007. What impact has the Protocol had on the social and political legitimacy of PSB? Has the Protocol affected the market position of PSB? What impact has the Protocol had on PSB policy developments? What impact on PSB companies in organization and operation? In short, what can we say about the strategic importance of the Protocol over the ten year period since its adoption by the European Union? Hujanen and Lowe will research the impact of the Protocol as seen by strategic management in six broadcast organizations: BBC (United Kingdom), DR (Denmark), NPB (Netherlands), SVT (Sweden), YLE (Finland) and ZDF (Germany). The more generalizable perspective of the European Broadcasting Union will also be assessed here. Although study can't be exhaustive in the time frame until the conference in July, the researchers will work to critically assess impact in broad comparative terms while allowing for domestic distinctions. It is hoped the results and discussion would stimulate more rigorous, shared investigation in pan-European collaboration with the goal of producing an edited book or series of journal publications about this important, timely issue.

### **Public service broadcasting policies in Eastern Europe: Reflections on two decades of media transformation in the Czech Republic and Slovakia**

Metykova, Monika, Media Centre, University of Sunderland, UK

The final months of 1989 saw communist rule come to an end in Czechoslovakia. Since then the country split into two entities—Czech Republic and Slovakia—and both countries became member states of NATO as well as the European Union. The paper deals with one aspect of post-communist media transformation, the establishment of public service broadcasting in the two countries. The policies and developments that the paper discusses are, however, typical of former Soviet Bloc countries in general. At various stages public service broadcasting policies reflected the changing relationship among the government, public service broadcasters, commercial broadcasters and civil society actors. In both countries two areas crucial for the independence of public service broadcasting continue to be the focus of debates among policy

makers as well as civil society actors: political and financial independence. In terms of political independence post-communist parliaments have dominated the regulatory and supervisory bodies through the nomination and election of their members. Gradually—and, for example, in the case of the Czech Republic under the pressure of public protests—policies have been altered and the nomination process has been opened up to include civil society actors. In both countries public service broadcasting has been financed by a licence fee and income from advertising. The amount of the licence fee as well as that of advertising time is set by the parliament in legislation and there is no mechanism that would allow the automatic adjustment of the licence fee according to the inflation rate. Policies have changed significantly regarding the amount of the licence fee and its payment as well as the limits on advertising time, in this respect the influence of commercial broadcasters and legitimacy problems that post-communist public service broadcasters struggle with need to be taken into account. In both countries the inadequacy of public service broadcasting policies and the influence of commercial broadcasters' lobbying are demonstrated in policies regulating the digitalization of broadcasting. Public service broadcasting policy debates and developments have not been significantly influenced by the countries' recent membership of the European Union.

### **PSB and Commercial televisions: how market-driven strategies shape the prime-time telenews in Portugal**

da Silveira, Joel Frederico, Research Center for Media and Democracy, Lisbon, Portugal

The purpose of this paper is to discuss the effects in the Portuguese PSB since its prime-time telenews allowed advertising blocks inside the information programs following the same strategy as the commercial broadcasters. The paper is based on a profound study, directed by the author and Pamela Shoemaker, of Portuguese prime-time telenews in the four terrestrial channels—two PSB and two commercial—and with a sample of six weeks in the year of 2002, covering circa 4.900 news stories. We have found that the news issues and the formats of three of the four telenews programmes show more similarities than differences. The exception is the second PSB channel that is historically oriented to specific and minority publics. Following these empirical findings we discuss the effects in terms of audience standards as well the implications for the characteristics and standards of prime-time telenews. Because of the financial dependency of these information programs from advertising receipts, public and commercial televisions show an erratic sequence of news issues in order to sustain their audiences and identical characteristics in terms of predominance of infotainment. In conclusion I will discuss the implications of a market-driven strategy and the search of audiences to the telenews content and structures.

### **Accountability of Public Service Broadcasting and its Audiences**

Thomass, Barbara, Institute for Media Studies, University of Bochum, Germany

In the ongoing discussion about performance, problems and perspectives of public service broadcasting, reference to the times when PSB's were monopolies still is more or less explicit and more or less frequent. Problems of the PSB's are considered within the framework of competition with commercial broadcasters. Their activities have created the complex situation, where the persisting existence of PSB has become a central question of media politics. The changes within the broadcasting media scapes have created many challenges, and it is the understanding of the alterations, that the PSB's have undergone and are still undergoing, which is pivotal for coping with the future. This can be showed especially with the relation PSB is contracting with its audiences. The contribution will focus

on this relation, PSB's have with its viewers and listeners and will analyse them in connection to its necessity of accountability. The contribution will look at the role of the audience within PSB, consider its reaction to audience's preferences and orientations, analyse the means by which PSB court the attentiveness of the audiences and prove its accountability and will then argue why and how the dialogue with the audiences can be intensified. The main hypothesis of the contribution is: An intensified dialogue of PSB's with the audiences creates the possibility to gain a better competitive position and to acquire combatants in the political field for the defence of PSB's existence. This will be argued on the basis of best practice models and by means of a systemic functional approach.

## GLOBAL MEDIA POLICY WORKING GROUP

The Global Media Policy Working Group is hosting two sessions in Paris, featuring developments in the global media policy “mapping exercise” that members of the working group decided to undertake at the last IAMCR Congress in Cairo. In keeping with the working group's traditional format, the sessions will be highly interactive and take the form of a focused discussion rather than a series of papers.

### **Session I: Mapping Global Media Policy: The State of the Art**

This first session will present and elaborate on progress in the mapping exercise since Cairo.

Raboy, Marc, McGill University, Canada

Padovani, Claudia, University of Padova, Italy

Calabrese, Andrew, University of Colorado at Boulder, USA

Hintz, Arne, Central European University, Hungary

### **Session II: Mapping Global Media Policy: The Way Forward**

This second session of the working group meeting in Paris will look at concrete actions that members might engage in to move the global media policy mapping exercises forward during the coming year. The session will also explore opportunities for collaboration with the IAMCR taskforce on Media and Communication Policy.

Raboy, Marc, McGill University, Canada

Padovani, Claudia, University of Padova, Italy

Calabrese, Andrew, University of Colorado at Boulder, USA

Hintz, Arne, Central European University, Hungary



## **GROUPE DE RECHERCHES ET D'ETUDES SUR LA RADIO (GRER)**

Dans le cadre de la conférence internationale de Paris célébrant le cinquantenaire de l'association mondiale des chercheurs en Sciences de l'Information et de la Communication IAMCR-AIECS-AIERI, le *GRER*, association française de Recherches et d'Etudes sur la Radio, organise deux rendez-vous : un atelier intitulé « Radio et diversité Culturelle » et une table ronde portant sur l'état et les perspectives de recherches sur ou autour de la radio.

### ***Atelier : Radio et Diversité Culturelle***

Présidence : Jean-Jacques Cheval, Université de Michel de Montaigne-Bordeaux 3, France

### **Les voix multiples des radios africaines**

Damome, Etienne, Université de Michel de Montaigne-Bordeaux 3, Togo et France

### **Diversité culturelle et espace public : un regard sur les radios communautaires au Brésil**

Leal, Sayonara, Université de Brasilia, Brazil

### **Développement, communication, participation et radio : repères historiques et enjeux actuels en Amérique Latine**

Gugliemome, Isabel, Université de Compiègne, France

### **Radios, communautés et citoyenneté en France : paysages et perspectives**

Ricaud, Pascal, Université François Rabelais, Tours, France

### **La diversité régionale du paysage radiophonique espagnol : Les radios autonomes comme marque d'une identité**

Peñafiel, Carmen, Universidad del Pais Vasco, Bilbao, Spain

### **Créativité, culture et démocratie : le rôle de la radio**

Starkey, Guy, Université de Sunderland, UK

### ***Table ronde : Les recherches sur la Radiodiffusion***

Présidée par **Peter Lewis**, London Metropolitan University, UK, la table ronde abordera l'état et les développements récents de la recherche sur la Radio en Europe et dans le monde.

Les discussions seront précédées d'un exposé sur le programme européen IREN 1 (International Radio Research Network, financé par la Communauté européenne et achevé en décembre 2006) et du nouveau projet IREN 2 « Créativité, culture et démocratie : le rôle de la radio » (Projet de recherche en collaboration, en préparation, dans le cadre du 7e PCRD européen) ; puis une présentation de structures existantes telles la section Radio Recherche de l'association européenne ECREA (European Communication Research and Education Association), avec la présence d'un ou plusieurs de ses responsables dont Stanislaw Jedrzejewski; du GRER (Groupe de Recherches et d'Etudes sur la Radio) en France avec Jean-Jacques Cheval; du Radio Studies Network au Royaume-Uni (Peter Lewis et Guy Starkey) et d'autres groupes nationaux, régionaux ou thématiques. Cette rencontre sera l'occasion pour les chercheurs sur la radio, ou intéressés par ce média, de se rassembler et de s'impliquer dans les futures activités envisagées. Les bases et les possibilités d'un

regroupement spécifique et durable au sein de l'association mondiale IAMCR-AIECS-AIERI seront discutées.

### **Reflections on the global, the transnational and the international**

The two leading organisations in the field of media and communication research (IAMCR & ICA) refer to themselves as "international". Are they in fact "international", "transnational" or even "global"? How do these different concepts relate to communication research, practice and policy? Panel participants will discuss how, from their various and contrasting perspectives, concepts of the global, the transnational and the international are theoretically positioned and in what ways, if at all, they are useful in guiding our thinking in the interdisciplinary field of media and communications

Chair: Cees Hamelink, University of Amsterdam, The Netherlands

Presenters:

- Claudia Padovani, University of Padova, Italy
- Oliver Boyd-Barrett, Bowling Green State University, Ohio, USA
- Toshie Takahashi, Rikkyo University, Tokyo, Japan
- Indrajit Banerjee, Nanyang Technological University, Singapore

Respondents:

- Sonia Livingstone, President ICA(2007-08), London School of Economics, UK
- Robin Mansell, President IAMCR, London School of Economics, UK

### **Panel on Internationalizing Media Studies**

Organizer of Panel : Daya K. Thussu, University of Westminster, London, UK

Media studies is one of the fastest growing academic fields globally. The globalization of media combined with the globalization of higher education means that the research and teaching of media studies faces profound challenges, not only as the subject of enquiry but also as the means by which researchers undertake their studies. This panel, representing leading scholars in the field of global media, aims to stimulate a debate about the imperatives for internationalizing media studies – by broadening its remit, including innovative research methodologies, taking account of regional and national specificities and pedagogic necessities warranted by the changing profile of students and researchers and unprecedented growth of media in major countries such as India and China.

The panel will comprise:

- Divina Frau-Meigs, University of Sorbonne, France
- Terhi Rantanen LSE, UK
- John Downing, Southern Illinois University, USA
- Yuezhi Zhao, Simon Fraser University, Canada
- Ruth Teer-Tomaselli, University KwaZulu-Natal, South Africa
- Lena Jayyusi, Zayed University, United Arab Emirates

The Sage journal *Global Media and Communication*, of which the panel organizer is Managing Editor, will be publishing a special issue on this theme in December 2007.

### **New media and neo-Islamism**

Mohammed Ibarhine, Communication Studies, Al Akhawayn University, Ifrane, Morocco

Over the last decade and across the world, Islam-oriented movements (organizations, groups and individual activists) have been utilizing the Internet to facilitate their political communication. The political use of the Internet is more than an extension of existing forms of political communication. It offers enormous opportunities of communication to Islam-oriented movements to which they have not previously had access. As such, they have used Internet-based political communication channels in many ways. This paper explores the importance of the political use of the Internet over the last decade in Morocco. The central argument of the paper is that the political use of the Internet has been used to facilitate what Manuell Castells has called a resistance of identity. Islam-oriented movements believe they are involved in activities, which contribute to a broader re-islamization of the public sphere and as such are concerned with social justice and political debates. This paper considers how the political use of the Internet by two main Islam-oriented movements in Morocco has influenced the information flow, organization and mobilization of participants, identity formation and changing repertoires of action. It also explores the different ways in which the Internet is employed, the tactics that are used and their effectiveness, and opponents' responses, in order to examine how such practices can inform our understandings of social and political change in Morocco. The potential benefits of Internet-based communication appear to be particularly suited to the activities of, and are being extensively utilized by, Islam oriented movements. The term Internet-based communication incorporates a number of different technologies: email, websites, blogs, podcasting and You Tube. An examination of Islam-oriented movements' use of the Internet provides insight into how such technology can be used in ways that differ from traditional media channels and possibly indicate future trends. This dynamic poses challenges to the Moroccan political regime.

### **The emerging Arab public sphere: A new perspective on media and politics in the Arab World in the age of globalization**

Muhammad Ayish, College of Communication, University of Sharjah, United Arab Emirates

For many years, Jurgen Habermas' book on the *Transformation of the Public Sphere* (1989) has informed a huge number of scholarly works and public discussions across a range of social science disciplines. As much as this work has generated positive reactions from researchers with varied political, cultural and sociological orientations, it has also spawned detailed critiques of corollary political concepts like liberal democracy, civil society, public life, public opinion, empowerment, and social emancipation in the 20<sup>th</sup> Century and beyond. In the 20<sup>th</sup> Century, The evolving arena of rational and critical information exchanges has led several scholars to conceive of the public sphere as the social space where public opinion is formulated. As such, the public sphere has become not only a significant incubator of public opinion trends, but also an indicator of how sustainable democratic practices are. Researchers in modern political history have come to argue that societies with limited public spheres are often steered by authoritarian orientations and their media are dominated by commercial and political interests. Actually it was Habermas who bemoaned the deteriorating state of the public sphere in 20<sup>th</sup> Century democracies as they came under increasing commercial and political influences. According to Habermas, freedom was losing ground as voices with legitimate concerns found themselves excluded from what seemed to be demagogic and

propagandistic political and social debates, bound to generate skewed public opinion trends on major domestic and global issues. For Habermas, the proliferation of new media technologies would mean less in the absence. Like other regions around the globe, the Arab World has experienced sweeping developments in its communications and political landscapes as evident in the massive proliferation of satellite television and the World Wide Web and the institution of more democratic forms of governance. For many scholars and media observers, those developments were bound to remarkably bear on the quality of political discourse and political processes in the region. This paper argues that in order for the emerging media sphere to have an impact on domestic and regional politics in Arab societies, a host of political, social and cultural conditions need to be considered. An important argument offered in this book is that the Western-style notion of the public sphere, in its Westphalian configurations, like its political and media system recipes, is bound to fail in the Arab World, primarily because its theoretical foundations clash with the conceptual premises of public engagement in political discussions in Arab-Islamic traditions. This should in no way suggest ruling out the relevance of the public sphere for contemporary Arab societies; but rather should induce more endeavors for the development of more viable public sphere perspectives for the region. The advent of globalization with its political and economic might and communication omni-presence has become a central variable shaping our theoretical thinking about media and politics in the Arab World. Hence, the intellectual challenge facing the development of contemporary Arab-Islamic public sphere depends on our capacity to generate new intellectual frameworks based on the eclectic integration of normative Islamic political theory and modern political and technological opportunities arising from globalization, referred to in this book as “Islamocracy” or Islamic governance.

### **Islamophobia in the USA as a product of government policies and the US Media**

Abdul Malik Mujahid, President and C. E. O., Soundvision, USA

Islamophobia is the only politically correct racism alive in America today. This paper discusses Islamophobia in the US and an absence of a civil society response to it. The paper argues that Islamophobia in the US is a unique mix of US policies and all too compliant media’s unquestioning acceptance of the government’s positions. The impact of the Islamophobia is such that more than 200,000 American Muslims have been interviewed by FBI, finger-printed and detained, 26% of all Muslims report being personally discriminated and harassed, and wages of Muslims have gone down by 10% in the last five years, yet there is no recognition of these realities in civil society. Muslims in America are economically far better off than their European counterparts. However, their pursuit of “American Dream” might be in part responsible for a state of disempowerment in the society, which allows Islamophobia to go unchecked, the paper argues.

### **Egyptian media reform and credibility in the information age**

Basyouni Hamada, Cairo University, Egypt

This paper explores the factors that affect the perception of Egyptian news media credibility in the information age. A survey will be administered to randomly select a sample of faculty members and students representing Cairo University. The main factors that might affect Egyptian media credibility such as the government ownership of media, lack of media freedom, media use, and interpersonal discussion of news will be analyzed. The paper places special emphasis on the impact of some new factors that might negatively affect the perception of Egyptian news media. These new factors include access to the Internet, private media, the global media competition such as CNN and Al Jazeera. Media credibility research

has been an integral part of mass communication scholarship since 1950s and it has been developed throughout history to cover several factors that seem affecting the credibility. The paper's focus is on the impact the actions taken by the Egyptian government under the name of "media reform" on the credibility of the media. The main question is how media reform program affects media credibility.

**Journalism Ethics, war on terrorism, and journalists' changing views of ethics and journalism itself**

Mohammad A Siddiqi, Western Illinois University, USA

Journalism ethics has always been a source of controversy among journalists from different countries, cultures, and values. Despite this, journalists were able to agree on a common set of ethical frame of reference in order to gather and disseminate news and information. However, two factors are changing this situation: 1) The new technologies, especially the Internet; and 2) The war on terrorism. New debates have emerged about embedded journalists, objectivity and fairness in news reporting and news gathering. This study looks at the debate about journalist's role in the post 9/11 society and examines its consequences on the objectivity and fairness of stories in both print and electronic media. It also asks the question "Is there an ethics in journalism and whose ethics is this any way?"

## MEDIA PRODUCTION ANALYSIS

### Studying the Beguiling Landscape of Telenovela Production

Acosta-Alzuru, Carolina, University of Georgia, Athens, USA

The door opens and a man with gray curly hair smiles at me and asks, “*Carolina?*” I answer affirmatively as I extend my cold hand in a formal (and nervous) handshake. Then I smile back as Leonardo Padrón welcomes me to his home. I’m terrified. Will I be able to establish rapport with an intellectual who’s able to walk successfully in the hallowed spaces of literature *and* in the most disregarded alley of popular culture—the *telenovela*? Can I get over the tremendous excitement I feel for having the chance to talk to this poet who is the author of *El País de las Mujeres*, the *telenovela* that I’ve been studying now for a year? (Fieldnotes—May 7, 2000).

7:28 a.m.: The e-mail’s subject line reads “*Cap. 128 CIUDAD BENDITA.*” Great! Episode 128 is here. I receive the script at the same time as the *telenovela*’s producer, and I can’t wait to read it.

9:45 a.m.: “*Look at this marvel!*” writes Padrón in an e-mail forwarding me last night’s ratings, which he just received. He’s excited: *Ciudad Bendita* is doing great. Ratings and shares are the currency of an industry I now know very well. But now I’m also experiencing the head writer’s day as it unfolds: Write a 40-page episode every day, receive the ratings from the night before, react, strategize, go back to writing. It’s so real and close to me that sometimes I forget Padrón and *Ciudad Bendita* are in Venezuela, and I’m 2,000 miles away in the U.S. (Research journal—December 1, 2006). Since 1999 Venezuelan *telenovelas* are the focus of my research, the locus where I study the links between media, culture and society, and the thrust of my intellectual journey. *Telenovelas* have also pushed me to use multiple methods and perspectives as I scrutinize this television genre via case studies—specific *telenovelas*. Through participant observation, repeated in-depth interviews, daily exchanges with production and audience members, and textual analysis, I study *telenovela* production, examine the audiovisual text that is broadcast nightly, and analyze the audience’s reception and the mutual regulation that occurs between the *telenovela* and the Venezuelan social formation (Acosta-Alzuru, 2003a, 2003b, 2003c, 2004, In press). Reflexivity undergirds this paper in which I concentrate on the study of production, arguably the least examined area in media studies (Kellner, 1995; Levine, 2001; Ytreberg, 2000). Within the context of the industrialized, secretive and inaccessible *telenovela* production culture, I explain the path I have traveled from that nervous initial handshake in 2000, to the kind of access to writer Padrón and network *Venevisión* that I now enjoy. I describe my research days when I am in the field—Caracas—and when I am in the U.S., where the evidence-gathering and analytical processes do not stop. I share the strategies I use, and the challenges and satisfactions I experience as new research questions arise, answers are found, I travel to Venezuela and return, get closer and farther away, look at production from inside and outside.

### Globalization of Production: The Factual Television Programming Genre

Mjøs, Ole J., University of Westminster, UK

This paper explores how transformations associated with globalization are also influencing the production processes of factual television programming. This relates to how political, technological, and economical developments are increasingly facilitating the process of globalization of production across industry sectors. The paper discusses the global factual media enterprise Discovery Communications Inc.’s television production procedures

and activities, as well as general developments within the production of the genre. The paper argues that the processes of globalization of production are influencing - and are adopted within - the production of this genre through the following practices: transnational co-production and production alliances, the challenging of national and regional regulations, and the outsourcing of production and the globalization of television production labor. While similar developments are also influencing the production of other television genres this paper focuses on the factual genre. In theoretical terms, the paper first discusses the term globalization for the purpose of this paper and goes on to apply 'globalization' as the increased worldwide connectedness. The factual television programme production process then provide a 'test bed' for giving insight into this increased connectedness in relation to production practices within a specific part of the television industry. The paper then identifies some of the outcomes and consequences of this connectedness by specifically discussing how regional Discovery networks are co-producing programming internally on a transnational scale and how major external co-production alliances are formalized. Secondly, the paper shows how the general practice of co-production between US and European parties creates possibilities for harnessing "loopholes" in the EU's Television Without Frontiers Directive. Thirdly, the paper discusses how the increased global competition for attracting film and television production is also present within factual programme production. This has led to the increased possibility for "switching" geographical sites of production as cities and countries compete. The paper concludes by attempting to locate some of the power relations within the globalization of production of factual television.

### **Innovation in television production: A theoretical model and its application to the German TV market**

Fröhlich, Kerstin, University of Zurich, Switzerland

The television industry has—as all cultural industries—a persistent need for creative input and novelty. Communication and media researchers such as Turow (1992) or Kiefer (2001) even support the hypotheses that it is the need for innovation that distinguishes the media from other industries. Nonetheless innovation and product development processes in media industries have been a long neglected area of research (Mierzewska & Hollifield 2006: 50). The proposed paper focuses on the innovation process in television production and the different actors and structures involved in creating input for television broadcasters. Starting with the discussion about the importance of innovation for media industries, the paper proposes a theoretical model for the analysis of media innovation and the comparison of different (national) systems of innovation in a second step. Finally the model will be applied to the German television entertainment industry. The empirical basis of the application is formed by 20 semi-structured interviews with television executives from broadcasters and production companies. Central to the analysis is the *theoretical model* of the media production system with actors and structures as its main elements. Following Giddens (1984) actors and structures are seen as mutually dependent dualities and intertwining factors. Both elements have an influence on the innovation process and the outcome level of creativity (Edquist & Johnson 1997). Actors involved with the production of television entertainment can be grouped into primary actors, which are directly involved in the production process (e.g. broadcasters and TV production companies), and secondary actors, which are not directly involved in the production process but have an influence on the editorial system through their actions (e.g. government agencies that imply production quotas on broadcasters or industry associations that try to negotiate general terms of trade). The editorial system consists of the primary actors and the structures that guide the relations between these actors. Structures can be formal, such as laws that enable or restrict cooperation between actors, or informal, such as



the conception of a trusting relation or the expected control of the production process by the broadcaster. The larger media system includes all editorial systems plus the secondary actors and additional structures, such as regulation, demand and supply conditions and the overarching political, cultural and economic institutions. The *empirical analysis* of the German television entertainment production industry has shown that the business is characterized not only by a strong buyers' market but also by a high level of customization in the development activities: the production companies do seldom develop programme concepts independently but reconcile their activities in advance with the broadcasters' expectations. This can be ascribed to the large importance of project-orientated financing models and the discontinuous cash-flow on the one hand and the control of development projects through commissioning editors on the other hand. These and other factors contributing to the low level of innovativeness in the German TV production industry will be discussed in the proposed paper.

### **The Professional Identity of Gameworkers**

Deuze, Mark, Chase Bowen Martin, Indiana University, USA

With profit margins comparable to the media industries of print, television, and film industries, and considering its role as accelerating agent of global technological and cultural convergence, the computer and video games industry must be recognized as a key player in the cultural or creative industries. However, in terms of their production, games still tend to be seen as a relatively new and emerging medium next to more established media. While the literature on scholarly and popular critique on the content of games is burgeoning—including the nature and effects of playing games—an area that gets somewhat overlooked is the system of cultural production that influences the creation of games and the work of those who make them. The media production system of computer and video game development can be seen as a pioneer case study in the internationalization of media work. Our paper focuses on the professional identity of game workers, synthesizing the issues and tensions in the “global production network” (Johns 2006) that is digital game production. During the game industry's rapid ascent into the global corporate mediasphere it has become a prototype of the modern media industry. Its workers can be considered to be a truly international emergent workforce. Operating mainly from core production centers in North America, Japan, and Europe, the videogame industry serves an international market with regional subdivisions that requires game creation to be considered as a globally integrated network of production, as well as a process of unique localized agglomeration and individual creativities. We came to our conclusions by synthesizing data about work in the games industry from scholarly and trade publications with developer reports gathered through interviews and analyses of personal weblogs and online discussion forum postings. To manage and organize this data, we deployed the production of culture perspective (Peterson and Anand 2004). We thus mapped the roles that technologies, laws and regulations, organizational and industry structures, occupational careers, and intended markets play in the management and organization of translocal gamework. Overall we found that work in the games industry tends to be an (often purposefully managed) expression of a largely counter-cultural or renegade entrepreneurial history despite the pressures brought on by the induction into the industrial bureaucracy of an international corporate media environment. This tension characterizes the ongoing negotiation of creative control between developers, publishers, hardware manufacturers, and games, as well as it produces unique struggles between convention and innovation so typical of media production in general. The combination of a rapid accelerating global market for games, increased corporate pressures and consumer demands, the escalating integration of games into all other types of media industries and a generally precarious labour market, gameworkers'

sense of professional identity offers a unique glimpse on what perhaps is the future of all media work.

### **Questioning the User-Centric Worldview in the Study of Technology: Research into the Experience and Expertise of New Media Producers**

Ross, Philippe, Concordia University, USA

This paper explores the range of ways in which producers of new media technologies gain and claim knowledge of their intended audiences/users and how this knowledge informs decision-making in a fledgling production endeavour. It presents key findings and insights from a completed Ph.D. thesis based on a case study of NESTA Futurelab, a production-research laboratory in educational new media located in Bristol, UK. The study employed an ethnographic field research design and was carried out in the first year of Futurelab's existence. This period was the scene of fundamental considerations about the endeavour's purpose – 'what it is for' and more importantly, 'whom it is for' – which proved decisive in shaping the young organization's structure, outputs and methodology. In introducing conceptual strands of mass communications theory concerned with the relationship between producers and their putative audiences (e.g. Dornfeld 1998; McQuail 1996; Meyrowitz, 1985) to recent debates in Science and Technology Studies (STS) on the foundations of epistemic authority (specifically, the matter of 'experience vs. expertise' as discussed by Collins and Evans 2002), this paper provides a fresh opportunity to tackle an enduring question – who should have a say in technical decision-making and on what grounds? In recent years, 'participatory', 'user-led' and 'user-centred' models of technology production have advocated the involvement of end users and concerned groups in production on the grounds that they are the ultimate arbiters of a technology's fate. Taken together, these approaches suggest a distribution of power between producers and users which is not typical of production activities. Indeed, this overstated notion of co-design is criticized in this paper for favouring accounts of 'bespoke technology' intended for finite, known populations (e.g. organizations and small communities) over contexts upstream from technical tweaking, in which the users cannot be fully and directly engaged as co-designers in production – contexts such as R&D, 'socially-driven' innovation and, most notably, new media intended for a mass audience or general public. The approach taken here focuses on the producers of new media and treats the users/audiences as the object of social construction, rather than its agent. Drawing on the Futurelab case study, it shows how producers play down direct user involvement and any pretension to scientific methodologies through which to engage the users, and highlights the pervasive practice of mediation whereby the producers represent, and speak for, their audiences in their absence, thereby grounding and validating production decisions. Particular attention is paid to how mediation plays out in project proposals and business plans, strategy and production meetings, negotiations with stakeholders and the everyday goings-on of the workplace. In these instances, the producers assert their ability to contribute substantively to production – i.e. their expertise as producers – by virtue of what they know (or what they think they know or claim to know) about their audiences, rather than any technical competence. The social experience they draw upon in doing so is reactivated on an ad hoc basis, regardless of their specific job description. On the whole, such insights further our understanding of production as an embedded social process and not merely an instrumental exercise, highlighting both the difficulty and the value of treating (soft) knowledge of people, not technical competence per se, as a core feature of the producers' specialism. Indeed, by portraying producers as 'experience-based experts' in the broadest sense, the 'who should have a say?' question prompts no clear answer, but rather a problematic observation – there is no necessary relation between the criteria whereby individuals are granted access to

production (e.g. specific technical competence), and the epistemic authority they might claim in the process. This, arguably, strengthens the case for sustained inquiry into activities of production.

**1945-2005 : the transformations of journalism practices. A case study of the foreign correspondants of the Agence France Presse**

Laville, Camille, universit  de Nice-Sophia Antipolis, France

The media environment, the news firm and the journalism practices underwent a change of configuration since 1945. We consider that the configuration formed by the world media environment and the play of its participants changed from a political to a commercial regulation. We intend to bring up the transformations of the journalism practice since 1945, examining the case of the foreign correspondents employed by the international news agency AFP. We used various research processes: 45 qualitative interviews with three generations of AFP foreign correspondents (from 25 to 40 years old, 45 to 55 years old and 60 years old and more), participant-observation at the AFP office in Cairo (Egypt) in March 2005 and a content analysis of journalistic production and internal documents. The process of information production has undergone considerable transformations since 1945. We noticed an increase in the number of actors involved in the text production, as well as the transformation of their identity and function. At the level of the collection of information, journalists have to deal with an increased number of people who are far more diverse than thirty years ago. At the beginning of the studied period, sources were fewer than today, the main sources were the political and diplomatics representants, and the source-journalist relationships were more direct than nowadays. During the following decades, the amount and nature of the sources increased and changed (representatives of the civil society, companies, NGO's spokesmen, journalists of the regional news agencies), and television and Internet brought new changes. The changes at the level of conception and transmission of the journalistic text are also important. At the time of the first configuration, transmission by news agency and newspaper correspondents was achieved by telegram and telex, which is why the AFP operators who transcribed and transmitted journalistic texts were numerous. During the seventies and the eighties, the development of data processing combined to the news transmission improvement modified this division of labour. At the time of the second configuration, journalists themselves took charge of the conception and transmission of the journalistic text. The evolution of journalism practices can also be explained by revolutionary changes regarding news transmission and communication technologies. At the beginning of the studied period, the transmission system was rudimentary, not very powerful and fallible. The everyday life of the journalist was characterized by the search for transmission resources and by the transmission itself. Because of transmission difficulties between the head office and the foreign correspondent, journalist used to work in a relative solitude. Later, during the seventies and eighties, the capacity of transmission improved considerably and technological innovation introduced portable satellites and phones, but they still remained heavy and difficult to use. In the nineties and two thousands, the technological innovation accelerated and contributed to deeply transforming the professional practices. The development of satellites allowed the launch of the 24-hour international television news channels. By making the information widely available and increasing its speed of circulation, Internet contributed to thoroughly modify the work conditions of journalists. In these conditions, the international news agency AFP created a service called "Alert and Analyze", which supervises and controls the journalist production, in comparison to their competitors' production and commercial performances. The current technological system makes it possible for the foreign correspondents to study the production of their competitors second by second (news agencies

and services and 24-hour international television news channels), and to thereby adjust their news simultaneously with the competition. We will come to the conclusion that current news agency journalism must be qualified as “reflexive journalism”.

### **Roles of business journalists in Russia**

Katja Koikkalainen, University of Helsinki & Department of Journalism and Mass Communication, University of Tampere, Finland

The presentation is concerned with the roles and professionalism of journalists in the Russian business press. There occurred changes in journalists' roles after the collapse of Soviet Union when new journalism models substituted for Soviet ones. Market-orientated business journalism was one of the “new” genres and has since the early 1990s developed rapidly in Russia. In changing society, media production and use have changed as well. Numerous launches of new products, including daily newspapers, weekly publications, television programs and internet services have formed the market of business information. Two daily newspapers in focus are Kommersant and Vedomosti. The presentation focuses on the aspects of journalists' roles and professionalism in Russian business media production as seen by the business journalists themselves

### **International News Agencies' Coverage of Iran - An AFP and Reuters Multisited Ethnography**

Melissa Pignatelli, UK

Programme in Film and Media Studies Media Department School of Oriental and African Studies Drawing from the notions of imagination (Appaduraj, 1996) and agency (Inden, 1990), I see the journalist as the agent and the news organisation as a broader one, I look at how both give shape to the produced news text items. The journalist on the field is the first agent of an articulation process where he acts as a selector of facts for his/her company's interest. The news agency in turn becomes the selector of facts provided to widespread 'local' journalists. This selection of facts from the field for an audience in a different country much resembles the practice of anthropological inquiry, ethnography. While on the field, the ethnographer engages in an understanding of matters of his interest. He then translates them for a, presumably, academic public. Thus, the ethnographer becomes a translator from one social life to another one; he translates one 'culture' to another 'culture'. This takes place both at a linguistic level and at a meaningful level: the ethnographer 'interprets' and then writes. I suggest an analogy between the work of the journalist on the field and the ethnographer. Both write for a different audience a selected articulation of a local reality on the basis of both pre-understandings and interpretations. Thus, could it be argued that international news is cultural translation? I discuss this in the perspective of a news flow from Iran to Western Europe, a 'global' reach flow, looking comparatively at which elements are translated in the AFP and Reuters news texts. By translated I thus mean selected, organized and interpreted traits of Iranian reality by a foreign organisation, for a foreign audience. The ethnography on which I ground my understandings took place in Tehran, London and Paris where I followed the production on the 'global' wires of AFP and Reuters. From a structural point of view I believe with Oliver Boyd-Barrett that 'global' news agencies have contributed in the making of a global technological infrastructure (Boyd-Barrett, 1998). Sophisticated technologies allow a news item to be written in Tehran, reviewed in Nicosia then edited and published in Paris. Thus, there is an international organisation of production. Following every stage of it hasn't been possible, but a twenty day access at AFP in Tehran allowed most of the organisational observation take place from a simple workstation: the AFP Console. Interviews at AFP in

Paris and Reuters in Tehran, London and Milan contributed to the process. The most challenging part is the very access to texts as news agencies do not publish them directly. Some can be retrieved on the Internet and by Reuters' permission, through the Factiva database. The main issues in the research process seem to be a well argued motivation to explain one's purposes and a limited amount of time granted to achieve them. In conclusion, I tend to see an involvement of subjectivities in production processes.

### **What's in a Name? A Proposed Framework for Understanding the Bylines and Authorship of News Reporters**

Zvi Reich, Ben Gurion University of the Negev, Israel

A detailed study of the bylining practices of *The New York Times* exposes certain inadequacies in earlier studies. The present findings indicate a gradual increase in attributions over the course of the twentieth century. None of the previous studies on the adoption of bylines explains why the increase continued for so long. It is suggested that the gradual rise of bylines was the product of the interplay between competing factors that were for and against crediting news reporters. During this interplay, the news organizations' resistance to promoting their own news staffs gradually weakened. In addition, the present paper incorporates the subject of bylines within the broader theoretical context of authorship. From this vantage point, it appears that news reporters are "constrained" authors, who are granted a byline despite the creative limitations on their work patterns. Today, when every story receives a byline, news organizations are dependent on the bylines of their reporters, for the attributions legitimize their content. Furthermore, the balance of power between editors and reporters has been irreversibly altered: the journalist has become the hero of the news industry and an identifiable address for news sources looking to pass on their information. Last but not least, the new norm constitutes a roundabout admission that news is an imperfect, all-to-human account of reality.

### **Editorial consultants and the standardisation of the French press**

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Since a few years, the diffusion of one model to the whole press sector can be observed. This model, labelled "magazine model", concerns both editorial and organisational aspects of publications. Concerning editorial aspects, the model is characterised by topics and treatments giving greater place to cold information than to news. Concerning organisation, it favours light structures, where many production functions, including editorial staff, are partially when not totally outsourced, and where managing services play a preponderant role, up to the definition of the editorial content of publications. Production rules and evaluation criteria (adapting the product to the clients, business profitability, reduction of costs) are broadly inspired by economic logics. The spreading of that model raises various questions. First of all, the development of cold information even in daily press leads to reappraise the link usually drawn between periodicity and content, and the classical definitions of press genres, where these two criteria play an important role. Then, the evolution of relations between newsroom and management services in companies is related to the issue of newsrooms autonomy, related itself to the problem – complex when it comes to journalism – of the sociology of professions. Finally, the diffusion of that model asks the question of the accuracy of the field or sub-field notion to describe the French press. The field, as a relatively autonomous social structure offering distinct positions with a clear hierarchy competing for the recognition of their legitimacy even if sharing agreement on what is at stake in their common activity, implies a double movement of differentiation: internal, between positions within the field, and

external, between the different fields or sectors of activity. The diffusion of a standardizing press model in the name of criteria common to many production areas interfere with this double movement. Many French papers have redesigned their concept in the past months: national daily press (*Le Monde*, *Libération*, *Le Figaro...*), local daily press (*Le Dauphiné Libéré*, *Le Télégramme de Brest...*), and periodical press (*Télérama...*) are concerned. The renewal of an editorial concept is a strategic moment for the evolutions to take place. And in these strategic moments, editorial consultants whose function is to help papers defining or redefining their editorial line, play a crucial role. By analysing beliefs their elaboration, individual and common trajectories and interests of editorial consultants, we try to explain how they constitute a privileged mediation of the construction and diffusion of that standardizing press model. This work is based on the analysis of 16 interviews, conducted with 14 consultants, between 2005 and 2007.

### **Cross-media (re)production cultures**

Ivar John Erdal, Department of media and communication, University of Oslo, Norway

This paper discusses some challenges facing broadcasting organisations in the wake of digitization and convergence, especially regarding news production for multiple media platforms. During the last decade or so, broadcasters have implemented digital production technologies, facilitating increased cooperation across different media. At the same time, a proliferation of new publishing platforms, like the web and mobile media, are increasing the demand for content. For a news organisation, this often means that more news has to be made for more platforms using the same or less resources. Time pressures are also increasing as the news wheel rolls faster and faster. Complex media organisations contain a number of different journalistic cultures, and the introduction of convergence and cooperation across media platforms pose a number of challenges related to this. Based on newsroom ethnography and qualitative interviews with news professionals, this paper discusses the meeting of different cultures in a digital, cross-media context. By production cultures, I mean how different environments conceptualise and practice news journalism. What is news journalism supposed to be in a radio, television or web context? And what happens when these cultures meet in a converged news organisation? The discussion is grouped around two main themes. One is the question of journalistic identity. Do reporters identify themselves primarily with the organisation or the medium that they work for, and how does this affect the relationships of cooperation and competition within the organisation? The other main theme is the development of new journalistic hierarchies related to the increase in news reproduction and republication.

### **Resisting western media rhetoric: Muslim media in the UK and the ‘war on terror’. Case study: Islam channel, Muslim Weekly and Muslim News**

Noureddine Miladi, University of Northampton, UK

For decades now Muslims in the UK have been suffering from a constant and systematic misrepresentation of who they are, what they represent and what contributions they have been making to the British society. Stereotypical images of Muslims as barbaric, backward and unfit for a Western-led civilisation often appear in various forms, sometimes in a subtle way in mainstream newspapers, magazines, TVs and radios. The inability of the Muslim community in this country to influence the hegemonic discourse of the mainstream media, has led to the emergence of various initiatives in press and broadcasting. The experience of Radio Ramadhan all over the country, the claimed increasing popularity of the first Islamic television channel, and the mushrooming of Muslim newspapers and magazines testify to the absence of Muslim voices in the mainstream media and failure of such broadcasters like the BBC and others to fairly accommodate Muslim causes and concerns. Post September 11 2001 there has been a consolidation of Muslim media outlets in the UK. The increased popularity of existing newspapers like Muslim news and emergence of new ones like Muslim weekly and EMEL magazine is a testimony that there is an attempt to report the world from an alternative viewpoint. The Islam TV channel and other media place themselves as the alternative from the Muslim community. Since its inception Islam channel for instance has played the role of ‘refuge’ to those who are seeking a ‘fair’ and ‘accurate’ analysis of current affairs related to Islam and Muslims in the UK and beyond. This paper seeks to investigate the emergence of this media phenomenon the the UK and its *raison d’être* in a society crowded with media outlets. It looks at their ownership, editorial policies, and their target audiences. Also through mapping their contents and by conducting interviews with editors and Muslim audiences this research paper aims to find out the role these media outlets play in providing a platform for debates about hot issues related to the Muslim community in this country, what discussions are being generated, to what effect, what discourse are they following vis-à-vis debates about the ‘war on terrorism’, the war on Iraq, the Palestinian/Israeli conflict, and other Muslim causes? Above all to what extent can these media be seen as a form of public sphere for this community, challenging the grand narratives of Western media outlets, and most importantly potentially able to take away Muslim audiences from the mainstream press and broadcasters?

### **Reporting Religion in Presidential Campaigns: A preliminary Examination of Religious Culture in American Politics**

Chiang Hwang Chen, Brigham Young University, Hawaii, USA

Mitt Romney, former Massachusetts governor and 2008 Republican presidential hopeful, has often had the U.S. national spotlight pointed on his religion. As a member of the Church of Jesus Christ of Latter-day Saints (Mormon Church), a church most Christian denominations deem heretical, Romney faces suspicions toward not only his religious belief but also his national loyalty if it should contradict with Mormonism. Journalists bring up two main issues: whether his religious belief will hurt his presidential candidacy and whether his religion will determine his politics if elected. While these are legitimate questions, they also provide a glimpse into the religious culture in contemporary American society and politics. In his influential book, *Unsecular Media*, Mark Silk points out that religion is ingrained in news

stories. Religion (or more precisely tacitly normative Christianity) plays an important role in both American public and private life, which is often reflected in and/or shaped by media discourse of religion itself. This paper assesses one aspect of the role of religion in American politics and culture. Specifically, this paper examines the relationship between American religious culture and politics through analyzing news coverage of four presidential campaigns in which religion seems to be an important component of the campaigns, either voluntarily or involuntarily on the part of the candidate: Mitt Romney's campaign thus far, George W. Bush's 2000 election, George Romney's 1968 bid, and John F. Kennedy's 1960 run. In examining journalistic narrative of these presidential campaigns, I inquiry how religion is portrayed. This paper, however, goes beyond the question of media's treatment of one specific religion. Rather, it focuses on questions such as why (individual presidential candidate's) religion matters? What kinds of concern have been raised over the legitimacy of certain religious denominations? Why the anxiety over them? Has such anxiety differed at different historical times? What does this tell us about American religious politics in general and religious pluralism and the hierarchy within Christianity in particular?

### **Aux racines du messianisme communicationnel Américain**

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Reflecting on the American religious phenomenon, this contribution focuses on the imaginary force surrounding instrumental communication technologies, as they began to develop in XIXth century USA. Various studies have already pointed out the importance of a specifically American religious sense for the elaboration of contemporary socio-technical conceptual frameworks (especially with regard to computerization and internet). However, far fewer researchers have considered the genesis of such trends, from the industrial revolution onwards. The works of Pierre Musso, which clearly identify Saint-Simonian network ideology as a key source for prophetic discourses surrounding communication technology, do not seem to be transferable to the American religious and cultural context. Where positivism has become a sort of "secular religion" (in accordance with Auguste Comte's positivist religion), it seems on the contrary to have evolved side by side with the typically puritan wish of rationally finalizing society. It's these "elective affinities" (to use Max Weber's phrase) between technological imaginary forces and the religious symbolic universe of the XIXth century that we have analyzed here. The aim is therefore to underline an aspect of American technological "project" dynamics which has often been underestimated, and which continues, to this day, to bear great influence on the terms of American technological progress, especially with regard to the much praised concept of "information society".

### **Television Viewing, Religious Beliefs and Perceived Control**

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This paper analyzes the relationship between television viewing, religious beliefs, and perceptions of control from a Cultivation theory perspective. Perceived control is a learned, generalized expectation that outcomes are contingent on one's own choices and actions (Mirowsky & Ross, 1989, Rotter, 1966). A firm sense of control averts the tendency to become helpless in frustrating and aversive situations (Hiroto, 1974), and predict an effective problem-solving approach to obstacles. People who face and cope successfully with problems in their life consistently express higher feelings of well-being (Mirowsky & Ross, 2003). Research has found that objective social conditions of life, like education, income, gender, marriage and age, predict the orientation of perceived control. Privileged (high education,



high income, etc) people tend to show internal perceptions of control, while unprivileged people (low education, low income, minority status) tend to show external perceived control. Since television distributes messages that are equally received by all groups of society, this paper analyzes the contribution of television to perceived control. A reciprocally reinforcing relationship between television viewing and locus of control is hypothesized. People with an external locus of control tend to be passive, isolated, and heavy television viewers. On the other hand, television's narratives of problem-solving cultivate perceptions of powerlessness on heavy viewers, hence maintaining patterns of viewing and helplessness. Additional to the hypothesized relationship between television and perceived control, a research question was analyzed: How does religious beliefs moderate the cultivation effect on perceived control? The relationship between religious beliefs and locus of control is a complex one. Research has found that religious people tend to hold external perceptions of control, due to their beliefs in God's control over human life. However, religious people also express satisfaction with life, lower anxiety, and greater well-being (Brown & Siegel, 1988; Wong-McDonald & Gorsuch, 2004). Assuming that television messages are mostly consistent with the mainstream religious outlooks in the US, the analyses focused on understanding how the contribution from television might differ for people holding different religious beliefs.

Method. Analyses were performed on data from NORC's General Social Survey from years 1991, 1996, 1998 and 2000 (n>6,000). Dependent measures included 9 items that address different dimensions of perceived control: Personal, Fate, Luck, Chance, External control, and God. Education, income, gender, race, work status and age were the demographic factors used as statistical controls. Results suggest that television viewing and perceptions of control are related. Even controlling for 9 demographic controls simultaneously, the relationship holds significant. A social-psychological mechanism is suggested to account for the reciprocal contribution of television and perceived control. Also, it was found that television viewing cultivates beliefs of control that are consistent with the mainstream religious ideology, thus homogenizing the perspectives about control of diverse groups. People with no religion who are heavy viewers tend to agree more than light viewers with beliefs about God's involvement with humans and God's control, and express more fatalistic opinions. It is suggested that in order to improve measures of perceived control, they should include items regarding specifically with God's control, besides the perceived control by 'powerful others'.

### **New Media and Neo-Islamism**

Mohammed Iahrine, the Al-Ahkwayn University, Morocco

Over the last decade and across the world, Islam-oriented movements (organizations, groups and individual activists) have been utilizing the Internet to facilitate their political communication. The political use of the Internet is more than an extension of existing forms of political communication. It offers an enormous variety of opportunities of communication to Islam-oriented movements to which they have not previously had access. As such, they have used Internet-based political communication channels in many ways. This paper explores the importance of the political use of the Internet over the last decade in Morocco. The central argument of the paper is that the political use of the Internet has been used to facilitate what Manuel Castells has called a resistance of identity. Islam-oriented movements believe they are involved in activities, which contribute to a broader re-Islamization of the public sphere and as such are concerned with social justice and political debates. This paper considers how the political use of the Internet by two main Islam-oriented movements in Morocco has influenced the information flow, organization and mobilization of participants, identity formation and changing repertoires of action. It also explores the different ways in which the Internet is employed, what tactics are used, their effectiveness, and opponents' responses, in

order to examine how such practices can inform *our* understandings of social and political change in Morocco. The potential benefits of Internet-based communication appear to be particularly suited to the activities of, and are being extensively utilized by, Islam-oriented movements. The term Internet-based communication incorporates a number of different technologies email, websites, blogs, podcasting and YouTube. An examination of Islam-oriented movements' use of the Internet provides insight into how such technology can be used in ways that differ from traditional media channels and possibly indicate future trends. This dynamic poses challenges to the Moroccan political regime.

### **Media and Power Relations: Stereotyped Gender Identities by Language**

Tutku Akter, Girne American University, Northern Cyprus

Communication is a phenomenon which has power of uniting and constructing; because it involves both transmission and interaction. Thus it is necessary to draw attention to its significance at the intra-social and inter-social relations. During the present study, media, interaction between power relations and media; and influences of this relation and interaction on everyday lives will be explored. Within the context of construction of gender identities in particular, the effective role of TV ads in leaving the audiences with the reality of reconstruction as well as daily life practices will be examined. Through this, some of the advertisements of 'Ulker food industry', which is partly owned by Tayyip Erdogan Prime-Minister of Turkey, will be explored. While investigating these advertisements, present social structure of Turkey and place of Turkish women on the socio-cultural map that is already exist or wished to be constructed will be specified. It is assumed that the political view of the owners of the product also influences the message that is given via the advertisements. Role of Tayyip Erdogan, who is the member of AKP religious party of Turkey and his followers on the ideological discourses of the advertisements, will be explored. The representation of women is also assumed as the sign of the ideological perspective of the owner(s) of the product. Thus the main purpose of the present study is to scrutinize the development of gender identity via the ads of the visual media by using discourses.

### **50 years – any development?**

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This year IAMCR celebrates 50 years of scholarship in communication. The organisation was in part set up to assist those in the developing world. A much older organisation is now around 2000 years old, the Catholic Church. As any other proselytizing religious group, its aim is to convert – it has given us the word “propaganda”, for instance – and its intent is to spread its message as efficiently as possible. Just over 50 years ago, it published an encyclical, *Miranda Prorsus*, which attempted to address the problems and possibilities of a world in which means of mass communication were becoming more and more available. Although this policy has been developed somewhat since in the many documents on communication and media which have come from the Vatican, these have built on *Miranda Prorsus*, intending to enlarge and develop the Church's teaching. This paper seeks to understand whether the Church has in fact been successful in accepting and utilising its own teaching and whether She is in touch with contemporary media developments.

### **Arab Terrorism versus Northern Irish Terrorism in Hollywood Films**

Vanhala, Helena, Robert Morris University, USA

Drawing on cultural studies and critical political economy, this study examines the Hollywood portrayal of Arab terrorism and Northern Irish terrorism in the annual top fifty films of the North American box-office from the Iran Hostage Crisis, which brought international terrorism into the American public consciousness, to September 11, 2001. The study analyzes how consistent the portrayals have been with the traditions of the action-adventure film genre and the official U.S. understanding of international terrorism, as documented in the Department of State's annual Patterns of Global Terrorism -documents. These documents are the only available continuous governmental database on international terrorism in the United States. In the time period from 1980 until September 11, 2001, Arab terrorism with five films and Northern Irish terrorism with four films were the two most popular forms of international terrorism among blockbuster Hollywood films. The major film studios have interpreted and fictionalized terrorism according to the laws of the commercial movie making business. The use of bankable stars and special effects, large film production budgets, commercial film production policies, and the traditional narrative form of the classical Hollywood cinema, which relies on a conflict between an individual hero and an individual villain, have all shaped Hollywood portrayals of terrorism. Several film researchers have argued that the traditional Hollywood image of heroic white American men and murderous foreign villains can produce the most insidious propaganda and support for American policy interests in the U.S. and worldwide. Today Hollywood films are seen in over 150 countries, owning up to 90 percent of the films shown in most parts of the world, action-adventure films being the films that attract the biggest audiences worldwide. The little research that there is on Hollywood portrayals of international terrorism heavily concentrates on the image of Arabs, arguing that Hollywood has stereotyped Arabs as insane psychopathic terrorists. While that is partially true, what researchers have failed to notice is that the portrayal follows the action-adventure film traditions which often find the villain's motivation in his insanity. Drawing on cultural studies and critical political economy, the study argues that economic interests intertwined with U.S. foreign policy interests have influenced the portrayal of international terrorism in Hollywood films. Blockbuster action-adventure films' portrayals of terrorist threats parallel with the U.S. State Department's views of international terrorism, though film portrayals offer a more simplified and stereotypical image of terrorists than the official documents, due to their reliance on film formats that have been commercially profitable in the past. While insanity is familiar to most Arab and Northern Irish terrorists in films, there are clear differences in the portrayal of religion and terrorist organizations. Islam is central to Arab terrorism while religion is missing in Northern Irish terrorism. Furthermore, the Irish Republican Army per se is not portrayed as a terrorist organization while familiar organizations from government listings as well as fictional ones appear as villains in films on Arab terrorism.

### **Identity and Prejudice in Mediated Terrorism in US Action-Adventure Film: An Exploration of Arab-American Audience Response**

Wilkins, Karen, University of Texas, USA

Mediated characterizations of racial and ethnic groups reflect their hierarchical positions within broader social structures, in ways that facilitate the hegemonic justification of those

who wield privilege against those who face prejudice. Although the concern that US news media and popular culture offer limited and negative representations of Arab communities is not new, this issue has become even more compelling given the increasingly hostile climate in which Arab Americans live. This study focuses on Arab-American and other audience groups' interpretation of action-adventure film, in terms of prejudicial attitudes and knowledge of the Middle East. This genre of film is selected given its focus on acts of terrorism, falling within the confines of the stereotyped Arab, Muslim villain. The underlying framework for this discussion of mediated terrorism builds on a recognition of Orientalist ideology. Mediated narratives of terrorism follow consistent patterns, whether across news or fictional genres. First, Arab and Muslim communities are more likely to be characterized in the role of villain than in the role of hero. Second, the nature of the violence is rarely placed within historical or political context. Third, the setting of the Middle Eastern region presents idealized, monolithic versions of diverse groups and places. Fourth, terrorism narratives tend to focus on a negative and limited portrayal of Islam. Attention to the genre of action-adventure film guides this study, as a way of channeling discussion of race and ethnicity in relation to clearly defined roles, such as heroes and villains, and events, such as terrorism. Analyses described here represent one component of a larger research project including focus group as well as survey results. The underlying approach to this audience study is positioned between more conventional audience reception studies, in which audiences are viewed as actively interpreting media texts in ways consistent with prior conceptualizations, and more traditional media effects studies, in which audiences are viewed as passively responding to dominant characterizations in media texts. Conceptualizing interpretations of race and ethnicity as integral to the social fabric of our daily experience, focusing audience reception analysis to that of a single text, such as one film, does not do justice to the larger media environment in which we live. By focusing on genre, this work also bridges reception studies with effects studies that examine exposure to media more broadly, such as extent of television viewing. Moreover, this approach enables an assessment of more long-term consequences of repeated exposure to a consistent genre. The 120 subjects for this survey research study were students at a major research university in the southern Midwest of the United States. There was a purposive selection of invited participants from Arab and Arab American groups in order to conduct analyses comparing these to other demographic groups. Sixteen focus groups were conducted, half composed of Arab-American and the rest of other audience groups.

### **Simulating trauma: on the reception of tragedies and trauma in reality television formats**

Van Bauwel, Sofie, Ghent University, Belgium

In this paper we will elaborate on the dislocation of tragedy in the realm of reality television. We will emphasise on the recent explosion of different formats which explore authenticity and make a strong claim concerning reality. This closed reality-claim is often linked to the representation of 'real' tragedies. This mediation of tragedies has started in the USA with television formats like Rescue 9001 where rescue crews and their interventions were depicted. Real tragedies like real time car crashes or post traumatic stress disorders were represented. In the beginning of the '90 these formats entered the European broadcasting market and can be seen on public and commercial broadcasters around Europe. Academic discourses articulating the danger of this hyper reality, which can be seen as televisual simulations (cf. Baudrillard, 1983). The ethical discourses reflect a pessimistic view upon these representations (cf. 'moral panic') and are entering the academic agenda. But do these representations construct a reality claim which is dangerously dislocating the pain, traumas and horrible experiences of tragedies? By using an empiric study on the signifying practices

of audiences we will focus on the reception of the representations of tragedies in reality television formats in contemporary popular culture.

### **La Série Policière Française: Forme et Idéologie**

Buxton, David, Université de Paris 10-Nanterre, France

Cette communication propose de voir la série policière française comme une variante de la forme générique des séries télévisées. En procédant ainsi, on éviterait l'écueil d'une approche empiriste qui s'oblige à considérer la fiction télévisée à partir de l'addition de tout ce qui a été diffusé, réduisant la télévision au rôle d'un support et gommant ce qu'une forme télévisuelle peut véhiculer "en amont" des contenus. Plusieurs caractéristiques historiques marquent la série policière française:

a) au niveau de la forme; la série hebdomadaire, forme dominante aux Etats-Unis, n'existe pas en France où son équivalent est la collection de téléfilms, diffusés de manière irrégulière pendant une très longue durée (30 ans), mais figurant le même personnage central. Le concept de collection représente une solution de compromis par rapport aux normes commerciales américaines, une tentative de marier les avantages "artistiques" du téléfilm aux impératifs économiques d'une série.

b) au niveau du contenu; la contiguïté avec le reportage. Comme le reporter de télévision, le policier a pour vocation de faire "le liant de la République", de côtoyer et de s'immiscer dans la vie de tous les milieux sociaux. Ainsi, la série française fait un mariage de chronique sociale et de portrait intimiste dans un milieu particulier (paysans, marins, imprimeurs etc.). Les conventions du réalisme à la française réclamaient que le lien entre les dimensions sociale et psychologique des personnages soit au moins abordé. La communication se terminera par un bref examen d'une nouvelle tendance : l'abandon de l'ambition documentaire et de l'organisation de scénarios autour de "problèmes sociaux" en faveur d'une application directe de formules américaines, au point de s'écarter de la réalité des méthodes d'enquête françaises (je pense à *RIS*, adaptation française de la série américaine *CSI*). Ce, afin de reconquérir un public jeune, abandonné aux séries américaines.

### **Countering MTV in South East Asia: The Rebranding of Nasyid and Dangdut**

Kalinga Senevirante, Nanyang Technological University, Singapore

Indrajit Banerjee, Nanyang Technological University, Singapore

Ever since MTV Asia was launched from Singapore in 1995, the music channel has become one of the most recognizable media brands in the region. Its influence on the local musical industries across South East Asia has been significant. Yet, it has not led to what cultural imperialist theorists have been arguing about, vis-a-vis foreign cultures imposing themselves on the local cultural spheres. MTV itself has had to increase its broadcast band for local music in most countries, and in some countries, like Indonesia and Malaysia, the MTV influence has been countered with local musical movements, that have borrowed the MTV formatting and production techniques, but not its music. In Malaysia, Nasyid musical groups adopting MTV's production, branding and marketing formulas have transformed Islamic music creating in the process what many Malay Muslim youth call a "hip and cool" Islamic pop music genre. Nasyid is a form of Arabic Islamic poetry, which has been translated into the Bahasa Malaysia language and sung in the traditional Malay style with the use of the percussion instrument 'rebana'. Nasyid musical groups like Raihan, Saujana and Hijjaz are among Malaysia's biggest selling recording artistes. 'Dangdut' is a genre of Indonesian pop and dance music heavily influenced by Indian (Bollywood) film music. In recent years, Dangdut's popularity has increased rapidly among the urban middle classes in Indonesia, with

the local television and music industry collaborating to package this music as a television entertainment medium. In doing so, they have adopted many of the production and marketing formulas of MTV, but managed to keep the local rhythms and the sounds intact. In addition to television, or as a result of it, Dangdut's phenomenal success in Indonesia in recent years is due to a singer/dancer called 'Inul' who has become a musical phenomenon in Indonesia. She has used the MTV's "sexy" dance formula, but stuck to the traditional Dangdut rhythms and even dance forms, in the process. It is an interesting example of how cultural imperialism could be turned on its head in an Eastern (Asian) setting. This paper will discuss how the cultural imperialism thesis is being challenged through the emergence of hybrid musical genres that use local and traditional production techniques while appropriating MTV's "cool" branding formula and marketing.

### **May the Force be With You**

Helle Kannik Haastrup, University of Copenhagen, Denmark

An analysis of the remediated transformation of character from film to videogame Media texts are functioning in cross-media relationships in many different ways within popular culture. In this paper I hope to be able to further develop the analysis of cross-media relations in popular culture as well as investigating a hitherto neglected area of research: the relation between film and videogame. I also hope to demonstrate that cross-media relations open up new ways of understanding how a fictional world can be used in different ways depending on whether it is a film or a videogame. These new media relations within popular culture demand that we develop both new theories as well as analytical practices. I hope to contribute to this development with a theoretical discussion and an analysis of the remediated transformation of the characters – from film to videogame. The past research has maintained a focus on either the game or the film or analyzed how films are similar to videogames in narrative structure. There has so far not been any attempt to take the cross-media dimension seriously in relation to specific film and their licensed games. This is however what I would like to examine in this paper: What is the difference between how a character is represented on film and in a videogame? What are the consequences for the media text when the character (the avatar) in a videogame is based on a feature film and thus presupposes, extends and redefines the initial cinematic identification of the viewer/the player. I want to analyse this remediated transformation of the character from film to videogame by conducting a comparative study with a preliminary theoretical discussion of the relevant concepts within cognitive film theory as well as game studies and an analysis of a particular relation between a film and the licensed game. 1) The theoretical discussion has a special focus on how the dimensions of intermediality and identification can be defined within game studies as well as film studies (Ryan 2001, Newman 2002, Pearce 2002) and cognitive film theory on simulation (Tan 1996, Smith 1995, Grodal 2000) as well as a more general literature on film and/or videogames (Juel 2003, Murray 1997, Newman 2004, Harries 2000). My discussion of the remediated transformation will also include the works of Manovich (2001) and Bolter and Grusin (2000) 2) The object of analysis is the relation between Star Wars: Episode III – Revenge of the Sith (George Lucas, 2005) and the videogame Lego Star Wars (Eidos Interactive). The analysis is guided by three main perspectives: how the cross-media intertextuality is established, how the narration is represented and how the transformation of character is expressed.

## **Constructing The ‘Can’ And The ‘Cannot’: Media Negotiating Royal Abilities. The Case of the Belgian Crown Prince and Princess**

Van den Bulck, Hilde, University of Antwerp, Belgium

Van Gorp, Jasmijn, University of Antwerp, Belgium

Starting from the status of royals as particular type of celebrities, the paper analyses the relationship between royal celebrities and the media, especially the role of the media in the construction of the royal image as a ‘Can’ or ‘Cannot’, focussing on the Belgian crown prince. It will be demonstrated that central to the creation of this image of a prince fit (or not) for office are negotiations over the actual relationship between the media and the royals. This will be discussed within the framework of theories regarding the specific media status of royals as both celebrities and figures of authority. It will also be maintained that the hegemonic role of the media leads them to compensate this criticism through the position of the spouse, thus guaranteeing equilibrium and at the same time constantly recreating the ‘Charles and Diana’ fable. As such this paper wants to contradict academic popular belief that the mass media only contribute to a presumed lack of deference and respect towards the royals as public figures of authority. Taking the crown prince Philip of Belgium as a case in point, the paper shows how the particular position of a crown prince within the royal hierarchy as well as the image of other royals, in this case his spouse, are crucial in the creation of his image, mainly as a ‘Cannot’. Much of the media ‘battle’ over the construction of Philip’s image can be seen to centre around his (in)ability to deal with the media. Our analysis concentrates on the media reporting hereof in the first half of 2006. In particular we analyse all reports on the Belgian royals in Flemish written and audiovisual media from 22 February to 5 July 2006. This media analysis is based on both text and images. In royal reporting, as in celebrity reporting, images (footage, pictures) are of the essence. Brauer and Shields (1999: 14-15), following Barthes’ 1977 exposé *Image-Music-Text*, maintain that although photographs have an apparent ‘message without a code’ quality, the potential polysemy hereof is limited as visual construction guides a ‘preferred’ signification. In moving images this is further enhanced visually through the editing (cf. Corner, 1999: 28-30; Bourdon, 188-189). Analysis of the composition of pictures and images too can be telling (cf. Goffman, 1979): the relative position and focus of people in a picture, who is in it and who is not... Despite the importance of the image in royal reporting, the verbal text too is central in the construction of meaning. Next to a discursive analysis of the textual reporting, we analyse captions and voice over as they help to direct exactly how the content of an image ‘ought to be read’ (cf Hall, 1976: 178).

## POST-SOCIALIST AND POST-AUTHORITARIAN MEDIA AND INTERCULTURAL COMMUNICATION

### **How unique are post-socialist media systems?**

Sparks, Colin, University of Westminster, UK

This paper attempts to extend previous comparative work on the trajectory of media systems in post-socialist societies to include evidence from other cases. Previous research, notably on Poland, Russia and China, has demonstrated that the emergence of market-oriented media is not predicated upon the abolition of the “totalitarian” political apparatus. On the contrary, there are some quite marked similarities between media systems emerging in countries that have moved towards democracy, those that have retained a much more authoritarian system and those that have experienced no change whatsoever. Notably, China has a well-developed market economy in the media alongside an intact system of Communist Party political control. The main mass media, and notably broadcasting, have remained markedly politicised, journalists have enjoyed little professional autonomy, and there remains a high degree of state intervention: in Hallin and Mancini’s terms these systems are all close to the southern European model. All of these societies, however, are marked by a recognisably similar starting point: what used to be called “actually existing socialism.” In media terms, this meant that they all had tightly controlled systems insulated from the immediate demands of economic viability pursuing a fundamentally political agenda. Although a distinct form of rule, such societies are not the only variety of dictatorship that has been current in the last half-century. One famous, perhaps notorious, distinction has been between the properly “totalitarian” systems modelled after the USSR of the 1930s and other, “authoritarian,” systems that while often at least as repressive of their populations (compare Pinochet’s Chile with Castro’s Cuba) rested on private property rather than state property. In these systems, at least a section of the mass media had a market, rather than a purely political, orientation. Over the last quarter of the 20th century the very incomplete “third wave” of democratization also resulted in the ending of many of these “authoritarian” systems (for example the racist regime in South Africa and the military dictatorships of Latin America). It is therefore an interesting research question to explore the differences and similarities of the mass media in these two sets of cases with such distinct starting point. In pursuit of that aim, this paper begins by summarising the findings of earlier research on post-communist systems and then investigates examples of the transitions towards democracy in Africa and Latin America that took place at roughly the same time. On the basis of a comparison of the findings from the two sets of cases, a number of propositions about the relationship of the mass media to different forms of social power are developed.

### **Comparing Culturally Disparate Media Systems: Established and Prospective Indicators**

Hribal, Lucie, University of Zurich, Switzerland

This paper discusses problems and merits of the present inventory of indicators used by a variety of scientific and applied studies for the description, comparison, and analysis of national media systems. Its focus is on concepts and criteria applied to analyze influence factors such as the path and character of political transition and social development, as well as the power of a country’s historical and cultural legacy to accelerate or re-adjust effects of transition or modernization. Sound analyses of media systems are based on an interdisciplinary theoretical foundation, and this paper emphasizes approaches relevant for the



influence factors in question. It presents examples of established criteria and proposes requisites for valid and differentiated prospective indicators. Above factors, bear twofold significance for the comparison of media systems in transition societies or developing countries with their Western counterparts. First, the majority of indicators reveal the expected disparity between achievements of democratic governance and constraints of an autocratic regime or unfavorable economic conditions. Applied in cross-time analyses, most established indicator models, however, fail to trace small steps of development or to detect unexpected phenomena. Second, media systems in societies, which exhibit similarities like comparable affluence (e.g. Western Europe), which observe related cultural customs (e.g. some Asian countries) or share the legacy of a repressive regime (e.g. the post-Soviet republics) are often subsumed in undifferentiated types. In the case of Western societies, there is ongoing fine-tuned research to determine even slight differences in the performances of media systems regulated by the differing but not dissimilar concepts of media policy and governance. As for the other types of media systems, the present inventory of indicators does not provide such criteria that identify degrees of disparity between characteristic cultural or societal predispositions. The critical analysis of the state-of-the-art of the audit of media systems presented in this paper embeds its focus on above specified influence factors in a review of main characteristics of indicators adopted by scientific research (e.g. case and comparative studies, both quantitative and qualitative) and applied monitoring (e.g. indices rating press freedom or analyses commissioned by governments or IGOs). It contrasts these with the general requisites of theoretically valid, and empirically reliable indicators, and – for qualitative approaches – indicators consistent with established knowledge, including the above-described ability to measure slow change and discern fine degrees of cultural disparity. The paper distinguishes the criteria applied in the description or analysis of the impacts of transition, development and culture on the constitution of media systems by four aspects: compliance with theoretical principles, pertinence for the objectives of the research or monitor, normative scope of appended interpretations, and ability to map unpredicted phenomena or slow gradual change. The examples of established indicators are selected to represent characteristics of performance and governance of media systems of transition, developing and Western countries.

### **Post-Europe, Post-Democracy? Spatial Genealogies of Cit(y)zenship, Media and Econocracy**

Salovaara-Moring, Inka, University of Tallinn, Estonia

The formation of “New Europe”, containing post-communist Eastern and Central European countries, provides close to laboratory conditions for the observation of societal change and media. However, the new spatial formation of the unified East/West does not follow a conventional centre-periphery pattern. In a global divide, Europe constitutes a region within the global power-geometry, while nation states are sub-regionalised. This paper focuses on the accelerating spatial structuration and detachment of the new political and journalistic elite in the capitals of the new EU-member states. The focal question is how media and the new elites interact, and in which way the new citizenry is produced in Eastern ‘econocracies’ through domestication of a “European” project. The dynamics of the ongoing process raises highly interesting questions relating to different power-geometries between ‘new’ and ‘old’ layers of the Europe. Theoretically the Habermasian revised concept of “public sphere” will be contrasted with the Foucauldian genealogical and Lefebvean spatial reading of transforming collective understandings of the “new” Eastern part of Europe. The paper introduces the concept of ‘cityzenship’ which is starting to replace the older linkages between state and citizen with one of place and dweller transforming the understanding of democratic

practices. The paper draws on theories within urban theory, human geography and theories of social remembering. Empirically, the paper builds on interviews carried out with politicians and journalists in Estonia, Hungary, Latvia, Lithuania, and Finland. Methodologically, these issues are addressed through thematic interviews, statistics on economic development and comparative media system analysis. Themes that are addressed are: how discourses on power, territory and identity emerge; how the European agenda is produced by journalists in different urban contexts; and what the characteristics of argumentation are, relating economic interest (business- and market) to national interest and European common good in the global contexts?

### **Russian-language Livejournal and the network's revolt**

Zassoursky, Ivan, Moscow State University, Russian Federation

This presentation will tackle the loudest, if not the first, revolt of the users of a leading blog-hosting platform, Livejournal.com, marking the transfer of Russian-language part of this service, to a Russia-based company. Although the conflict is somewhat traditional in the sense that it was provoked by a transfer of rights over a communal medium to a private enterprise, it involves and evokes a number of issues and perspectives that bring light onto the spectacular phenomenon of Russian-language Livejournal per se, the issue of copyright to user generated content, the problematic relationship and conflict of interest of service owners. The story of the revolt, if treated in details, is revealing the way 'reality' is generated and interpreted within a loose network of users, using the mosaic of borrowings from mainstream media in the respective national media systems, where Russian-language writing users inhabit. The characteristic features of Livejournal, such as 'friends' blog-feeds and 'communities', as well as some evil mischief-doers and personal vendetta all come to life in this story of network resistance, that in fact has achieved more than it thinks it did.

### **Image of Russia in Foreign Media**

Bakulin, Oleg, Moscow State University, Russian Federation

Grusha, Anastasia, Moscow State University, Russian Federation

The research is aimed to define the features of representing the image of Russia in foreign media. For this purpose the online versions of the leading foreign newspapers from all over the world (19 titles) were monitored. Quantitative analysis measured the total amount of space devoted to Russian news. Qualitative analysis evaluated the tone in which the relevant political subjects were portrayed and other categories such as type of author, the source of information, the size of the published item, genres, geography and other characteristics. The research also indicates whether the published items provide impartial and balanced coverage of international events or depend on conjuncture and stereotypes. The content analysis of the media texts reveals the cumulative effect of two overlapping factors: transferred from the Soviet past stereotypes of negative concept of Russia belonging to the "Cold war" period, from one side, and from the another one, the dynamics of such recent years events as two Chechen wars, insufficient democracy, crime, the conflicts with the neighborhood states. Such features of contemporary Russia's development resurrect "old stereotypes" ("dangerous Russia", "threat to the West") and give rise the new ones ("uncontrolled country", "absence of democracy" etc.). Another one approach's connected with personification of Russian both foreign and domestic policy ("Putin's Russia") and its simplified coverage as a result. Events in Russia are often considered from the standpoint of Western achievements in development of democracy and liberal market economy. For example as for the US media the idea of the "Global responsibility" for democracy development all over the world is one of the basic

“home” stereotypes. Such “home” stereotypes usage together with some “foreign” stereotypes connected with former and contemporary Russia (“Superpower”, “Red scare”, “Russian criminality” etc.) became a frequent occurrence. In these frameworks the image of Russia depends on the opinions about its increasing role in the world development which leads to the significant grow of the importance of Western experts’ views and of the Western media which are interpreting the outcomes of the experts’ analysis. The image of country rarely corresponds to the real situation inside the country. More, the “inside image” influences to the “outside image”. There are either stable elements in the existing image of Russia abroad containing mostly the stereotypes of mass opinion or changing components created in the information field by target groups sustaining the interest towards our country. It makes no sense that «energetic nationalism» (F.Venturini, «Il Corriere della Sera», 08.10.2006) fed by the external propaganda becomes the ideology of the Russian presence in the world politics. Anyway, the image of Russia abroad cannot be trusted to the state-owned news agency “RIA Novosti” and daily “Rossijskaya Gazeta” which common media project «Trendline Russia» has started this year. It’s a weekly attachment to “The Washington Post” “The Daily Telegraph”. The project is aimed to the improvement of image of Russia in the world. But for the prepared foreign reader consuming such detailed information about our country is important - and only this audience is interested in Russian and world affairs and needs the information and not the propaganda.

### **Contemporary Iraqi Culture and Media - The Perspective of Iraqi Intellectuals (An Overview)**

Anwar Al-Ghassani, University of Costa Rica, Costa Rica

The paper is based on the results of individual interviews with seven Iraqi intellectuals in Germany in 2004, and a meeting of eleven Iraqi intellectuals in December 2005 in Berlin during a three months research stay at the University of Erfurt, Germany. These activities are part of an ongoing research about contemporary Iraqi culture and media conducted at the University of Costa Rica (2005-2007). The participating Iraqi intellectuals were asked to analyze the current situation of Iraqi culture and media since the fall of Baghdad on April 9, 2003 and draw conclusions about the future development of Iraqi culture and media. The questions asked and the issues discussed were grouped as follows:

- Definition of Iraqi culture – history and current situation.
- Media as platform and instrument for cultural expression, reflecting conflicts and struggle among cultural, religious and political groups, parties and tendencies.
- Democracy as free interaction of opinions versus the inherited culture of repression.
- Identity crisis.
- Violence versus dialogue
- Role of Iraqi media and intellectuals under the conditions of the current upheaval, mob culture, religious bigotry, resistance, insurgency, terror, sectarian violence and general chaos.

The Iraqi intellectuals were able to produce an insight and a number of conclusions that help understand the current crisis of Iraqi culture and media, as well as the situation in and around Iraq, and could be used in elaborating strategies and policies for overcoming the crisis and for future development of Iraqi culture and media. The conclusions consider democracy a new phenomenon in Iraq, introduced through the paradox of regime change and occupation. Backwardness, ignorance, religious manipulation, absence or weakness of institutional structures and civil society are hampering the democratization process. Further obstacles are the intervention and incompetence of the occupying power and its unknown agenda, armed national resistance, foreign insurgency, intervention by neighbouring countries and the sectarian struggle. Democracy has led to an unprecedented quantitative media explosion and

to feverish and chaotic search and expression of identity and political interests by the various ethnic and religious groups and sects in Iraq. Journalists, politicians and intellectuals can express their opinion, yet they are not immune against blackmailing and even assassination. The elections have produced a majority government already being accused of sectarianism and power monopoly. This is reflected in the media and cultural institutions and remind of dictatorial practices of the past. There is also evidence of the growing power of an emerging mob culture, backed up by militias and death squads, controlled by religious groups. The ongoing campaign of persecution and physical elimination has led to the assassination of hundreds of intellectuals, academics and professionals. Thousands have left the country. Their role in supporting democracy and cultural renovation is diminishing steadily. Nevertheless, it is concluded that there is no alternative to democracy, secularism, reform and renovation as the way forwards for Iraqi culture and media.

### **Mass media in postcommunist Kyrgyzstan: fragmentation and conflicts**

Satybaldieva, Elmira, University of Kent, Canterbury, UK

This paper will present an analysis of a two-year interdisciplinary research project that investigated the relationship between the media and their audience for understanding politics in Kyrgyzstan. I will argue that various social and regional groups ascribe different roles to the media in their lives. While urban and educated communities achieve a high degree of media literacy and engage with various media sources, more remote, rural and less educated communities are either more trusting or detached from media outlets, and rely on informal communications. This paper will contribute to the literature on postcommunist media by examining how people are active in constructing their informational space for political views. I will show how media literacy varies across the country so challenging the simple dichotomy of free versus state-controlled media. Although previous media research in Kyrgyzstan has focused on media professionalism, the role of journalists and international news agencies, the state's policy on mass media, media users' perceptions have been largely ignored. This study brings media audiences to the forefront, and analyses their understanding of the media content and their practices for gathering news. Using the data on media users' perceptions, I will suggest that the media system is fragmented along social, political and regional lines, and cannot be seen as to follow either the Western or the propagandistic model, but rather has its own cultural and historical particularities. For instance, many groups use the widespread Kyrgyzstani practice of informal means of communication via clan and social networks, and some groups opposing the political regime are sceptical about the media content and are highly media literate. Furthermore, the nature of the media system is complicated because access to major media sources is limited by language and geography, and remote groups use traditional nomadic practices for communicating news. The project utilizes both qualitative and quantitative methods. The data gathering consisted of two focus groups and a large-scale survey. The focus groups were conducted in the capital city, Bishkek, and in a rural village in Talas. The focus groups were particularly effective in finding out the importance of informal means of communication. The national survey was conducted throughout the country in all seven regions. The survey sample of 1,200 respondents was representative of Kyrgyzstani population.

### **Media and Revolution: The Case Study of 1989 Romania**

Nastasia, Diana, University of North Dakota, USA

Numerous scholars have examined whether mainstream media in local and global settings support status quo or encourage social and political change, and how alternative media have

reshaped the concept of change. However, little theory and research has been produced on how media institutions and representatives act in momentous insurgences to overthrow governments, in revolutions. This study aims to fill that gap by assessing the roles and challenges of the domestic and the international media in the Romanian revolution of 1989. The goals of this study are: (a) to examine media in revolutions through a case study; (b) to critically reflect on the contributions of the media to the success or the defeat of an insurgence; and (c) to theorize the informative value of the media in revolutions. The study approaches the features of Romanian media during communism, highlighting centralization, government control, and censorship, and explaining why independent mass media were not possible in communist Romania. Then, the research discusses the characteristics of the broadcasts of international mass media outlets such as Radio Free Europe and Radio Voice of America, and comments on their significance for the spread of anticommunist information before 1989, and the coverage of the revolution in December 1989. The study also addresses the moment of liberating the Romanian Television, and the roles and challenges of the freed Romanian Television in reporting revolutionary events. The project, based on historic accounts and interviews with participants in the revolution, assesses the rise of free media in Romania after 50 years of communism.

### **Rethinking Political Parallelism and the Press in Crisis States: A comparative Analysis of Ethiopia and Uganda**

Nicole Stremlau

In this presentation I will discuss the evolution and role of political parallelism in the press Ethiopia and Uganda and I will diverge and reinterpret Hallin and Mancini's definition expanding it to examine the role of the press in poor, single party, crisis states where both the government and the opposition have used the media in ways that have not been seen in the western world and are in fact very much a product of the growing influence new actors (such as donors, NGO's and advocacy organisations) have in a post-Cold War world. President Museveni of Uganda and Prime Minister Meles Zenawi of Ethiopia are both former military leaders that came to power through long guerrilla movements, with popular support that overthrew despotic, autocratic regimes. They are widely recognized to be part of a new generation of post-cold war African leaders. While neither Meles nor Museveni came to power democratically they have sought to consolidate their power, gain donor support for their aid dependent economies and bureaucracies and earn international legitimacy through adopting a discourse of human rights and democratic values. The recent multi-party elections in both countries (Ethiopia- May 2005, Uganda- February 2006) have been an important litmus test and serve as a clear illustration as to the role of the press in the political processes of these two states. For the past decade both Ethiopia and Uganda have been forced to tolerate an open and free press- this was an effort to demonstrate that they represented a 'new order' from the previous regimes but it was also a bow to domestic and international pressures. Yet at the same time, while tolerating a free press both leaders systematically set about hallowing out other democratic institutions. As this presentation will argue, the media became the only voice for the opposition both Meles and Museveni reacted to this rise of influence differently. Museveni sought to co-opt the media and moderate it through engagement and the development of one of the most independent and widely respected government papers on the continent. Meles pursued a path of isolating and ignoring these voices and using the government media for extreme counter propaganda further polarizing the media environment. In the aftermath of the elections, the results of these strategies has been particularly clear- in Uganda, Museveni has successfully consolidated power for his political party while Meles is had to resort to tactics of imprisonment and silencing critics- a clear indication that his

government is in a desperate situation. I will thus argue that we need to rethink the western perceptions of the media as a watchdog and check on the state but equally look at how the state creates and moderates opposition voices in the media as well as the varying objectives of journalists operating in environments where the media is essentially the only space for the opposition. The media does not necessarily serve the same role in poor crisis states as in rich countries and politicians have become adept at manipulating democratic imagery and discourse- a free press is no longer necessarily a reflection of how democratic a country may be.

### **Changing Eastern European media landscapes: Lessons from the transition in the Czech Republic and Slovakia**

Lenka Waschkova Cisarova, Masaryk University, Brno, Czech Republic

Monika Metykova, University of Sunderland, UK

For almost two decades Eastern European societies have been undergoing significant changes in the transition from communist rule to democracy and free market economy. Naturally, the changes are highly visible also in the media landscapes, a range of privately-owned as well as public service media have been established. The paper discusses case studies from the Czech Republic and Slovakia to illustrate more general issues linked with the transformation of media systems in former communist countries. Particular attention is paid to the independence of public service broadcasting in the two countries as at various moments of "crisis" (e.g. a major strike at the Czech public service broadcaster) the lack of political and financial independence has been highlighted, the resulting attempts at remedying the situation (e.g. involving civil society actors in the supervision over public service broadcasters) are also discussed. Changes in media ownership have had a significant impact as well at a number of various levels and thus the paper discusses the often overlooked case of regional media ownership in the Czech Republic and in Slovakia as ownership concentration in this particular segment of the print media market has been a major issue in a number of post-communist countries. In order to further highlight the impact of ownership changes we discuss findings of interviews we conducted with 14 journalists in the two countries. In the light of these case studies we argue that "lessons" from Eastern Europe provide important insights and new departures for understanding the role of media in contemporary societies.

## SERIES TELEVISEES

### **Reasons to love TV series**

Maigret, Eric, Université Paris III-Sorbonne Nouvelle, France

Far from expressing the existence of a process of cultural legitimation (sheer and simple, in Bourdieu's way), the valorization of television series rather translates the rise of a new generational culture which one finds in other worlds of art like the music and the Internet. This culture does not work without hierarchy but it makes it come after the assertion of a capacity of action and expression, without detaching art and everyday life (with its temporal rhythms).

### **Audience diversity and social and political engagement in American police and judiciary television dramas: the *Law & Order* and *The Practice* examples**

Perreur, Nathalie, Université Paris II-Assas, France

American television series not only cater to a wide domestic audience, they are also developed to be sold and broadcast internationally. Their production thus takes into account the vast complexity and diversity of the target audience to seduce: diversity of a national audience full of nuances and contradictions, fond of novelty but often conservative in its tastes, and inherent diversity of an international audience. Some modern police and judiciary television dramas are looking to go past the sole entertainment function of fiction and spark awareness of social issues. This being so, how do they develop an uncompromising discourse still likely to please a wide audience? With the example of *Law & Order* (NBC) and *The Practice* (ABC), we will see how TV series can adapt to the diversity of their audience, while still sustaining a truly critical, as well as socially and politically conscious discourse.

### ***Ally Mc Beal* : légitimer une série par l'ouverture volontaire du sens**

Nadaud, Nathalie, EHESS, France

*Ally Mc Beal* is a dramedy which tries to appear as an original TV product based on an intentional open meaning turning TV viewer into an introspective subject. We will take precise examples in support of this idea in order to show that *Ally Mc Beal* plays with genders stereotypes bringing about an undecidable doubt, and that this dramedy uses a double irony and many points of view enabling to say and to deny.

### **Les telenovelas et la France d'outre mer : les raisons d'un plébiscite**

Wolff, Eliane, Université de la Réunion, France

Whereas the French audience in mainland has been disregarding telenovelas for a long time and discovered only recently the Mexican series "Ruby", these programs score a success overseas since a long time, especially in Reunion Island. How can one explain such a success? One of the hypothesis could be the historical and sociocultural proximity between these former colonies and the filmmaker countries of South America.

### **Information Literacy and National Development: challenges and possibilities**

Shelley-Robinson, Cherrell, University of the West Indies, Mona, Jamaica

The most widely used definition for an information literate individual is someone capable of recognizing the need for information and possessing the range of skills needed to effectively locate, evaluate and use information for decision-making or task accomplishment. The demand for information literacy skills is commensurate with the nature of today's information-rich technology-driven society so much in evidence in the developed world, and to a lesser extent in some emergent nations. The importance of information literacy to live successfully in contemporary society was recently underscored by the UNESCO/IFLA Alexandria Proclamation (2005) which now declares information literacy as a human right and recommends that all governments take the necessary steps to integrate information literacy instruction within all levels of their national educational system. In response to this global mandate, developing nations need to seriously consider the nature and relevance of information literacy for the development of the individual and ultimately the nation and the implications if these governments decide to. Therefore, this paper will examine the philosophy and concept of information literacy along with the accompanying standards and models, all of which originate in the developed world, in order to evaluate their relevance and applicability to developing societies like those in the Caribbean that may choose to adopt them. A further objective will be to explore the possibility of information literacy being used as one of the paradigms for national development since information is the raw material for knowledge building and personal empowerment and information literacy involves the equipping citizens with a set of generic skills to effectively manage information. In this broader context, some of the concomitant issues to be also looked at will include: equality of access to information; the promotion and support of democracy through ready access to information on public issues and citizens being equipped with the ability to assess and process this type of information; the predominant North-South pattern of information transfer and the need for more indigenous knowledge; national information policy and the nature of the education system and its ability to accommodate this new initiative. The paper will conclude with some recommendations as to how developing societies might proceed if they decide to accept the challenge to make information literacy an essential component of their education systems, hence their national development plans.

### **Ethical Dimension on the Information Society**

Diedong, Africanus, Dpt of Social Communications National Catholic, Ghana, West Africa

The need to build and sustain a just information society requires the full participation of civil society in its conception, implementation, and operation. Yet in many developing countries despite the fact that Information and Communication Technology (ICT) has gained a central place in governments' development plans and policies, the central ethical problematic in the adoption and use of ICT resources is equality, access, social responsibility and participation. This paper seeks to find out how within a political logic of the market as applied to the communication industries within the circumstances of Ghana, how the value of equity, access and distribution can be achieved in order to make communication a veritable tool for civic life and citizenship. In the big cities in Ghana, and in fact other parts of Africa, Internet Cafés are dotted across, especially the central business districts. It is often tempting to describe this development as an indicator of how Ghanaians are also riding high on the wave of the internet



revolution that has taken place, or rather is still struggling to meaningfully penetrate some parts of the countries. A casual visitor to any of the numerous Internet Cafés in the big cities would see mostly young men and women glued to computer screens accessing all sorts of information. A good chunk of the technologically-driven social interaction is usually a one-way transmission of information to the users, of course at a fee based on who can afford. Given the fact that the creation of social order and harmony is crucial to fostering a democratic society, which many a country in particularly Africa are in search of, it strongly suggests the need for collective and shared social responsibility in the use of communication resources, devoid of selfish interest. Data for the research will be collected through interviews with key stakeholders in the ICT industry as well as the analyses of relevant documents to see how within the euphoria by the Ghanaian government to embrace ICTs, which has resulted in the commercialisation of the sector, whether the state is taking the valorisation of communication services seriously.

### **Communication for Development: A Historical Overview**

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Debates on the role of communications in development emphasise the empowerment of citizens, challenging them to collaboratively and democratically generate, exchange and utilise relevant knowledge towards improving their livelihoods. Such debates also acknowledge increasing importance of community participation, indigenous knowledge as well as information and communication technologies (ICT) as strategies for empowering communities to formulate realistic and meaningful development policies. Communication for development (*ComDev*) can therefore, be described as a group of method-driven and theory-based community engagement strategies, which are built on participatory generation, sharing and utilisation of knowledge towards improving a people's living standards. The discussion seeks to provide a critical overview of *ComDev* as a field of study, a social science practice and a development paradigm. It examines the field as it developed in the six different schools of thought: the Bretton Woods, Latin American, Indian, African, Los Baños and the Communication for Development and Social Change Schools. Simultaneously, the discourse critiques two models implemented in designing university *ComDev* training: the *development communication* and *social change* models. It reviews *ComDev* training from the time Nora Quebral introduced the first ever development communication training in the 1970s at the University of Philippines, to the present, where institutions such as the IDRC, the Communication Initiative, the Communication for Social Change Consortium and the University of Queensland Journalism School are making sincere efforts in bringing all the aforementioned schools to work together. The report thus combines approaches of conceptualising *ComDev* as seen from within and outside universities, focusing on the disciplinary influences from agricultural extension, communication sciences, development sociology as well as social theory.

### **The Media Management of HIV/AIDS in South Africa: A Window to Developing Communication Strategies for HIV/AIDS in Sub-Saharan Africa**

Natasha Bolognesi

Leslie Swartz

An analytic perspective on the media management of HIV/AIDS in the South African written press provides insight into the roles, responsibilities and challenges media practitioners face in reporting on HIV/AIDS-related issues in regions of sub-Saharan Africa. Recent South African research reveals a relatively high level of negative media communication of HIV/AIDS in

leading daily newspapers. Discussions with clinicians and patients confirm the dangerous consequences of a developed world reporting style, ill-suited to a developing nation such as South Africa where media sensationalism is often read as fact by a majority proportion of the population. A lack of journalistic understanding of the science of the disease as well as a lack of awareness of the gender, cultural and social issues which fuel the spread of AIDS throughout sub-Saharan Africa, are shown to be the underlying causes for poor quality HIV/AIDS reporting in the region. In South Africa this is arguably exacerbated by a Western-style media policy which compromises the delivery of clear scientific fact on an endemic disease through the reliance on elitist sources with a distorted view of HIV/AIDS and its treatment. This report will offer suggestions as to how media practitioners, including policy makers and journalists, could, by adopting a more socially responsible approach, play a much more beneficial role for Africans when reporting on HIV/AIDS.

### *Session I : “ Cultural Studies and Global Media Flows”*

#### **Cultural Studies and the Representation of Histories in Visual Texts in Contemporary Korea**

Keehyeung Lee, Kyung Hee University, Korea  
Jangwhan Lee, Kyung Hee University, Korea

This paper will explore the recent trends in the representation of historical events and figures in Korean popular cultural texts, especially popular films. By mainly utilizing discourse and textual analysis, this work will chart different narrative strategies and historical viewpoints that are employed in these texts. In doing so, this paper will critically discuss about the implications of the politics of historical representation and popular memory that are activated through popular films.

#### **One Big Fat Bollywood Wedding: The Integration of Home in Global Capital**

Jyotsna Kapur, Southern Illinois University, USA

In the last decade of the twentieth century, the Hindu wedding became a core attraction in popular Indian cinema. Beginning with *Hum Apke Hai Kaun* /How are we Related? (Sooraj Barjatya, 1995) which featured not one but two weddings, popular Indian cinema has taken to showcasing a wedding or two, each raising the levels of ostentatious spending by inventing new rituals, ceremonies, and performances around marriage. Weddings in real life, in turn, have become more elaborate and organized by a wedding industry, which now includes wedding planners, decorators, and musicians and so on. It is the younger generation that has taken the lead in re-inventing the wedding, designing it personally and thus actually enacting a wedding which in the end cannot be seen as traditional. After all, a traditional wedding leaves little room for individual innovation. For those who can afford it, a Bollywood wedding has become the dream-wedding; a dream enacted with a mix of sincerity and irony. So much has the Bollywood wedding grasped the popular imagination that it has also crossed borders to be the core attraction of depictions about India, as in the U.S. based television series, *The Simpsons* or diasporic films such as Gurinder Chadha's *Bend it Like Beckham*, *Bride and Prejudice* and Mira Nair's *Monsoon Wedding*. This essay locates this curious return to tradition within India's transition to neo-liberalism, seeing it as a consumerist-nationalist response to global capitalism and investigates the class and gender underpinnings of this recent expression of national identity via consumerism. While the transformation of the family, gender, and domestic spaces via global capital has remained relatively under-theorized it is exactly in these so-called personal areas that global capital is most intimately experienced and lived.

#### **Question of Asian Identity : Between the Globalness and the Localness**

Seok-Kyeong Hong-Mercier, University of Bordeaux3, France

The theme of Asian identity is one of the key issues among researches done on Asian cultural exchange since the 1990s. Compared to the “Japan Mania” observed in many Asian countries from the 1980s, the *Hallyu* phenomenon or the “Korean Flow” has a particular distinction: it raises the discussion on Asian identity and produces a certain sentiment of « being Asian »

among the consumers of the Korean cultural products in Asia. In contrast to the Japanese cultural politics which promote the production of « scentless » products by erasing traces of their cultural origin from these products, the Korean cultural products are deeply embedded in the actual culture of the Korean society. This clear trace of cultural origin in Korean cultural products is particularly implicit in its televised fictions or *drama*, which are produced with the sole purpose of airing to the local mass public in Korea. The widespread popularity of these *dramas* in many Asian countries brings forth attention to certain cultural practices that they convey such as Korean celebrity fandom, tourism, cuisine, and Korean style cosmetic surgery. We will reflect on how the specific components of this identity is recognised and perceived by the Asian public despite the diverse reception of each individual consumer country where there are ongoing debate on the ‘pros’ or ‘cons’ of the *Hallyu* phenomenon. Considering the fact that identity is a combined result of individual and collective discursive resources on its being a continual movement, this article attempts to examine the ongoing movement of the Asian identity. Through the research in literature, Internet resources, and several text analyses, we are going to first present the media discourses on Asian identity and their receptions focussing on the role of Korean cultural products as “identity embrayers”. Secondly, we will also explore the representation of Asian stars in Western films and the Western construction of Asian themes and subjects in Hollywood films in specific. In conclusion, we are going to compare the discussion outcomes on Asian identity with other cultural identity discussions such as the European and African identity. Our approach is macro-dimensional in order to contextualize the discussions on Asian identity within the actual globalization process.

### **The family atomized by inter-connected technologies of communication**

Rasse, Paul, Nice-Sophia Antipolis University, France

Until these last years, media, telegram, telex, fax or phone functioned on the principle of a letter in the public space of “Lumières” century. They transmitted laconic information that was then treated, stored, and discussed in a collective sphere, a living room in the old days, and more recently, in a workshop, an office or a family. For example, the phone brought to a house an invitation, the opportunity of doing something together, that was discussed between parents and possibly with children. Such a communication produced many debates, arguments, and required understandings, as well as to discuss again priorities, to adjust family agenda, but finally, all its members assembled and shared the same experience. The choice of TV programs, leisure activities, the use of a unique family car at weekends, had at least the merit to prove the existence of a family and to gather it once the decision taken. Mass media united and synchronized the existences. Their communication put together the moments of informal, domestic, professional sociability and vicinity, and formed the universe of common references. Inter-connected technologies of communication turned over these constraints, because from now children, in their room, are connected in permanence with discussion groups via Internet, or simply through phone with their school buddies, while adults, in the living room, continue to manage their professional activities from their phone and laptops. And later in the evening, each one retires in front of his (her) screens for long hours of cable television, video games, DVD viewing, Web surfing; there is always enough for all the tastes. The Ford model family represented a place of standardized consumption, without doubt, factitious, but it brought together all its members for a collective search of happiness. It does not exist any more, or rather its community dimension becomes blurry; at present, each one is absorbed by his (her) own passions, that push him (her) to excess and surreptitiously send away from other people in his (her) immediate environment. The connected post-Ford society offers to every one the means of being distinguished, of cultivating own tastes and passions.

The multiplication of the possibilities of media diffusion by cables, satellites, hertzian networks, phone lines, magnetic and now digital support, that run and make profitable their production on a world scale, offers simultaneously an infinity of possible programs: all kinds of sport, reportages on diversified subjects, yesterday's and today's films, from the most sickly-sweet to the most gore, from hard to the ones of art and essay, any kind of variety shows, educational games, of adventure, of mechanical agility, "Café du Commerce" debates, or putting together political and intellectual celebrities, serious or light music. To that are added the new programs that put forward exceptions, accidents, and aberrations as a cultural model, and if they are not politically correct, at least they are acceptable and tolerated as phantasms of a possible identification. All that is in the heart of the following question: the possibility offered to every one to cultivate his (her) specificity, style, tastes, passions, phantasms, while staying more and more lonely, insulated in his (her) bubble, attracted, monopolized by the screen and becoming more and more foreigner to the others surrounding him (her). Of course, it is only an esquisse. There are still long social movements, even if they are accelerating, that remain, superimpose the ones with the others, and at best reclassify the previous rather than remove them. But the prodigious inter-connected technologies are doing only their first steps; they have, do not forget it, just a few years of existence, whereas the time that each one passes in front of the screens is unrelentingly increasing, at expense of all the other forms of sociability and in particular, the forms of proximity sociability. How to seize again such a movement? The crossing of anthropology and SIC (Sciences of Information and Communication) opens the prospect for a critical approach of the globalization that remembers disappeared societies in order to measure the changes in progress, and to think of the great hopes of current period.

### **All About CSI: 'CSI Day' and the Formation of New Media Culture in Korea**

Young Chan Kim, Hankuk University of Foreign Studies, Korea

On June 25 and October 1, 2006, OCN – Orion Cinema Network, one of the popular cable channels in Korea- devoted its entire 24-hour programming to televising selected episodes of *CSI*. The episodes were culled from the original *CSI* series -that is, *CSI* of Las Vegas- and its spin-off series *CSI: Miami* and *CSI: New York* that have been televised in Korea for the past six years. In addition, the episodes were interwoven with creative interstitial materials produced and edited by the local programmers. One of the interstitial materials, for instance, offered a hybrid text wherein the audiences could compare the differences of main characters in each *CSI* series. Local fans greeted this media event with enthusiasm -it recorded the highest cable rating on both occasions. This media event -named 'CSI Day' and 'CSI Day 2' respectively- marks a significant moment in television history as its implication reaches well beyond the cultural and media landscapes of Korea. In recent years, Korea has been enjoying the success of its popular cultural products across Asia. A powerful cultural phenomenon termed Hallyu (or 'Korean Wave') usurps the East and Southeast Asia as audiences in such countries as Japan, China, Taiwan, Hong Kong, Singapore and Indonesia are crazy about Korean television drama, film and popular music. Interestingly, however, young Korean audiences have become big fans of hip U.S. television series in the midst of Korean Wave. By closely looking into the case of *CSI* Days, this paper attempts to address the meanings of emergent media culture -and perhaps more importantly, the formation of new taste culture- along the global/local nexus.

## ***Session II : Visual Culture and Identity Formation***

### **“Nollywood”: the Nigerian video-film industry and African film culture**

Gado Alzouma, John Downing, Leo Gadzekpo, John McCall & Olusegun Ojewuyi, Global Media Research Center, Southern Illinois University, USA

The term “Nollywood,” resisted by some leading members of the Nigerian video-film industry, has nonetheless stuck as the most convenient designation of the spectacular growth of video-film production in Nigeria since the mid-1990s. Today, these films are widely distributed across Nigeria, in a number of countries across the continent, and in England and North America. They have also sparked smaller incipient video-film production movements in some other African nations. This media development has had no funding from Nigerian banks or the Nigerian government, and no foreign aid funding. It stands as a remarkable cultural and economic phenomenon, self-generated, and contradicting the conventional wisdom that Africa has lost its way (e.g. Manuel Castells’ analysis of “Africa’s plight” in his *The Information Age*, vol. III). The paper will summarize the initial studies carried out by the research team. These have focused on the historical roots of Nollywood, which *inter alia* are to be found in Nigerian theatre, in the failure of attempts to create a 35mm cinema industry, and in the grip of successive military regimes over television broadcasting. The team’s members have also organized and conducted a pilot study consisting of interviews with leading Nollywood professionals, and short interviews with everyday video-film consumers in Nigeria and Ghana.

### **Taste Culture and Popular Cultural Studies: A study on the social determinants of taste for ‘Art Films’ in Korea**

Sang-Gil Lee, Yonsei University, Seoul, Korea  
Seul Hi Lee, Yonsei University, Seoul, Korea

This research aims at finding out socio-cultural factors that are closely related to the formation of taste culture on “art film” in Korea. Indebted to the frameworks provided by Bourdieu, Peterson, Edison, and others, this work examines in which ways various socio-cultural factors structure and shape film tastes. Especially this research pursues what the main characteristics are in both formulating and differentiating tastes for “art film” and “popular film.” Furthermore, we want to explore whether there is a correlation between the particular forms of film taste and embodied cultural capital. To do this, we have conducted series of in-depth interviews with young Korean adults who would enjoy regular movie-going.

### **Television is not only a medium : the spectacular organization in Korea**

Antoine Coppola, Provence University, Aix-en-Provence, France

The situation of the TV programs in Korea seems to be a good example which permits us to say that television like a simple medium, an instrument of diffusion and production is no more a way to understand the media phenomenon. Since MacLuhan, the postulate of the TV-medium presupposes the distinction which the Platonic thought would fully approve between a world of the media and a world of the individual. The individual is from the start being given like an immutable entity, spectator of the natural and technical elements. Let’s just say that Hinduism, Buddhism or Taoism won’t be agreeing with this point of view. The current developments in Korea and more generally in Asia can be understood if we made the following postulate: the “televisual” system is much more than one medium: it is a perceptive stage of humanity (or inhumanity?), technical concretization of what was only one mystical

abstraction in the ancient civilization and a civic ideal in the modern societies (from Confucius to Hegel): a flow of collective conscience-unconsciousness of the world and others (of the otherness) on a world level. Television network is not limited to the remote diffusion through the small screens it includes all the screens carrying images such as the advertising bills, the illustrations of magazines or the fronts of supermarkets. In fact, the process of mediation of a point of collecting at a point of reception is secondary in the process known as “televisual”; “Apparition” is the new concept to indicate what are the screens in Korea and, very soon, everywhere in the world. “Ecranisation (“screenization”) and “deterritorialisation” seems to be the words to describe how the images appears in Seoul city. In Western civilization, “the ecranisation” of the world was detached little by little from the religious mystic who made screen the reflection of the world of beyond and from his communication as metaphysical as obscurantist. With the emergence of the middle-class, classifies drawing its power from its action on the real material world, “the ecranisation” became an instrument of observation and measurement of the physical, intellectual and emotional world. From the start these complex ratios of the image to metaphysics does not seem to dominate in Korea; All these images are televisual (and they are televisual across their old statute of image) at the same time because they “déterritorialisent” the object represented but especially, they “Re-temporalisent” its objects. Indeed, these images speak about individuals in a floating world. Because the TV-images are the images of an interval. This stage, the current evolution of the images seems to join designs which haunt the Korean images: a screen-world, an interval which is one past-present with the reference retrieval which never existed. This stage also, we appear to approach the theses on “the visual one” such as formulated Debray and Didi-Huberman. However: the visual one presupposes a glance, whereas the concept of “ecranisation” is an appearance which occurs to be looked at. The screen allows the appearance without awaiting glance, just like television or Internet diffusing uninterrupted. “The public space” of Habermas becomes world - simultaneously with the supranational coordination of the institutions to the capacity everywhere in the world and particularly in Asia, with Japan then Korea summons laboratories - while being less in material spaces ritual (national assemblies, temples and churches, royal palaces, etc) but in a latent electron flow everywhere and permanently. The cinema made it possible to reach and think duration, television makes it possible to reach and think the become-world (“le devenir”), according to the formula of Deleuze. This “cosmogonic” connection with an autonomous flow presumably shared by all explains the fascination of the billion “tele-viewers” for the “televisual” screens and finds an echo in the Korean and Asian media networks. The Korean example is still lighting. We are in front of the permanent audio-visual illustration of a “devenir” without beginning nor end.

### **Dominance of Hollywood in the world film market and Resistance of Regional Communities**

Sunny Yoon, Hanyang University, Seoul, Korea

Korea is now getting involved in a political battle against Hollywood since it demanded opening market through FTA (Free Trade Agreement) between the US and Korean governments. It has been years since the US government following the demand of MPAA has asked to cut off any protection mechanisms including the Screen Quota. Particularly when Korean films and other cultural products were successful internationally as well as domestically under the name of Hanryu (Korean Wave), political struggles became intense. Presently, Korean filmmakers and actors are still demonstrating against the new Screen Quota policy, they try to find a new way to enhance fame of Hanryu; restructuring the Korean film industry; collaborating to build up international communities among filmmakers in Asia as

well as in Europe; and co-producing films with Hollywood. This study will look into these three policies that Korean film makers are pursuing. I would like to study how Korean films and culture as a whole are influenced by Hollywood and how local culture resists to keeping its own integrity while adopting post-structuralist theories including Deleuze and Foucault.

### **The Struggles and Strategies of Reinventing Self-Identity of Women in Diaspora**

Myoung-Hye Kim, Dong-eui University, Korea

There is an increasing number of women who cross the national borders to get married men with different nationalities and to lead their lives in diaspora. Up until April 2006, Korea has admitted 55,408 female immigrants whose purpose of immigration is international marriage. One of the newly emerging marriage trends in Korea is that women in the economically less privileged countries choose to marry Korean men in the hope to improve their economic conditions. But it turns out that such hope demands tremendous efforts and understanding from all parties involved. Those female immigrants may also have to go through serious modification of their self-identities. This research tries to understand how those female immigrants for marriage deal with their new environment and negotiate their own cultural practices with those of Korea. This research will also record their own voices that express the struggles and strategies to reinvent their self-identity in new cultural milieu. By doing so, this research contributes to prevent this newly-emerging marriage trend from falling into internal colonialism.

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