

## Media Trends Conference VI

### Power & Media: Ownership, Sponsorship, Censorship

Webster Vienna Private University  
Praterstrasse 23, 1020 Vienna  
10-12 September, 2015

Opening Event

**Public Ownership of the Media Must Be Expanded in Order to Counter State,  
Private, and/or Corporate Interference**  
(An Oxford-style debate)

Thursday, 10 September, 6 pm

with **Brooke Gladstone, Andreas Rudas, Katharine Sarikakis, and  
Alexander Wrabetz**

Moderator: **Bradley Wiggins**

#### **Brooke Gladstone**

National Public Radio, USA

Host of the renowned *On the Media*, on WNYC. Since it was re-launched in 2001, *On the Media* has been one of NPR's fastest growing programs, heard on more than 500 public radio stations. It has won Edward R. Murrow Awards for feature reporting and investigative reporting, the National Press Club's Arthur Rowse Award for Press Criticism and a Peabody Award for its body of work. Among Gladstone's other accomplishments, she was an NPR Moscow-based reporter, its first media reporter, senior editor of NPR's *All Things Considered*, and the senior editor of *Weekend Edition with Scott Simon*. She is the recipient of two Peabody Awards, a National Press Club Award, an Overseas Press Club Award and many others. She also is the author of *The Influencing Machine* (W.W. Norton), a media manifesto in graphic form, listed among the top books of 2011 by *The New Yorker*, *Publisher's Weekly*, *Kirkus Reviews* and *Library Journal*, and among the "10 Masterpieces of Graphic Nonfiction" by *The Atlantic*.

#### **Andreas Rudas**

Executive Vice President, RTL Group

Andreas Rudas, born in 1953, worked with the Austrian public broadcaster ORF from 1986 to 1997, being its Secretary General from 1994 to 1997. In this role he was responsible for business planning, media politics, marketing and satellite broadcasting. Starting in 2000, he held various positions at Magna International Europe, being Member of the Management Board from 2001 to 2005. Since

December 2005, Andreas Rudas was Executive Director of WAZ Ost Holding (subsidiary of WAZ Media Group), responsible for Austria, South Eastern Europe and Vietnam. Andreas Rudas was appointed Executive Vice President Regional Operations & Business Development CEE and Asia with effect from 1 January 2009. In this capacity, he develops business opportunities in Central and Eastern Europe, and in Asia. He reports to Guillaume de Posch, Co-CEO of RTL Group. He also oversees RTL Group's operations in Croatia, Hungary and the German radio business. From 10 March 2015 until 30 June 2015, Andreas Rudas was Interim Chief Executive Officer (CEO) of RTL Hungary.

### **Katharine Sarikakis**

University of Vienna

Professor Dr. Katharine Sarikakis researches the political processes and economic dimensions of media and communications governance, nationally and globally. She is currently working on a book, *Communication and Control*, which is under contract by Palgrave Macmillan. In it she explores issues of control over citizenship through commercial and political surveillance and communication and cultural policies of copyright, labor and ownership. Among her many other publications: Chakravartty, P. & Sarikakis, K. (2006). *Media Policy and Globalization*, New York: Palgrave Macmillan. Professor Sarikakis is the founding co-editor of the *International Journal of Media and Cultural Politics* with Prof Neil Blain (University of Stirling, UK), a widely known journal that aims to facilitate a forum for critical and astute analysis of contemporary world affairs as these are related to media and cultural politics. She has served as Chair of the Communication Law and Policy Section of ECREA for six years. She is also a re-elected member of the Executive Board of ECREA and a member of the international council of IAMCR. She has consulted with various international intergovernmental and other organizations and the media on media policy and rights issues. In 2011, Prof. Sarikakis joined the University of Vienna. Her previous academic post in the UK was at the University of Leeds 2004-2011. At the University of Vienna she is a Vice Director of the PhD Programs of the Faculty of Social Sciences.

### **Alexander Wrabetz**

General Director of Österreichischer Rundfunk (ORF); Member, Executive Board, European Broadcasting Union (EBU), Austria

After completing his law studies and obtaining his doctorate in law in 1983, Wrabetz worked at the Erste Bank, the Österreichische Industrieverwaltungs-AG (ÖIAG), and Voest Alpine Intertrading GmbH. In 1995, he was appointed member of the ORF Board of Trustees, the predecessor of the current ORF Foundation Board. From 1998 to 2001, he was Commercial Director of the ORF. In 2005, due to the outsourcing of the ORF broadcasting technology and its sale to a consortium with the participation of the Raiffeisen Group, Wrabetz was able to achieve the highest operating profit in the history of the ORF. Wrabetz is Director General of the ORF since 2007. For the first time, Wrabetz initiated special themes that spanned across all ORF media. The first special theme was launched in 2008 and dealt with the topic of climate change and its effects. Numerous cultural, environmental, and contemporary theme weeks have followed since. During his second term in office from 2011, he founded a new public television channel, ORF III, as a special interest channel for culture. He is also a member of the Executive Board European Broadcasting Union (EBU).

### **Bradley Wiggins, Ph.D.**

Webster Vienna Private University, Department Head, Media Communications

Bradley Wiggins earned his Ph.D. in Communications Media & Instructional Technology from the

Indiana University of Pennsylvania and his M.A. in German Language & Literature with TESOL Certification from the University of Pittsburgh. Before being hired this year as head of Webster Vienna's communication department, Wiggins was assistant professor and department head of communication at the University of Arkansas, Fort Smith, in the USA. There, he taught courses focusing on new and social media, media ethics, media production, intercultural communication, and digital games and simulations. His research concerns new media and culture. His areas of research include digital culture, games and simulations, and intercultural communication.

## **FRIDAY, SEPTEMBER 11, 2015**

### **Panel 1. Public Media: Convergence, Confrontation, and Crisis**

Friday, 11 September, 9.00 am

Moderator: Alison Langley

#### **Katharine Sarikakis**

University of Vienna

#### **Political disobedience and the fourth model of public service media in Europe**

In recent years, crisis and austerity policies have dominated public debates about public policy in European societies. Discourses of 'necessity', 'crisis', 'emergency' as well as 'efficiency', 'rationalisation' and 'modernisation' have provided the narrative framework for a particular direction in the governance of public assets that is based on the reduction of public ownership. Discontent with, distrust in and resistance to institutions involved in this process have risen across Europe and not only in crisis-hit countries. Within this context, journalism and freedom of the media, and, indeed, freedom more broadly, have declined, according to major international surveys. Some of the 'sacrificial victims' in this process have been public service broadcasters.

This paper explores in detail the concept and praxis of political disobedience in the process of the state's dismantling of public service media, with the specific example of the Hellenic Public Broadcaster and the model of self-governance developed and applied for 23 months. After a survey of the conditions of structural changes among PSBs in Europe, the paper discusses the motivations, dilemmas and challenges, legal, political and financial, in pursuing a sustainable form of political disobedience and establishing self-governance as the fourth model of public service broadcasting governance in Europe.

#### **Krisztina Rozgonyi**

University of Vienna

#### **The fading nature of 'public interest' in spectrum management - the governance of broadcast digitalization in Europe during the last decade**

During the past decade the European and global digital switchover process (DSO) has implicated major changes on media markets, having severe impacts on media and electronic communications policy and regulation. The key expectations towards technological changes addressed critical policy goals, including more benefits to the citizens and the elimination of the information gap. The DSO is a special phenomenon in converging policy aspects: digitalization of broadcasting networks is at the crossroads of media and telecommunication policy and regulation; therefore the different

approaches, rationales and interests of these distinct but related fields are present at the same time. The global and European trends of deregulation, liberalization and privatization (Chakravartty & Sarikakis, 2006: 69) of telecommunication, accompanied by the emerging concepts of the European Information Society and the single European information space - promoting a competitive digital economy and emphasizing the role of Information and Communication Technologies (ICT) as a driver of inclusion and quality of life - have resulted in overwhelming representation of telecoms policy aspects during the DSO process, although named as an “integrated approach to information society and audiovisual media policies in the EU” (European Commission, 2005: 3).

Based on content analyses of policy documents and other elements of the European DSO discourse, this paper argues that the decision by the EC and by other organs and representatives of the EU on opting for the implementation of politically ‘neutral’ policies during the DSO process has paved the way by 2015 for elimination of the public space in the available spectrum bands, making the case that the future of universally available and accessible, free-to-air public service broadcasting in Europe is struggling for even a good ‘compromise’ and thus for its existence in this regard.

Dr. iur. Krisztina Rozgonyi has been a senior regulator and legal adviser for a number of governments, regulators, and companies in Hungary. Dr. Rozgonyi used to be the Chairperson of the Telecoms Authority in Hungary. She acts as adviser to the Serbian Government in the digital switchover and works in Kyrgyzstan, Armenia, and Georgia as director for the World Bank CAS InfoDev project. As an ITU/UN expert she also works for governments and regulators in Africa, e.g. for the Rwandan regulator (RURA) and is involved in various EU initiatives on media freedom in the ENP region (e.g. in Egypt, Israel). Recently she has been involved with EC efforts on the creation of Pan-European audiovisual domain while addressing copyright aspects, which might hamper the realization thereof and she has led the Hungarian copyright experts’ team on aspects of on-line access to audiovisual works and archives during the "Licenses for Europe" stakeholder dialogue launched by the European Commission. Her special areas are media and telecommunications regulation, digital switchover legal strategies, and media law focusing on digital age issues and copyright law focusing on digital archives. Dr. Rozgonyi is member of the advisory board of the International Journal of Digital Television and PhD candidate at the Media Governance and Industries Research Group at the University Vienna, Institut für Publizistik- und Kommunikationswissenschaft.

### **Corinna Wenzel**

Austrian Academy of Sciences, Vienna

### **Public media subsidies – democratic media performance? An international comparison**

Media crisis and structural change cause continuous erosions of business models and threaten the media organization`s contribution to democratic discourse (Fenton 2010). Not only the funding basis of private-commercial media organizations, but also their democratic media performance seems to be under pressure. For these reasons, it seems necessary to search for new models of public funding and regulation for news organizations (which go beyond the traditional public service and private-commercial ones). Media policy has already made attempts to put these into practice: A “Public

Service Publisher” in Great Britain should establish more competition for the British BBC. The Swiss EMEK (Eidgenössische Medienkommission) proposed the implementation of direct press subsidies in 2014. In Flanders, a fund was established to subsidize high quality news projects (Audiovisuel Mediafonds). However, the effectiveness of these models is still in doubt, mostly

because of lacking theoretical foundation and implementation.

Therefore, this contribution deals with the question if there is a relationship between public, state-funded or state-organized media business models and their contribution to democratic discourse. The thesis of this paper is that public funding of journalism is the most effective tool in order to safeguard democratic media performance (Kiefer 2011; McChesney 2014). In such a public funding model, the state ensures and protects a self-organizing system of journalism. This “third way” between the state and the market can take several forms, such as direct media subsidies for news projects, indirect subsidies (like reduced post taxes or VAT), but also state-regulation of civil society-financed models (like tax reduction for philanthropic journalism or donations). In order to address this research question, central criteria of democratic news performance in a digital environment will firstly be identified. Secondly, a comparative performance-assessment of news organizations that either are publicly funded, have a public service remit, apply private-commercial or civil society-financed models, or alternative private-commercial funding models will be conducted. The analysis will include structural data (organizational and journalists` routines, but also usage of their content) and content analysis in five different states.

Dr. Corinna Wenzel is Research Assistant (Post Doc) at the Austrian Academy of Sciences since July 2014. She was previously Research Assistant at the University of Salzburg. Her research interests include: quality of media content; media policy actors and processes; media and democracy; public service broadcasting. She is currently involved in research on media quality in Austria.

## **Panel 2. Hidden Ownership/Hidden Pressures**

Friday, 11 September, 9.00 am

Moderator: Michael Freund

### **Ki-Sung Kwak**

University of Sydney, Australia

### **Corporate influence on the media in South Korea: The case of Samsung**

This paper examines corporate influence on the media in South Korea (Korea hereafter). Since 1987 when the country achieved partial democracy, the state-media relationship has undergone a revolutionary change during a period of democratisation. However, it is questionable if the same phrase can be applied to the relationship between the business conglomerates and the media. Traditionally, economic interests have been a major influence on newspapers in Korea. In order to maintain their dominance of the market, mainstream (conservative) newspapers have consistently supported business conglomerates. Since the late 1990s, media engagement in watchdog journalism has been significantly affected by changing media economies and the political sea change stemming from 1988. During the 1997 East Asian economic crisis, some corporations collapsed, and the media's advertising revenue dropped. Mainstream newspapers acquired huge external debts, making them even more vulnerable to declining advertising income. Reliant on advertising for 70 per cent of their income, newspapers were forced to change their business strategies. By examining some of the cases that prompted conflicts between the media and Samsung – South Korea's largest advertiser – and by identifying the measures Samsung has adopted to control media, this paper shows the pervasiveness of business conglomerates' threats and influence on the media in Korea. It argues that the conglomerates distribute their advertising dollars according to the political loyalties displayed by the media, rather than based on the economic effects of their advertising. This is, to a large extent, in line with what Waisbord (2008) observed in the relationship between powerful conglomerates and

the media in Latin America, where the powerful conglomerates use the media to exert pressure and maintain their power, rather than seeing it as a source of income.

Dr. Ki-Sung Kwak is Associate Professor in East Asian/Korean Media, School of Languages and Cultures, University of Sydney, Australia. He has published widely on media policy and regulation, and comparative media in East Asia. His works have been published in journals such as *Television and New Media*, *Gazette: International Journal for Communication Studies*, *Media International Australia* and *WPCC*. He is the author of *Media and Democratic Transition in South Korea* (Routledge, 2012).

### **Nigar Degirmenci & Ismet Parlak**

Pamukkale University, Turkey

#### **From Doxosophus to victim journalists: Zaman newspaper journalists' discursive metamorphosis**

The Zaman newspaper is a part of a media group which is directly aligned to the US-based cleric Fethullah Gülen (and his movement, the Gülen Movement). In February 2011, Turkish police raided the OdaTV website and the homes of its owner and the journalists, detained them, and accused them of trying to launch a coup against the government headed by Tayyip Erdogan. Zaman newspaper journalists did not evaluate the process as an intervention against freedom of media or speech; on the contrary, they claimed that OdaTV had been a threat to the democratization of Turkey's political system. However, in December 2014, Turkish police raided the daily Zaman newspaper, detaining the editor-in-chief and the head of the newspaper's broadcaster. According to the prosecutor the detentions had been ordered on charges of founding and directing an armed terror organization, and being a member of this organization (Gülen Cemaati/ Gülen Movement). At this point, Zaman newspaper writers evaluated this process as a violation of the freedom of speech.

In this paper, we will explain the differentiation of Zaman newspaper's evaluation of the arrest of the journalists in 2011 and in 2014 through its relationship with the government and in order to do this, we will focus on how they built a discursive approach on the issues and explain those via examples from the articles. The main framework of the study is designed around the concepts of "Symbolic Capital", "Agents", "Space", "Habitus", and "Doxa" which play important roles in sociologist Pierre Bourdieu's terminology.

Dr. Nigar Degirmenci studied at the Ege University (Izmir, Turkey) where she graduated at the Communication Faculty. She obtained a PhD degree in Political and Social Sciences from the Dokuz Eylül University (Izmir, Turkey) with a thesis entitled "Media and Democracy in Turkey" in 2010. Her research fields are political communication, gender and political life in Turkey. She has published articles and book chapters about media, democracy and women leadership. She teaches graduate and undergraduate courses in Political Science, Political Psychology, Gender and Contemporary Political Systems. She is a lecturer/assistant professor in the Political Science and Public Administration Department at Pamukkale University, Denizli, Turkey. She can be reached at [ndegirmenci@pau.edu.tr](mailto:ndegirmenci@pau.edu.tr)

Dr. Ismet Parlak (Associate Professor) graduated at Hacettepe University (Ankara, Turkey), Department of Public Administration. Then he attended Political and Social Sciences PhD program of Hacettepe University, Faculty of Economics and Administrative Sciences. He is interested in discourse and ideology, discourse and media, Turkish politics, democracy, identity and otherization.

His books: “Demonization Tendencies in Turkish Political Culture” was published, in Turkish, in 2015; “Creating Political Borders via Media” was published, in Turkish, in 2014. He teaches graduate and undergraduate courses in Political Science, Political Sociology, and Contemporary Political Ideologies. He is a lecturer/associate professor in the Political Science and Public Administration Department at the Pamukkale University, Denizli, Turkey. He can be reached at [ismetparlak74@gmail.com](mailto:ismetparlak74@gmail.com)

### **Gilles Labarthe**

Academy of Journalism and Media, University of Neuchâtel, Switzerland

#### **Swiss investigative journalists under surveillance: Lessons learnt from 2014**

In the field of journalism studies in Switzerland few academic researchers have studied the influence of media concentration phenomena on contemporary journalistic production, quality and diversity of the press (Bonfadelli, Keel, Marr & Wyss, 2011). The way it affects the working conditions of Swiss investigative journalists in particular remains completely unexplored (Labarthe, 2012, 2014; Dubied et al., 2015). How do Swiss investigative journalists cope with ever shrinking time for information research, in view of the media’s current financial struggles and the acceleration of news production and consumption? These questions lie at the heart of the PhD thesis that the author is currently completing at the University of Neuchâtel’s Academy of Journalism and Media (qualitative communication research methods, participant observation, ethnographic and narrative interviews). Among the main results of this research, it appears that private investigators and private consultants hired by – or closely linked to – business intelligence companies are playing a growing role in shaping contemporary investigative journalistic production. On one hand, they act as whistleblowers, providing leaks, detailed and/or confidential reports, selected documents and information; on the other, they tend to guide the work of investigative journalists, aiming to exploit it for their own ends, by exercising external influence on media narratives, overt and covert control of communication. Furthermore, they have gone so far as placing journalists under surveillance by tapping phone calls and hacking computers. In 2014, a case of Swiss journalists under surveillance (so-called “Giroud case”) shed further light on this proximity, quite problematic and challenging in terms of risks and threats to - and protection of - journalistic sources.

Gilles Labarthe is an academic researcher and journalism trainer of the Academy of Journalism and Media (AJM, University of Neuchâtel, Switzerland), focusing on contemporary investigative journalistic production and access to governmental information. A journalist practitioner, he is a founder of an independent news agency, DATAS, accredited to the United Nations Office, Geneva, ([www.datas.ch](http://www.datas.ch)). He has worked for Radio Suisse Romande (Swiss National Radio), Swiss daily newspapers such as Le Courrier, Le Temps, Tribune de Genève, as well as French news magazines (Courrier International) and TV Channels (Canal Plus). Gilles is the author of three books of investigative journalism (The Togo: From slavery to mafia liberalism (2005; new edition 2013); African gold: Looting, traffic & international trade (2007); Sarko l’Africain (2011). In 2013-2014, he co-authored and co-directed a 52-minute TV documentary film for Canal Plus channel’s Special Investigation program, focusing on the lack of transparency in international gold market: «Dirty Gold» (<http://www.javafilms.fr/spip.php?article1551>).

### **Session 3. Media, Oppression, and Emancipation**

Friday, 11 September, 10.30 am

Moderator: Rick Rockwell

#### **Ezgi Kaya**

Research Assistant, Ankara University, Turkey

#### **Looking for lost integrity: The transitivity between covert forms of censorship and latent forms of dissent in the journalistic practice in Turkey**

As the media sector becomes further incorporated with the capitalist class, the practices of censorship has undergone a change in form, moving further away from practices of direct pressure and control and more towards reinforcing the practices of self-control, avoidance and refrainment in journalists' everyday activities of news-making. This process has led to a shift from open and visible mechanisms of censorship to covert forms of censorship, which are singularly exemplified with practices of self-censorship in Turkish media. This study is an attempt to peg down the mechanisms of self-censorship in the journalistic practice in Turkey through in-depth interviews with 28 reporters working in Turkish media; and it has found that latent forms of censorship have been more corrosive for journalistic practice in Turkey, as what the mechanisms of self-censorship undermines is the integrity of journalism as a whole rather than the possibility of performing journalistic work.

However, on a more positive note, the study has also found that the interviewed reporters did not only passively accept the restrictions brought about by these new forms of censorship, but simultaneously also created, however minor or momentary, ways and methods for challenging and at times undermining them. While the reporters inevitably include these new mechanisms of censorship into their everyday work practice, they simultaneously develop certain methods for dealing with the restrictions brought about by these mechanisms. Aside from the editorial control, de-skilling, censorship, and self-censorship which are the visible negative aspects of journalistic work in corporate media, the journalistic labor process might also include traces of a struggle for the control of work and the protection of occupational skills. In this sense, it can be said that latent forms of censorship, such as self-censorship and refrainment leads to covert forms of dissent and struggle against such mechanisms. In such cases, ironically, the mechanisms of self-censorship can be employed as a barrier to protect the integrity of journalistic work from non-journalistic intents and pressures. This study aims to identify the most common forms of such covert censorship in Turkish media and then inquire into the process by which these forms of censorship has led to (or carries potential for) giving rise to latent forms of struggle for reclaiming journalistic integrity.

Ezgi Kaya is a research assistant in Ankara University Faculty of Communication and currently continues his Ph.D. thesis work at the Middle East Technical University, Department of Political Science. He simultaneously pursues a second MA degree in journalism at Ankara University's Communication Faculty. He received his BA degree from Boğaziçi University Department of Philosophy and Department of Political Science and International Relations; and his first MA degree from Boğaziçi University Department of Political Science and International Relations. His research interests include labor processes in journalistic practice, labor relations in media industries, debates of class and work in the retail sector.

**Anthony Löwstedt**

Webster Vienna Private University

### **Postmodern racism and the media**

The media treatment of recent police killings of Black Americans (and others) in the USA has raised questions about a possibly central role of race in power structures, not only in the USA. The blanket coverage of sometimes deteriorating relationships between Christians, Muslims and Jews in the Middle East and elsewhere has highlighted related concerns. Race is a human construct; it was always defined in shifting and contradictory ways. Not only was race central to the eras of colonialism and transatlantic slavery, it now also seems to have played an important role in ancient societies, where it had previously long been denied by historians. Perhaps race, or at least ethnicity, is as endemic to power as, for example, gender or economic class, two similar constructs.

What roles do the media play in race relations? Firstly, the media thrive with freedoms to operate and interact across national, religious, cultural, linguistic and racial borders and frontiers. They are about communication rather than violence. Yet, just as we find a rough alignment of the 'mainstream media' with economically powerful groups or with patriarchy, the globally significant media are to a large extent controlled by white people; by rich, white males, in particular. This is as true for the global media elites as it is for economic and political elites, where you may occasionally find people of color and women, too, in the top positions, but only in small numbers.

Have the recent dramatic advances in media technology changed racism, and if so, how? According to Žižek (1997), Hardt & Negri (2000), and Labidi (2012), postmodern racism is much more in the media than modern racism was. Modern racism was (and where it still exists: still is) concrete, blatant, and material: slavery, segregation, colonialism, and apartheid. It is a physical, bodily kind of racism. Postmodern racism, on the other hand, is subtle, in and of the mind, in the imagination, in the markets, de-centralized, and in the media. A more abstract and mental kind of racism. According to Hardt & Negri it is worse than modern racism, because people usually believe it is less serious or not racism at all.

Postmodern racism is the process by which cultures must compete in the global markets and turn themselves into commodities for sale in order to survive, which most of them cannot. According to UNESCO, the number of languages spoken in the world will shrink from around 5,500 at the start of this century to a few hundred at the end of it. Up to 90% of the languages spoken today will not be spoken at all in the year 2100. It is 'only' cultural, linguistic, etc. genocide, but it is more widespread than the modern and more concrete genocides were and are. It has numerous physically and economically debilitating and violent sides, too. Loss of culture is often accompanied by feelings of despair and humiliation, substance abuse, unemployment, high crime and suicide rates, lower quality of life, war, shorter life expectancy, etc. The languages and cultures that are dying generally belong to people of color. Whereas modern racism attempts to find biological justification, postmodern racism finds its justification in culture, in effect blaming the victims, a typically racist, classist, and sexist strategy. According to the theory of postmodern racism, the media are crucial when it comes to the racial dimension of power. This paper is a theoretical review and an attempt to point out both strengths and weaknesses of the postmodern analysis of the relationship between racism and the media.

Dr. Anthony Löwstedt, a Swedish/British media communications researcher and lecturer, is Assistant Professor at Webster University in Vienna. He taught at Webster University Geneva and at Bir Zeit University in Palestine and also worked for the United Nations Development Program and for non-governmental human rights organizations. Publications include: 'Media Development, Convergence, and Long-term Progress: A Stage-sequence Theory', in *Medien & Zeit: Kommunikation*

*in Vergangenheit und Gegenwart*, Vol. 30, Special Issue: Communication, History and Technologies, edited by Joan Ramon Rodriguez-Amat, 2015, (with Jennifer Ebner-Daigle); 'Cultural Diversity and the Global Regulation of New Media Technologies', 2013, *International Journal of Media and Cultural Politics*, 9.2 (with Sulaiman Al-Wahid); 'Rights versus Diversity? The Accelerated Extinction of Languages and Cultures as an Aspect of Current Globalization Trends', *International Review for Information Ethics*, No.9 (07/2007)

## **Farnoush Zangouei**

Islamic Azad University, Department of Media and Communication, Tehran, Iran

### **The role of social networking apps in Iranian women's empowerment. Case study: Iranian women viber users**

Interest in the impact of media on the “real world” is as old as media itself. Throughout history, the introduction of new media technologies and platforms – print, radio, silent film, “talkies”, television, and now Internet and “new” media technologies – has been accompanied by renewed debate about and research into media’s impact on society. Around the world mobile telephony is having a significant positive impact on economic development and individual wellbeing. With mobile telephony, people are seeing access to services such as health and banking opening up, and new opportunities for entrepreneurship emerging.

Today in Iran, mobile phone-based online social networks like viber, tango, and line are capturing media and scholarly attention. Their spectacular growth and the public attention they command are attracting a significant amount of research and media scrutiny. One of the important topics attracting a significant amount of research in developing countries is the empowerment of women via new media. Women’s empowerment, a major goal of many development projects, forms a basis to foster growth, reduce poverty, and promote better governance.

This study analyzes women’s empowerment via mobile phone-based online social networks by examining indicators categorized in four dimensions: education, safety, health, and work. Each dimension is divided into subcategories of pertinent indicators. Due to substantial differences across dimensions, our analysis varies by dimension based on the scope and types of indicators.

In order to analyze the examining indicators, a questionnaire survey was conducted with 20 groups of university students (384 users) in viber. In this study it is recognized that increasing social networking apps among women in Iran is beneficial in itself and is essential to enable more women to benefit from online services that can help them improve their quality of life.

Farnoush Zangouei is a PhD Student at the Islamic Azad University, Science and Research Branch, Department of Media and Communication in Tehran. Her principal research interests lie in the field of social media and its impacts upon human behavior. She is currently investigating the impact of online social networking sites on Iranian travel behavior.

## Panel 4. Sponsorship and Influence

Friday, 11 September, 10.30 am

Moderator: Maria Madlberger

### Stefan Piasecki & Cindy Gresselmeyer

CVJM Hochschule - University of Applied Sciences, Kassel, Germany

#### **Nudging: „Soft“ mind-bending through politics and media: A modern issue for civil rights activists?**

This paper deals with the following questions: What is nudging and which danger accrues from it from the points of view of citizen rights and human rights? What roles do the media and social networks play in nudging? Since when and why is nudging used in politics and media as a method for paternalistic „correction of behavior“ in general and specifically in the USA, UK, and Germany? Which practical uses and, on the other hand, which dangerous uses does nudging have in our daily lives?

"Consumer democracies" need new ways of political treatment. Citizens are choosing more carefully what they contribute, and in what they will invest time and resources. Politicians tend to act beyond the actual need and beyond democratic legitimacy because they are afraid of criticism through shit storms or shadow networks that they possibly do not have access to and which they cannot fully control.

Social networks and blogs set the speed of discussions nowadays, in real time. Information, arguments and counter-arguments are quickly available everywhere. Intervention by the state in private matters is often and quickly legitimized with „the common good“. Choosing and deciding is not left to the citizens alone anymore - they become subjects of organized attempts to „nudge“ them to act the way administrations wants them to.

Nudging is a new way of influencing the process of making opinions and decisions. Through convincing arguments and motivation tactics citizens are pushed to a certain kind of behavior: to separate their waste, vote, volunteer, eat healthily, and other things. The will to manipulate and other dangers are not deniable and yet nudging has become part of the governmental programs of the USA, UK, and recently Germany.

The main danger: people are being manipulated by other people without knowing about it, without seeing the others and knowing about their motives, from people within governmental institutions who think they know the right way. The goal of their agenda is not to enlighten people; their arguments do not need to be discussed. The border between good will and hidden dominance is fluent.

Dr. Stefan Piasecki is professor for Practical Social Work at the Kassel University of Applied Sciences, advisor for the German movie and television age-rating board at FSK (Wiesbaden) and FSF (Berlin), with a research focus on interactive media, politics and religion. He has published in various fields, and held recent public lectures about "Gamification and learning processes", "Propagation made in Hollywood" etc. He spent the first 12 years of his professional life as a producer in the international computer-games business followed by another 6 years within the public social administration. Forms of public nudging and its implications for civil rights are currently one of his main fields of interest. More:

<http://www.cvjm-hochschule.de/forschung/soziale-arbeit/forschungsgruppe-medienpaedagogik/www.stefanpiasecki.de>

Cindy Gresselmeyer is a pre-school teacher, social worker and mediator in the field of juvenile delinquency. She has published several articles in journals and books in the field of media education and restorative justice. Together with Stefan Piasecki she is working on a forthcoming book about the integration of media into forms of social and youth work.

### **Fatma Elzahra Elshhati**

OFID, OPEC Fund for International Development, Vienna

### **E-diplomacy of the Islamic State**

Increasingly, a wide range of new non-state actors, insurgencies and terrorist networks, have utilised social media to engage in direct public diplomacy efforts on an international scale, reaching an international audience, and allowing for powerful statements to be made even with the absence of any media commentary.

As these new *non-state* actors gain access, bypassing the filters of the traditional mass media, they are able to engage the wider public, no longer competing for traditional media attention. Social media has created this new avenue for public discourse, allowing these non-state actors to directly engage with the international public. In early 2015, a video of the immolation of Jordanian pilot Moaz al-Kasasbeh by the Islamic State spurred a strong public discontent in Jordan against the IS, and evoked a strong reaction from King Abdullah II, who vowed revenge. In the matter of a few hours the majority of the Jordanian public was in favour of airstrikes against the IS. Moreover, the Islamic State has successfully been able to utilise social media as a tool for positive propaganda via platforms such as online magazines and Twitter for recruitment by providing a channel for dialogue with the outside world.

The Islamic State, lacking the significant resources of a nation-state, has been successful in its e-diplomacy strategy. E-Diplomacy here refers to the how an entity is able to gather momentum by engineering a significant news story or event online, and targeting it towards specific audiences, communication channels and/or platforms. Different platforms attract “identifiable groups and networks based on demographic or psychological characteristics” (Xiguang and Jing: 144). Therefore, for e-diplomacy to work, the task is to distribute the news in such a way that it is directed to those who are most likely to have a stronger response, creating a viral thread which, thereafter, is difficult to break immediately.

By analysing the case of the Islamic State and its sophisticated use of social media in its communications with the international community, this paper seeks to further evaluate how the IS utilises media to guide public opinion geared towards creating a foreign policy.

After obtaining her Bachelor of Arts in Media Communications and International Relations from Webster University Vienna, Fatma Elshhati completed an MA at the London School of African and Oriental Studies (SOAS) in International Studies and Diplomacy. Over the past years she has worked with media and media freedom advocacy, including with the International Press Institute's Middle East-North Africa desk, and with various newspapers and consultancies. Her research interests are in soft power and social media trends. She is currently working in the Department of Information at OFID, the development fund of OPEC.

**Gregor Jarisch & Daniel Breuss**

Styria Digital Services - Digital Lab / Innovation Development, Vienna

### **Technology rules media**

The way media messages get delivered to consumers nowadays is driven and controlled by computer algorithms that are based on logic and probability, representing an early stage of artificial intelligence, rather than by professional individuals with human beliefs and common sense, such as journalists, media experts or owners of content producing companies, respectively. The control and the power over the media are shifting position, away from those who produce media to those who deliver it. (The world's most popular medium, Facebook, creates no content.) In earlier decades, TV and (daily) newspaper owners widely controlled public opinion because they owned the very few available sources of information that existed. Since the dawn of social media, anyone who has access to the internet can publish and consume "news" messages from sources all over the world, with all kinds of different opinions and beliefs. The value and demand of those messages depend mainly on the trust invested in the source, and not necessarily on its financial and logistic capacities.

Owners of technology platforms, such as Facebook, Twitter, etc., have control over the technology that is used in order to be able to deliver media messages and thus impact what type of media gets delivered. In fact, not only are tech companies influencing the format of the media messages, the biggest influence is the control over the visibility of those media messages – whatever is not shown on the main page or news feed is apparently not there, didn't happen, didn't take place, and therefore simply doesn't reach the target groups.

In the current stage of technological development, tech companies rule what type of media messages we get to see. At the moment those algorithms are programmed by human beings who have various motivations, some of which are not necessarily the same as those of media producers and consumers. Taking it a step further, what would happen to media usage if computers would start developing their own algorithms based on their own motivations and therefore start to control the controls? Where would the power of media shift to then? It is not a question of centuries ahead, but decades - maybe years. This is a theoretical paper, which addresses the scenario of humanity losing control over the media.

Gregor Jarisch has five years of education at a technical college for network technology. He is the CTO and founder of a technology startup in the field of Artificial Intelligence (2006-2012) and Head of Innovation Development at Digital Lab of Styria Digital Service. He was a speaker at Media Trends 2014 in Geneva.

Daniel Breuss graduated 2008 in Business Administration & Economics at the Wirtschaftsuniversität Wien, where he specialized in Corporate Finance and Information Business with an empirical thesis on a self-developed usability test. During his studies he worked in IT until 2009, when he began as an editor for Austrian media outlet "Die Presse" in the fields of tech and science (print and digital). In 2013, Daniel switched tracks into project management for Styria Digital One and evolved to his current role of Stakeholder Product Owner in the area of software development for Styria Digital Services.

## KEYNOTE ADDRESS

Friday, 11 September, 12 pm

### **Brooke Gladstone**

National Public Radio, USA

#### **Mass Media and the Political Brain: A Study in Collective Neurosis**

Host of the renowned *On the Media*, on WNYC. Since it was re-launched in 2001, *On the Media* has been one of NPR's fastest growing programs, heard on more than 500 public radio stations. It has won Edward R. Murrow Awards for feature reporting and investigative reporting, the National Press Club's Arthur Rowse Award for Press Criticism and a Peabody Award for its body of work. Among Gladstone's other accomplishments, she was an NPR Moscow-based reporter, its first media reporter, senior editor of NPR's *All Things Considered*, and the senior editor of *Weekend Edition with Scott Simon*. She is the recipient of two Peabody Awards, a National Press Club Award, an Overseas Press Club Award and many others. She also is the author of *The Influencing Machine* (W.W. Norton), a media manifesto in graphic form, listed among the top books of 2011 by *The New Yorker*, *Publisher's Weekly*, *Kirkus Reviews* and *Library Journal*, and among the "10 Masterpieces of Graphic Nonfiction" by *The Atlantic*.

#### **Panel 5. State and Corporate Control**

Friday, 11 September, 2 pm

Moderator: Rebekah Jorgensen

### **Dr. Joan Barata Mir**

Principal Adviser to the OSCE Representative on Freedom of the Media

#### **The Representative on Freedom of the Media and the protection of freedom of expression and freedom of the media in the OSCE region**

Many governments still continue to regard the media as a dangerous platform instrument that needs to be controlled and sometimes even silenced, instead of considering the media to be what it is: an essential and unique tool of democracies that allows for every citizen to obtain and impart pluralistic information. On the other hand, digital technologies are nowadays challenging traditional state intervention in the media. Technology multiplies the number of voices able to disseminate ideas and information with global reach. We should not neglect the capacity of private actors like big portals, search engines, technology manufacturers and others as to directly intervene in the conditions of circulation, distribution and access to content and ideas in new platforms.

Before joining the OSCE, Dr. Joan Barata Mir was Professor of Communication Law and Vice Dean of International Relations at Blanquerna Communication School (Universitat Ramon Llull, Barcelona). He was also a Professor at the University of Barcelona (2001-2005), the Open University of Catalonia (since 1997) and the Universitat Pompeu Fabra (2010-2011), as well as visiting scholar at the University of Bologna (Italy) (2003) and the Benjamin N. Cardozo School of Law (New York) (2003-2004). His writings and research interests include topics such as freedom of expression, media regulation, public service broadcasting and political and legal media transitions. He has provided assistance to several institutions and organizations regarding these issues in countries such as

Thailand, Morocco, Tunisia, Lebanon, Jordan, Albania, Hungary, Dominican Republic, Colombia and the United States. He has been Head of 3 President's Cabinet (2005-2009) and Secretary General of the Catalonia Audiovisual Council (2009-2011). He has also provided assistance to the OSCE (2004) and the Council of Europe (2012 and 2013).

### **Sevtap Demir**

Ankara University Institute of Social Science-Journalism, Turkey

### **The relationship between politics and media after 2001 in Turkey and its effects on journalistic practice**

This study focuses on the transformation in the media sector following the economic crisis in 2001 in Turkey and the new media environment shaped by the AKP (Justice and Development Party) government and media organizations and aims to demonstrate the effect of this media environment on journalistic practice. The AKP government, after its rise to power in 2002, perceived the media as one of the domains that needed to be taken under its control. After 2005, the SDIF (Savings Deposit Insurance Fund – a government institution that monitors the economic performance of establishments) began to transfer the media establishments it seized after the 2001 crisis to various businessmen. The AKP was directly involved in these transfer operations and championed the businessmen in its close circles to get involved in the media sector. Many influential media establishments within the mainstream media were sold to businessmen close to the AKP. Thus, a significant portion of the mainstream media became pro-AKP with the addition of these establishments to the many that were already supportive of AKP. The AKP government also used fiscal mechanisms such as tax penalties to exert pressure extend control over dissenting media institutions. Finally, the journalists, writers and executives treated as personae non grata by the AKP were eliminated from the media and were replaced by those who defended and advocated the AKP and its actions.

In this process, many journalists and writers were dismissed from the institutions they worked in because of their dissenting news stories against the AKP; the editors-in-chief who had been working with the same news institutions for years were replaced. Many journalists who were close to AKP and supportive of the government, on the other hand, were promoted to executive positions. Also, a number of journalists were jailed because of their books or their newspaper articles.

These attempts at placing individual journalists under control served as a cautionary tale for the remaining journalists. Thus journalists were forced to conform to the existing media structure in order to keep their jobs and their personal freedom; and they also transformed the journalistic practice in accordance with this structure. A number of research projects on the current structure in media show that the journalists censored themselves and the main reason for this self-censorship was the government.

The findings of this study corroborate these results. In-depth interviews were conducted with 15 journalists for the study. The journalists described the attempts of the AKP government to place the media under control as unique methods which were not encountered in the preceding periods of government pressures on the Turkish media. They pointed out that publishing or broadcasting negative stories about the government has now become impossible. Moreover, the interviewed journalists state that a new understanding of journalism has evolved in the current media structure, within which actions and statements of the political powers are considered as right and accurate without further questioning. All interviewed journalists pointed out that they experience both censorship and self-censorship.

Sevtap Demir is currently a Ph.D. student in Ankara University Communication Faculty, Department of Journalism, and works as a research assistant in the same department. She received her B.A. and M.A. degrees from Ankara University Communication Faculty as well. Her research interests include the labor process in journalism, the relationship between media structure and media work, and class relationships in media workplaces.

### **Lata Rajagopalan Kumar**

Anna University, Chennai, India

### **Muscle or muzzle? The controversy around media, power & censorship in Democratic India**

The suppression or control of ideas, public communication and information circulated within a society is termed 'censorship'. The freedom of speech guaranteed by the Constitution of India can be suppressed if it is considered objectionable, harmful, or necessary to maintain communal harmony.

Governments across the globe have used religious arguments as well as other powerful techniques and arguments to support for their censorship efforts.

Offensive communication in the eyes of the government varies from country to country, religion to religion, even sect to sect. Many governments provide for certain limited protection against censorship. It is always necessary to balance conflicting rights in order to determine what can and cannot be censored.

The past few years in India have seen films, rock bands, websites, internet articles, events, documentaries and books restricted or totally banned under various Censorship Laws. These instances have sparked widespread criticism of what a recent editorial in The Hindu newspaper called India's "flourishing outrage industry". In the International Herald Tribune, the columnist Manu Joseph called modern India "a paradise for those who take offence".

The Indian constitution guarantees freedom of speech and expression, but it is not without caveat. The constitution allows for "reasonable restrictions" on this right, in the interests of "public order, decency or morality". The Information Act (2000) aims to punish people who send offensive messages online but is sometimes used to target dissidents and even posts on social media.

This paper takes a closer look at recent instances of media censorship, the reasons behind the decisions and the reactions of the Indian people. The objective of the paper is to discuss and highlight some of these events, present a case for unbiased opinion leadership in the developed world and examine the future of Indian media in the context of power and censorship. It is an exploratory, descriptive study. The geographic scope is mass media in metropolitan cities of India within the time span of the past two years.

Dr. Lata Rajagopalan Kumar has worked in the field of advertising for nearly 12 years. Her experience has been mostly in the creative departments of various large advertising agencies in Chennai and Bangalore. Her last full time assignment saw her as Associate Creative Head, Mudra, Chennai. Her own creative hotshop, called "Mindbend", focused on strategy and concepts, especially for small and medium sized agencies. After long years in the industry, Lata turned to academics and pursued her doctoral thesis on cross-cultural communication in marketing communication. She has presented & published papers internationally at the University of Texas, San Antonio, "Global Fusion" in Chicago and at the IAICS Harbin, China. She is a member of the International Association for Intercultural Communication Studies (IAICS). Lata enjoys teaching and interacting with students. She has been visiting faculty and guest faculty at PSG Institute of

Management, Coimbatore, Madras University, Several Chennai colleges and the Centre for Studies in Social Sciences, Kolkata. She is presently visiting faculty at Anna University, Chennai, and a C4D consultant.

### **Rick Rockwell**

Associate Dean, Webster University, School of Communications, St. Louis, USA

### **Media Power in Central America**

This presentation and paper will review the ownership structures of the six Spanish-speaking countries of Central America and show how the quasi-monopoly structures controlled by key elite families in the region have not only found ways to avoid globalization, beyond the regional cultural eddies caused by U.S. and Mexican media, but also imposed a system of informational screening on the region. This screening and skewing of information has tended to support conservative political structures and neoliberal policies related to trade and economics. This paper will use political economy as one approach to the important questions of how these media systems are influencing the developing democracies in the region.

Associate Dean Rick Rockwell is responsible for special initiatives for the School of Communications that currently include graduate studies and online programs as well as curricular development. Rockwell also provides administrative oversight for the School's external media and student media organizations and publications. He serves as the executive producer of "Latin Pulse," a program focusing on news and public affairs in Latin America. Rockwell is the co-author of the book, "*Media Power in Central America*," which won a national Choice Award from the American Library Association, among other accolades. He has worked as a radio and television producer for ABC News, a freelance reporter/producer for the PBS "NewsHour," and a senior producer for Discovery Communications. See more about the book here:

<http://www.press.uillinois.edu/books/catalog/79hme6dr9780252028021.html>

### **Panel 6. Powers of Storytelling**

Friday, 11 September, 3.30 pm

Moderator: Monika Schwärzler-Brodesser

### **Thomas Benesch**

University of Vienna

### **Transmedia storytelling - the flow of content across media**

Transmedia storytelling is devoted to the question of how learning content is no longer linked only to a single medium. It has now become possible to learn by using a broad range of modern communication technologies such as games, books, events, cinema, television, social media and a couple of further media. This enables one to reach full effects in recipients and represents a kind of logic for thinking about the flow of content across media. Learning contents are conveyed through multiple media, as no single medium corresponds throughout to the curiosity of all addressees. Due to the continuous use of transmedia storytelling implicit learning in terms of constructivist learning theory is possible. Transmedia storytelling could be defined by radical intertextuality, multimodality and additive comprehension.

Dr. Thomas Benesch has a long record in teaching different subjects and at different universities in Europe. He supervises more than 40 diploma theses and has published more than 25 scientific books in his teaching and research fields. Furthermore, Thomas Benesch is an expert in all kinds of qualitative and quantitative methods applied to Management, Medicine, Insurance, Finance and other areas. He holds a post-doctoral habilitation in management and organizational sciences, where he has state of the art expertise. Thomas Benesch works in ongoing research projects in management and surrounding fields. He published more than 150 research articles and is also frequently interviewed and requested for opinion articles and consultations.

### **Edmund Birch**

University of Cambridge, UK

#### **The power of news: Journalism and the nineteenth century**

The press was powerful, or deemed to be so, long before Frank Capra's 1928 film, *The Power of the Press*. And modern pronouncements about the newspaper's apparently imminent demise have by no means banished this particular cliché to the margins. So much debate, in recent years, has turned on the media's capacity to shape the public realm, and we need only turn to discussions in and around the Leveson Inquiry in the United Kingdom to identify a language of power and influence at work in modern reflections on the press. At the inquiry's height, indeed, the now-outgoing editor of *The Guardian*, Alan Rusbridger, noted the constellation of social and economic forces which cluster around, what is invariably termed, the Murdoch Empire: 'The Murdoch influence, power, money, dominance and reputation was such that it seemed to confer a form of immunity from scrutiny.' This is not necessarily a novel complaint (although it was a newsworthy one). And in this paper, I want to explore the rhetorical origins of such criticisms. After all, concerns about the scope of the newspaper's power are in no way limited to modern times: the nineteenth century, in fact, saw numerous debates about the nature (and limits) of the media's influence. In France such questions provoked no end of discussion.

Noted writers – Balzac, Maupassant and Zola – were quick to point to the imbalances inherent in the newspaper's supposed dominance over public life (despite the fact that all three novelists also worked as journalists).

Towards the end of the century, furthermore, a number of scandals rocked the world of Parisian journalism, throwing into sharp relief questions of the media's power and influence. The French invasion of Tunisia in 1881 proved to be one such event, with the press deemed to have conspired with political and financial elites in a bid to profit from military occupation. By tracing the history of this cause célèbre, I hope to outline something of the nineteenth-century's conception of press power. I will also aim to evoke various theoretical perspectives crucial to these concerns – not least those of Michel Foucault and Marc Angenot.

Dr. Edmund Birch is a Research Fellow at Emmanuel College, University of Cambridge, where he teaches in the French Department. His work explores nineteenth-century French literature and the cultural history of journalism. He has published on such writers as Edmond et Jules de Goncourt and Guy de Maupassant, and is currently revising his recently-completed PhD thesis, 'Fictions of the Press in Nineteenth-Century France', which he hopes to publish as a monograph.

## **Kristian Skeie**

Webster University Geneva, Switzerland

### **Life after genocide**

The story is about a person going back to his childhood neighbourhood of Mugina, Gitarama, around an hour away from the capital Kigali in Rwanda. Reverien lost his entire family in the 1994 genocide. All 43 of his family members were killed in front of him – the killers thought he was dead as well. Reverien was 15 years old. Today, Reverien lives in Switzerland. Last New Year, we went back to visit his village. On our way, we also visited some of the people he met while at the Red Cross field hospital. Javier is one, she was 11 years old in 1994; today, she lives in Kibungo, near the border with Tanzania. She is paralysed from her neck down. Prior to going to Rwanda, the same topic was approached, investigated and documented in Bosnia. The presentation will be about how to prepare and come to the stories that develop while one investigates a topic such as this.

Kristian Skeie is a Norwegian, Swiss-based photojournalist and a collaborator with the Keystone news photo agency. He works together with a number of organisations and publications including non-governmental organisations. He also teaches Photography for Media Communications at Webster University's Geneva campus. His current long term reportage project is "Life After Genocide" about Srebrenica, Bosnia, and Rwanda. His photo essay "Home. Back home again, 20 years later" was short listed for the Swiss Photo Award 2015. His photos have been exhibited at "L'Homme dans le Monde" PhotoReporters & Reporters sans Frontières, in 2014 and 2015, at "The other Hundred," a group show in Singapore, Hong Kong, Dubai, Berlin, New York, in 2014 and 2015, and at "The long walk, Srebrenica", Host/ Foto8 Gallery, London, in 2012. His photos have also been published by the Nikon Pro Magazine worldwide, and the Holocaust Memorial Trust in the UK.

## **DOCUMENTARY FILM**

Friday, 11 September, 5.00 pm

### **Film Screening:**

#### **SECRET: The Josephine Baker FBI Files**

Documentary, directed by Kathy Corley

Webster University, St. Louis, USA

Drawn from over a thousand FBI files and archival material, SECRET tells the story of St. Louis-born entertainer Josephine Baker and two men who pursued her: media personality Walter Winchell and FBI director J. Edgar Hoover. Mixing old and new sound and images to link the present and past, SECRET uncovers Baker's little known identity as a global human rights activist.

**Kathy Corley** has enjoyed teaching at Webster University's St. Louis, Leiden and Geneva campuses since 1985. As someone who practices what she teaches, she is an Emmy-award-winning filmmaker whose work has screened in international film festivals and on PBS and national cable channels. Corley's filmmaking career covers documentaries, narrative film, video art and new media performance art. She coordinates the documentary production and film studies programs in the School of Communications.

Corley is the recipient of the 2005 Kemper Award for Excellence in Teaching and the 2005 Emerson Excellence in Teaching Award. She also has been honored with teaching awards from Webster University's Media Association and Women of Webster organizations.

### **Power of the Documentary**

Friday 11 September, 5.30 pm

The film screening will be followed by an interview with the director of SECRET by Austrian documentary filmmaker Dr. Edith Bachkönig, and with a discussion about the power of the documentary film and the information media in general.

**Edith Bachkönig** is an independent documentary filmmaker. She produces low-budget documentaries in the fields of science, education and social issues. Since 2010 more than 20 of her documentaries have been broadcast; almost half of them were award winners. She also received several awards for producing reports on the public radio channel, Ö1, e.g. the 'Inge Morath' Prize in 2010. In accordance with her studies of politics and philosophy at the University of Vienna, she pursues the concerns of marginalized groups in society. Exclusion, poverty and disease are focused upon in her film work. In cooperation with the Women's Department of the City of Vienna she directs several film projects to strengthen the role of women in society. Currently, one of her main topics is the empowerment of girls.

## **SATURDAY SEPTEMBER 12 2015**

### **Panel 7. Media Landscapes in the Arab World**

Saturday, 12 September, 9.30 am

Moderator: Shadia Nasralla

#### **Barbara Trionfi**

Executive Director, International Press Institute, Vienna

#### **On the importance of freedom of expression and information in Arab countries and communities**

More than four years after the Arab Spring the press freedom situation in most countries in the Arab world is, according to many observers, even worse than before the 2011 upheaval. Today, journalists in most Arab countries are faced not only with restrictive laws, but also with torture, murder, attacks, deliberate targeting, kidnapping and detention, security and investigative summons by authorities, confiscation, and barring of information. What are the reasons for this failure to bring about greater press freedom? What are the challenges that journalists face today in covering Arab countries? This speech will focus on the situation in Tunisia, Morocco and Jordan, and look at trends, commonalities and differences.

A native of Milan, Italy, Barbara Trionfi graduated in Chinese Studies from Ca' Foscari University in Venice with a thesis on freedom of opinion in the P.R. of China. After living and working in China for some years, Barbara received an M.A. degree in International Relations from Webster University in Vienna with a focus on international human rights mechanisms. Barbara also specialized in Chinese contemporary literature at Shanghai's Tongji University and at Shandong University in 1991

and 1993. Parallel to her study, she carried out research into China's censorship system during Mao Zedong's and Deng Xiaoping's leaderships. Barbara started working at IPI in 1999 as Press Freedom Advisor for the Asia-Pacific region. Later, as Press Freedom Manager, she oversaw IPI press freedom activities and led the IPI press freedom team. She became the Executive IPI Director in 2014. Her field of expertise covers different areas related to press freedom and freedom of expression, including media ethics and self-regulatory media accountability systems, journalists safety, and international mechanisms to protect press freedom. Barbara has taught undergraduate courses in media ethics, media literacy and cultural diversity and the media at Webster Vienna Private University since 2005.

### **Dina Farouk Abou Zeid**

Associate Professor, Mass Communication Department, Faculty of Arts, Ain Shams University, Egypt

#### **Egyptian television challenges in the 21st century**

Egyptian television is facing many challenges in the 21st century mainly because Egypt has witnessed two revolutions, 25 January in 2011 and 30 June in 2013. After two revolutions leading to a dramatic change in political life in Egypt, Egyptians are waiting for and expecting a dramatic change in media. On 25 January in 2011, protesters in Tahrir Square were calling for the fall of the regime and reform in all domains including media, especially "public service media", which is actually owned by the state. The revolutionaries were criticizing Egyptian public television because of its support of the Mubarak regime before and during 25 January revolution. After two revolutions, Egyptians do not accept Egyptian public television regime propaganda; they want these channels to serve the public. This research studied the challenges that face Egyptian public television in the 21st century according to the relation between media and the different powers influencing Egyptian television from the points of view of the cultural and political elites. The researcher conducted a survey of 50 members of Egyptian cultural and political elites including university professors, authors, journalists, politicians, activists, actors, actresses, singers, athletes, bankers and television presenters. The majority of the sample said that Egyptian public television should be independent from the government and the regime even if it is owned by the state. They added that there is no need for a minister of information because the minister belongs to the government and serves its agenda. Most of the sample said that Egyptian television should be economically independent from the government. Also, there should be a syndicate for individuals working on television in Egypt to protect their rights and punish them when they make ethical mistakes in their programs besides Egyptian television institution laws, rules and regulations. Moreover, television should include competing private satellite channels which are more popular among Egyptian audiences but at the same time it should not consider advertising as a main sponsor. Public television should be a tool to improve the society. It should produce and show educational, cultural and service programs even if these programs do not attract commercials and advertising.

Dr. Dina Farouk Abou Zeid is Associate Professor in the Mass Communication Department, Faculty of Arts, Ain Shams University in Egypt. She received her BA (96) and MA (2001) both from Mass Communication Department at the American University in Cairo. She received her PhD (2007) with honors from Mass Communication Department, Faculty of Arts, Ain Shams University. She is the author of "Television Presenter's Skills". She lectures in many public and private universities in Egypt in Arabic and English languages. She conducts research on a variety of topics including television production, radio production, communication skills, writing news, new media,

digital media, media ethics and translation. She is a supervisor of many MA and PhD theses. She participated in various national and international conferences. She worked as a television presenter in the Egyptian Television and as a reporter in the News Sector in the Egyptian Radio and Television Union (1996-2007).

### **Vicken Cheterian**

Webster University Geneva, Media Department, Switzerland

### **Digital technologies are generating massive amounts of information, but are we better informed?**

New technologies of communication are providing huge volumes of video, audio and text material in a very fast-growing and now nearly instantaneous manner. This rapid technological development is providing new kinds of direct visibility on events that are taking place far away geographically from the global audiences. New technologies permit users to upload millions of photos, video footage and text messages on various on-line platforms. For example, in 2013 Facebook claimed that users uploaded 350 million pictures to the network per day. Thanks to user-generated content (UGC), material posted online, such as YouTube videos, by citizen-journalists, activists, or by simple eye-witnesses, is providing large amounts of data and raw information on important events such as violent conflicts, natural catastrophes and other dramatic events. State monopolies or censorship of information or communication are no longer possible. We are better informed. But do we know more?

The conflict in Syria is the best case to illustrate the new dilemma. The conflict that started in 2011 came at a specific period in the evolution of digital technologies and means of mass communication: when smartphones stopped being luxury products and became available to everyone. As a result, the Syrian conflict generated massive amounts of raw, direct information on the unfolding events. But does this unprecedented volume of information help us understand the conflict better? And, consequently, did it make any difference? The massive information flow so far did not seem to help us understand better what is going on in warzones. Instead of detailed factual reporting, public opinion – whether in zones of conflict or far away from it – is looking for arch-narratives, self-affirmation and self-justification, rather than for detailed and balanced investigation. This is largely the result of the structural problem of the new media itself, as it is capable of generating enormous detail, instantaneous reporting, but unable to provide depth. The question is: can the digital media provide in-depth reporting on major issues, such as when covering wars, debating genocides, and other major catastrophes?

Dr. Vicken Cheterian lectures at Webster Geneva Media Communications department. He holds a PhD from the University of Geneva, and has worked as correspondent for a number of publications, incl. Le Monde Diplomatique, Neue Zürcher Zeitung, Al-Hayat and others. He is the founder of Caucasus Media Institute in Yerevan, and has consulted a number of international organizations and development agencies on media development and conflict resolution, including the Swiss Department of Foreign Affairs, UN agencies, OSCE, etc. He is the author of War and Peace in the Caucasus, Russia's Troubled Frontier, Hurst/Columbia University Press, 2009. His latest book is: Open Wounds, Armenians, Turks and a Century of Genocide, Hurst, 2015.

## **Mourad Teyeb**

Maghreb Media Forum (MMF), Tunisia

### **The Tunisian media: From serving dictatorship to serving agendas**

Mainstream media, new media and social networks played a major role in all that happened in Tunisia since early 2011. All of these media contributed to the ousting of the former Tunisian police-state regime. Nevertheless, they also played a decisive role in defending and preserving corrupt and criminal mechanisms of the old regime. And they deeply influenced the events and decisions that led to the difficulties encountered by the nascent democracy in the country and, eventually, the return of the old regime's symbols and policies in the elections of October-November 2014. Tunisia went from a media scene that opposed, even demonized, all the democratic products of the democratic revolution (the period 2011 to 2013), to an altogether pro-regime, pro-government media (in 2014 and in 2015, separately).

The most popular public and private Tunisian media have changed their coverage and their editorial decisions from one period to another. This is what we can explain in the current paper. We can make conclusions as to the extent of the influence this behavior of the Tunisian media had over the political, social, economic, and security developments in the country between 2011 and 2015.

Mourad Teyeb is a Tunisian journalist and media researcher. He has been working in the print, online and broadcast industries for 15 years, and has covered issues ranging from politics, transition and conflicts to business, sports and arts, in English, French and Arabic. Since the huge changes in Tunisia and the North-Africa region started in 2011, his focus has mainly been on issues ranging from democratic transition to media reform, corruption and security issues. He is particularly interested in ethics and regulation. Such issues have been a matter of fierce debates in Tunisia. He also attaches great importance to training young journalists, citizens and activists in advocacy and media literacy and to social media and new media. In 2013, Teyeb founded the Maghreb Media Forum (MMF), a Tunisia-based think tank focusing on certain key media issues such as ethics, regulation, media and information literacy, access to information and the training of journalists.

### **Panel 8. Users and Consumers**

Saturday, 12 September, 9.30 am

Moderator: Gary Ford

### **Kirsten Gollatz & Arpan Ganguli**

Alexander von Humboldt Institute for Internet & Society; The London School of Economics and Political Science, Germany/UK

### **“You own your content, but...” - Tracing changing notions of ownership over user content in social media platform policies**

Owing to the widespread reluctance to create statutes combined with the proclivity of social media platforms for contracts (Bygrave, 2013), the ownership of digital content, especially those generated by users are increasingly being controlled through platforms' Terms of Service (ToS). These ToS constrain ownership by defining “what the consumer is allowed to do” (Brown, 2013).

Drawing on philosophical approaches for justification of ownership, we track the evolution of control over ownership by analyzing the changes in ToS across varied social media websites.

Whereas providers commonly grant ownership over content to their users, they reserve a right to

control under their terms. These terms not only increased in length (more rules, more words) but are also being adjusted in order to justify policing the user (Gillespie, 2015). The empirical question is, then, to what extent different social media websites have developed and specified users' ownership rights

and responsibilities within their policies over the course of their operations.

We selected six major social media platforms with diverse features - Facebook, Twitter, YouTube, Tumblr, Flickr and LinkedIn. Underlying our conceptual approach is the definition of ownership as "a bundle of rights and duties" (Bergström, 2000). In order to examine how this bundle has evolved over time, we compiled a corpus of historical versions of platforms' policy documents, including ToS and accompanying policies, like user guidelines and privacy policies.

Using content analysis, the empirical study comprises of three steps - 1) Identifying different provisions for ownership by the user, 2) enumerating commonly stated rights related to user ownership, and 3) tracing and categorizing the number of ways the users' ability to exercise these rights are constrained across all policy versions.

The contribution of our paper is threefold. First, we apply a philosophical approach to corporate policy making that advances our understanding of the policies that govern the control and ownership of user content. Second, we develop a system of categorisation, which allows us to conceptualise the notion of ownership over data and content in commercial online settings. And third, we highlight how this notion has changed in an increasingly intermediated online communication environment.

Kirsten Gollatz is project manager at the Alexander von Humboldt Institute for Internet & Society where she works on free speech online. She is involved in the international Ranking Digital Rights project, and contributed research to a current UNESCO report on the role of Internet intermediaries. In her doctoral thesis Kirsten investigates the evolution of private transnational governance for user content. Kirsten was a research intern at the Berkman Center for Internet & Society at Harvard University, and holds a MA in Media & Political Communication from Freie Universität Berlin.

Arpan Ganguli is currently a Graduate Student of Media and Communications at The London School of Economics and Political Science. Having worked in the corporate world, Arpan is now interested in the policy and governance aspects of the internet.

### **Julie Smith**

Webster University, St Louis, USA

### **How the website "YouNow" changes the typical media power structure**

The triumph of Web 2.0 technologies has been the democratization of content production. We are no longer held captive solely by outlets controlled by government or corporate entities thanks to the Web. In addition, consumers are no longer passive, we crave interactivity. There is perhaps no better example of this revolution than the website YouNow, which offers streaming television-like programs of anyone with a cell phone or a webcam. If you are a YouNow viewer, you can access anyone in the world who is currently live-streaming themselves, regardless of what they are doing. The content is raw, interesting and sometimes unexpected. But the message, unlike in traditional media, is not filtered by government or corporate ownership.

What is essential about YouNow is the idea of interactivity. Students today do not simply want to watch media. Think of video games and online platforms – they crave reciprocal communication. They want to be involved. This new format allows that. Viewers can ask those who are live-streaming questions that appear on the screen in real time, allowing the broadcaster to

respond. Viewers can “fan” users and add them to “favorite” lists. In this way, a YouNow broadcaster can have a quantitative tally of their “popularity”.

Critics of YouNow suspect that giving anyone with the desire for it their own broadcasting platform essentially continues the narcissistic trend started with typical social media platforms. I don’t dispute this. There are some YouNow users who are clearly interested in being watched and accumulating a fan base. But I am more interested in the idea of YouNow empowering live-streamers to create their own programs in real-time without any interference from government or corporate entities, as well as its possibilities for use in education.

My presentation in Vienna would consist of a YouNow overview, an analysis of the user demographics as well as any corporate sponsorship that live-streamers may be using. (As of April 2015 there are none, but...) I would also demonstrate a way in which YouNow could be used as a teaching tool in a university-flipped classroom, where students are empowered to take control of their own learning through media.

Julie Smith teaches at Webster University in St Louis as well as Southern Illinois University. Media literacy has been her passion since 1997. In addition to her courses, she presents and runs web 2.0 and social media workshops around the USA. Her work has been presented at conferences in St Louis, Detroit and Chicago. She also presented at Media Trends in Geneva in 2013. Media literacy expert Art Silverblatt asked her to co-author the new edition of his textbook “Media Literacy: Keys to Interpreting Media Messages” this year. Her own book (still untitled), which is a media literacy handbook for parents and teachers, will be published this year. Her website with links to current projects: [www.medialiteracyed.net](http://www.medialiteracyed.net)

## **Rebekah Jorgensen**

Webster University Geneva, Switzerland

### **Consumer surveillance: Innovations in “fighting back”**

While much surveillance research and public comment focus on the extensive global government surveillance to which Internet and cell phone users have been subjected, research, journalistic and other sources of revelations on unpublicized, unwarranted commercial misuse and abuse of consumer clients’ biometric and content data have resulted in ever-growing and increasingly vocal public dissent.

Prior complaints about the misuse and lack of transparency were often dismissed by commercial enterprises from the legal position that consumers had agreed to the “terms and conditions” by signing online, therefore creating valid business contracts which allowed the intrusion. However, recent revelations that 1) the “contracts” actually create binding “perpetual” relationships (like Schrems’ Facebook lawsuit) and 2) some businesses on the Internet (Facebook, Google, YouTube) have manipulated data going to the clients (calling to mind the repugnant and illegal actions of Rupert Murdoch’s now-shuttered British tabloid, News of the World), have created a surge in consumer efforts to “fight back.”

Subsequent actions taken by consumers on multiple fronts and in innovative, strategic ways include:

- 1) legal challenges (primarily in North America and Europe, but growing);
- 2) media challenges (Internet privacy complaints to the FCC alone are at 20% and are not an area traditionally covered\*);
- 3) public discussion (increasing conversations across political and cultural divides);
- 4) global actions (increasing discussion and civil society actions at INGOs);
- 5) technological options (availability of low-cost, simple options, described below).

Working with the Center for Digital Democracy, the leading trends with the most significant likely impact for consumers are identified. Finally, the individual steps that consumers can already take to make a significant difference in protecting their digital privacy and permanently changing the “terms and conditions” that may apply. These include:

- 1) “stealthy searching” (weaning consumers from the most popular search engines);
- 2) “e-mail scrambling” (simple encryption tools which become habitual);
- 3) “browser cloaking” (with privacy tools to block tracking);
- 4) “popular alternatives to Internet communication” (including face-to-face); and
- 5) “increasing digital privacy literacy” (through groups like the Electronic Frontier Foundation’s “Surveillance Self-Defense” site).

These developments represent a paradigmatic shift in consumer strategy.

Dr. Rebekah Jorgensen, MA Program Coordinator in Media Communications at Webster University Geneva, began her research in media policies and their intercultural impact at the Ohio State. Her doctoral research on the influences of American media on Romanian adolescents was repeated in 2014 when she returned to do a follow-up comparative study about the on-going influences of the media. In between, she taught in California (UCLA, UCSB) and worked professionally in television, feature films, documentaries and children’s production. A DGA member, she has shot films around the world, from Japan to the Middle East to Europe and throughout North America. She has been a production executive and producer for major film studios, including Universal and United Artists, as well as several international co-production companies. In 2010, Dr. Jorgensen returned to Geneva to teach at Webster where she helps students realize their potential to contribute to global media research and production.

## **Panel 9. Communication Theory, Ethics, and Law**

Saturday, 12 September, 11.00 am

Moderator: Anthony Löwstedt

### **Matt Duffy**

Kennesaw State University, Georgia, USA

#### **A look at global norms surrounding media law**

While definitions of free expression can vary widely from country to country, judiciaries and other bodies agree on many areas regarding the regulation of speech and the media. This talk will explore the emerging “global norms” that can be found by surveying the legal environment in many nations, particularly those that value good journalism and robust free speech. These global norms are particularly recognized by agencies inside the United Nations and the rulings of International Regional Courts such as the Inter-American Court of Human Rights, the European Court of Human Rights and the African Court of Human and Peoples’ Rights. Analysis of free speech cases reveals five main areas of contention: defamation, insults, public order, public health and morals, and the licensing of journalists. For defamation, the global norms tend to focus on three issues. First, any defamation complaint should be dismissed if the information that damaged a reputation is true, so that figures can’t unfairly protect a good reputation that they don’t deserve. Second, defamation complaints should be civil rather than criminal, so that journalists and other speakers need not risk a trip to jail for their expression. Finally, public figures should withstand more scrutiny than private figures since they deal with matters of public debate. As for insults, many international courts and the UN have simply labeled insult laws as incompatible with free expression. Public order

laws are quite complicated since security for any society is tantamount, without public order none of the other guarantees matter. Still, judiciaries try to balance the need for public order with the need for critical journalism and debate. Therefore, prosecutions should be narrowly tailored and, perhaps, only focus on speech with advocates “imminent lawless action.” Opinions do vary on this matter with many countries, for instance, drawing the line at hate speech rather than true threats. The matter of public morals tend to vary widely even between societies with high levels of press freedom, therefore this talk will not dwell on this area. Generally, the licensing of journalists has been found to be an impediment to the duties of the press, giving public figures too much power over those tasked to hold them accountable.

Dr. Matt J. Duffy studies international media law with a focus on the global norms that balance legitimate regulation of speech with protections for free expression. Duffy is the author of the book "Media Laws in the United Arab Emirates" and his legal analysis of Arabian Gulf communication regulations was published in the Berkeley Journal of Middle Eastern and Islamic Law. He serves on the board of directors of the Arab-US Association for Communication Educators and as an expert with the Columbia University Global Freedom of Expression and Information project. Duffy currently teaches journalism and international media law at Kennesaw State University in Georgia, USA. Follow him on Twitter: @mattjduffy

### **Ivone Ferreira**

Polytechnic Institute of Viseu, Portugal

### **Marketing strategies of political engagement**

Aristotle's Rhetoric is an important legacy to this field of study because the philosopher presents a definition of rhetoric, its object and how the speaker should argue to effectively reach an audience. The first part discusses the moral character of the speaker, or ethos, and the second is devoted to the study of audience. It is important that the speaker knows well not only the passions of his audience, but also the best way of awakening these - the pathos - because in this way s/he will have the best chance to effectively persuade. We begin with a reference to the concept of ethos because we understand that this is no more than the character or profile that shows while the speaker utters his speech and that, in our view, corresponds to the image that the speaker/political entity broadcasts. Currently, the studies on mediated political discourse include research about the effect of electoral advertising on voting intention, analysis of the marketing strategies of the campaigns in relation to desire and expectations of voters and opponents, especially in discussions about the role of media in electoral processes, but also semiotic studies focused on political discourse in digital media, among others. Argumentation and drama are two forms of political language that should be considered expressions of two general rhetorical processes that act together: persuasion and seduction. We will focus on the upgrading of political discourse, subjected to grammar specific language of the media and their aesthetic standards, generating - and asking - new skills of politicians, such as knowledge about the target, good appearance and image management but also about anything that concerns audiences in order to create engagement.

Dr. Ivone Ferreira is Coordinator of the 1st cycle in Social Communication at the Polytechnic Institute of Viseu, Portugal. With a Ph.D. in Communication Sciences on TV advertising, Ivone Ferreira teaches in the fields of advertising and marketing.

**Joan Ramon Rodriguez-Amat**  
Sheffield Hallam University, UK

### **Phatic rules: From communicative contents to spaces of interaction**

Cloud and data enclosures (Andrejevic, 2007) ubiquitous computing (Dourish & Bell, 2011), software and social networking sites (Manovich, 2013), interface and mobile research (de Souza e Silva & Frith, 2010; Farman, 2012), geolocated media (Barreneche, 2012) or information and big data (Gleick, 2012) are concepts that do not go easily together. They coincide under timely coordinates but seem to refer to disperse aspects of a complex environment of technological developments. However, these areas can all be understood as symptoms of a fundamental epistemological shift that opens a discussion on ownership, legitimacy, governance and power. The critical thinking focused on communication contents, including the debates on freedom of expression, surveillance, or the public sphere, demands a further discussion on metadata, interfaces, connectivity networks and the configurations of communicative spaces. Such an apparently fragmented landscape of communication opens a field of research that deals with what happens right where the content-meaning-based communications stop: contacts, links, connections and geo- and chronolocated interactions. The classic jakobsonian notion of phatic communication (Hébert, 2011) helps here to explore the practices of online interaction that provide electronic information to big data gathering centres and to the forms of governance that emerge from them: how are ownership, management and the treatment of this information organized and how can the political, social and economic implications of such an organization be scholarly approached? The rule of the phatic communication, the governance of technology, the configurations of communicative spaces? In the realm where information beyond meaning seems to rule, power still applies and research on media-governance needs to find its way.

This paper explores the diverse facets of available literature and identifies the theoretical and empirical frames from which this field can be explored. The intention is to elaborate a conceptual map that deals with the extension of what seems to be a major epistemological and theoretical communicative shift in the governance of media-information.

Dr. Joan Ramon Rodriguez-Amat is Lecturer at Sheffield Hallam University. He was previously Assistant Professor at the Institut für Publizistik- und Kommunikationswissenschaft (University of Vienna) after having been full time teacher and researcher at the University of Vic (Barcelona, Spain). His research focuses on the governance of communicative spaces understood as the intersection between cultural and social practices, technology and regulatory environments, and economic and political conditions. His most recent publications include: Rodríguez-Amat, J. R., & Brantner, C. (2014). Space and place matters: A tool for the analysis of geolocated and mapped protests. *New Media & Society*, and Sarikakis, K., & Rodríguez-Amat, J. R. (2014). Intellectual property law change and process: The case of Spanish Ley Sinde as policy laundering. *First Monday*, 19 (3). Dr. Rodríguez-Amat has spent research and teaching time in more than ten different universities in Spain, the United Kingdom, France, Germany and Austria.

**Natascha Zeitel-Bank; & Rosanna Battisti**  
Management Center Innsbruck, Austria

### **Scrutiny of the Austrian media system in special consideration of asylum and refugees**

This paper focuses on the media system in Austria with particular interest in the portrayal of asylum-seekers and refugees. The objective is to define conditions, processes and content issues in order to

point out their influence on the mass media coverage of the mentioned topic. As a framework for analysis the concept of the three political dimensions – polity, politics and policy, is used. For each dimension key factors are determined.

Focusing on the contents (polity), the legal framework for mass media, the high level of concentration in the Austrian media sector and the limited media self-regulation measures are considered to be key factors. Regarding the processes (politics), various key players are identified. These include policy makers in the parliament and government (with a special focus on the Austrian Freedom Party) and their influence on media enterprises, as well as Austrian NGOs committed to the rights of refugees and asylum-seekers. Journalists are seen as key players as well, even if their considered gatekeeper-function seems to change due to new technologies. These create new opportunities for participation in the political process of communication for all citizens. These new opportunities may be also abused in terms of racial and ethnic discrimination. Concerning the content issues (policy), the descriptive model of news values is stated to be a key factor for mass media coverage. In addition, the criteria of what kind of messages and what types of coverage there are in the various media is considered to be a key factor, since a there is a significant difference in the form of reporting between tabloid and quality media.

Prof. Dr. Natascha Zeitel-Bank is senior lecturer at the Management Center Innsbruck (MCI) in Political Science, Media and Communication. Beside her academic career she worked as a journalist / PR Manager at several institutions at the national and international level (e.g. ZDF and European Commission) (<https://www.mci.edu/faculty/natascha.zeitel-bank.html>).

Rosanna Battisti has a bachelor degree in nonprofit, social and health care management and in communication. She works in the journalist field as a text writer.

### **Panel 10. Corporate Pressure, Declining Quality?**

Saturday, 12 September, 11.00 am

Moderator: TBA

#### **Makoto Sakai**

Associate Professor, Bunkyo University, Japan

#### **Responsibility of media studies for information governance in relation to nuclear power technology**

In the issue of the nuclear accident in Fukushima, which was unquestionably a manmade disaster brought about by neglect and laws such as the “law of the nuclear power village,” the Japanese media fell short in its monitoring. Prior to the disaster, citizens had believed that nuclear power plants are safe and information disclosure is unnecessary.

Employing a framework that draws concepts from sociology and media studies, the current research aims to clarify the different contexts for nuclear power policy, on which coverage by the Japanese media has been unsatisfactory, and help enhance the practice of information management as regards nuclear power technology. Toward this end, this study analyzed news articles on the aftermath of the Fukushima Daiichi nuclear disaster gathered from newspapers and websites. Media reports on the nuclear power technology field from developed countries, especially the United States, the United Kingdom, Germany, and France, were examined. These reports, which embody the interests related to nuclear power policy in each country, have proposed controversial perspectives. As such, these works are useful for promoting the decommissioning of nuclear power plants and reconstruction of communities and infrastructure after the 2011 earthquake and nuclear accident in Japan.

Apart from TEPCO, the Japanese government and Japanese media withheld information on the human errors involved in the disaster, partly to avoid dividing the country, shifting the responsibility solely on the earthquake and tsunami; that is, natural disasters were the enemy. Many people have not inspected or sought accountability for the human errors involved. They have focused on raising awareness for the anti-nuclear power movement in Japan owing to a vague anxiety regarding the re-operation of nuclear power plants. In future, Japan needs to not only improve its reactor technology but also introduce a strong civilian oversight of the “nuclear power village,” with participation by the bureaucracy, academe, and companies involved in nuclear power generation, including the media.

Dr. Makoto Sakai was educated in Japan and received his Ph.D. (Media and Governance) from the Keio University, which is the oldest university in Japan. He is the author of three books that analyze Japanese contemporary society and culture (of two books as the sole author). He is also a journalist and has written articles for political and opinion magazines in Japan. His present post is full-time and tenure Associate Professor of Bunkyo University in Kanagawa pref. (near Tokyo), at the Faculty of Information and Communications.

### **Monika Kovarova-Simecek**

Fachhochschule St. Pölten, Austria

#### **Financial illiteracy as a supportive aspect of the failure of financial journalism**

One of the most notable features of a financial crisis has been the post-crisis critique of financial journalism. This criticism is based upon the normative expectation that financial journalism can and should prevent financial crisis by reporting the emerging evidence of a possible collapse and alerting the public to the signs a catastrophe (Manning 2012; Ragas, Tran 2014). However, if financial news strive for more transparency and question not only asset prices, but also network dependencies in the worldwide financial markets, financial journalists has been faced with the question, whether they contribute to market panic and aggravate the situation which could be interpreted as an attempt to limit the freedom of financial journalists (Kleinnijenhuis et al. 2013). At this time, two reactions can be observed:

1. Newspapers distance themselves from the responsibility in respect of their role as crisis-preventer and appeal to their neutrality (Usher 2012) and 2. Journalists, the public and scientists give various explanations for the failure such as complexity of the evidence, the manipulative power of public and investor relations, the interdependencies between financial markets and newspapers which limit journalists' objectivity and neutrality, an aspect being amplified by a lack of resources and profound expertise due to cost cutting in media industries and (Manning 2001). However, two issues have been neglected in the previous discussions. First, what has been the perception of financial journalists in the public and how has this perception developed and changed since the professionalization of financial journalism in the middle of 19th century? How can the expectations and requirements towards financial journalism be specified today making the attempt of an analogy with political journalism? And second, can the recipients' financial illiteracy be considered as a supportive aspect of the failure of financial journalism in providing public with relevant financial news and how does today's financial journalism contribute to reduce financial illiteracy? Theoretical and practical implications will be discussed.

Monika Kovarova-Simecek has academic experience as University Lecturer at the UAS St. Pölten, Department Media & Economics; as a doctoral student at Universität Wien (research topic: history of financial journalism and democratization of financial expertise); and as a university lecturer at the

UAS FH Wien / Metropolia Business School Helsinki / UAS Oulu / Technical University Vilnius / INSEEC Paris and Bordeaux (since 2006); as Chief Editor of CFO aktuell, Journal of Finance and Controlling. She has professional experience as Finance Director at Ketchum, Head of Controlling and Reporting UAS FH Wien, and as consultant at Horváth & Partners.

### **Wendy Sterba**

St John's University /College of St. Benedict, USA

### **Corporate pressure on U.S. TV series content as exemplified by Joss Whedon's battle with Fox over Dollhouse and Firefly**

Fox Television is a noticeably schizophrenic corporation. The company divides into a conservative news branch and a television entertainment division that strove to be alternative and innovative in order to attract an audience and guarantee its success as the up-and-coming, fourth network in the 1980s and 1990s. Joss Whedon's Dollhouse and Firefly series were heavily leaned on and modified by the network in terms of content. It would seem that ownership by ultra-conservative Rupert Murdoch might be a likely influence on production resulting in shows with narrowly controlled political visions under tight administrative control. The network certainly did exert control, but Whedon's experience in his fight to deal with topics like prostitution and technological excess suggests that despite network intervention, in the long run corporate greed conquers politics. In examining network treatment of the shows, it seems that neither Theodor Adorno's model of culture industry pablum for the masses nor Walter Benjamin's vision of a new free technology for the masses can explain the tenor of the Whedon shows that ended up being broadcast.

Wendy Sterba is a professor of Film and Languages and Culture at St John's University/College of St. Benedict. Her research involves media aesthetics and the echoes of technological and corporate power in contemporary film with focuses on gender and apocalypse. Her recent books include Reel Photos: Balancing Art and Truth in Contemporary Film and J.J. vs Joss, an analysis of the works of JJ Abrams and Joss Whedon.

### **Media Trends Wrap-up**

Saturday, 12 September, 12.30 pm

Where are the media heading? How can we better understand and explain the complex relations between the production of content - news, entertainment, advertisement, education – and the institutions and forces that control this production? Since the Media Trends conference series was initiated by Tammy Rosso and the Media Communications Department at Webster University Geneva in 2010, we have explored relevant themes in-depth, with global as well as local perspectives, and with input by academics as well as practitioners. We wrap up this year's conference with the hope that it has triggered new insights and new initiatives.

**Michael Freund**

Webster Vienna Private University

Univ.-Prof. Dr. Michael Freund, former head of the Media Communications Department at Webster University Vienna, is also an editor at Der Standard newspaper, Vienna. He studied at the University of Heidelberg, and at Columbia University where he received his M.Phil, MA, and PhD degrees. His teaching and research is in journalism and media communications. His professional career includes the Marienthal Revisited research study (1979-1981), writing and production work at ORF Austrian Public Radio and teaching and lecturing at various universities in Austria, Germany and the United States. He authored and co-authored several books and many magazine and newspaper articles, mostly in the fields of culture, media, design and social science topics. His current research focuses on intercultural media comparisons and analyses of popular culture forms.

**Eric W. Rothenbuhler**

Dean, School of Communications, Webster University, St. Louis, USA

Dr. Eric W. Rothenbuhler is Dean of the School of Communications and a professor at Webster University in St. Louis. He was previously Associate Dean of the Scripps College of Communication and a professor of media arts and studies at Ohio University (2010-2012), director of the media studies MA program at New School University (2001-2004), and a faculty member at University of Iowa (1985-2001) and Texas A&M University (2004-2010). His teaching and research address media anthropology, media history, and communication systems ranging from ritual through community to media industries, with special interest in music, sound, and radio.