New Directions in Media Research

June 12, 2015

Conference Program

University of Leicester

Department of Media and Communication

Backfield House, 132 New Walk, Leicester, LE1 7JA
**Academic Staff:**

Prof. Peter Lunt

Dr. Athina Karatzogianni

Liz Bonnett

Andy Sarratt

**Conference Committee:**

Shuhan Chen    Hannah Ditchfield

Andreas, Anastasiou

Afnan Qutub

David Moss

Dafni Mangalousi

Ken Wang

Rahma Al Foori
Content List

Parallel Session 1  · · · · · · · · · · · · · · · · · · · · · · 1

Parallel Session 2  · · · · · · · · · · · · · · · · · · · · · · 10

Parallel Session 3  · · · · · · · · · · · · · · · · · · · · · · 20
Parallel session 1

11:00-12:20

New Media and Society, Lecture Theatre, Ground Floor, 132 Bankfield House.

Media and Journalism, Seminar Room, Second Floor, 132 Bankfield House.
The use of digital technologies in commuting, identification processes, municipal dealings and communication is only some of the examples that (digital) data and networks forcefully change everyday life in the city. At the same time, conceptually ‘digitalisation’ of everything becomes a dynamic process that appears natural after ‘the networking of the world’ previously (see Mattelart, 2000). Thoroughly studied earlier, networks and networking affirmatively flatten time while and through transcending space (see Castells, 1996; Hassan, 2003; Schiller, 2000).

Back in the 19th century, as Harvey (1985) suggests communications along with transports (the two most profound urban processes), offered “a new sense of simultaneity over space” (p. 9) and further “consolidated the triumph of space as a concrete abstraction with real power in relation to social practices” (p. 13). Notably, urban processes (key processes within and for the capitalist system) fundamentally impact social relations, practices and everyday life by basically informing the process of ‘the production of humans’ (see Harvey, 1985, 2001; Lefebvre, 1991; Moulier-Boutang, 2012).

Crucially then, ‘digitalisation’ as an on-the-making urban process cannot be neutral, rather it too demands space and time reconfigurations (Moulier-Boutang, 2012) that, through “digital microprocessors running digital code”, directly structure “our relationships with the many entities that populate this human-built world” (Berry, 2011, p. 10). Looking at the Digital Agenda for Europe\(^1\) strategy and its components I intend to trace the discursive construction of the ‘digitalisation’ process within European policymaking; methodologically following Howarth (2010) and Howarth and Torfing (2005).

References:

\(^1\)http://ec.europa.eu/digital-agenda/
11:20-11:40

The role of social media in the Arab Spring

Naif Alotaibi, nmfk777@hotmail.com

New media in the Arab world benefited from the Internet’s ability to overcome geographical boundaries and avoid the censorship of publications in the Arab world (Aldnany 2003). In addition, Internet usage in the Arab world has increased significantly in recent years, but the rates of use in most Arab countries are still below the average world rate of 21%; with the exception of four Arab countries: Kuwait, Qatar, Bahrain and the United Arab Emirates.

Arab governments cannot prevent readers from having access to online media through the Internet, because they simply cannot control it. In addition, through new media, such as the social media sites, one message sent by a user may reach a large number of people at the same time, thus each user may contribute to the publication of this message to new groups and interact with the content of the message. As a consequence, social media for example Facebook and Twitter, are vital tools of social networking which many Internet users rely on to communicate with other people. Facebook ranks first as the social networking site most used in the Arab world, and the number of Facebook users amounted to more than 50 million users by end of 2013 (a quarter of them are Egyptians).

According to Dahlgren (2005), the Internet is ‘rapidly leading a media revolution’. However, this paper will examine the role of social media sites in the Arab Spring events which erupted in early 2011.
Since the emergence of social media platforms there has been unprecedented amount of scholarly interest in the way users manage, construct, negotiate and present their identities and selves on these sites. Interest in this area has just increased with time, as new innovative platforms continuously emerge offering different ways of identity expression e.g. liking, pinning, hash-tagging and insta-ing. This, paired with the increased usage of sites on mobile devices, has led to our opportunities for self and identity work vastly expanding. Yet despite the amount of interest and academic attention paid to this area there has been limited critical reflection upon how issues of identity and self on social media have been researched and explored. Research in this area has also been conducted across a variety of disciplines and published in a broad array of journals, making it a rather difficult task to keep track of all developments.

This presentation therefore wises to make an intervention into this field of literature that draws on issues of identity and self in relation to social media. The aim of the presentation is to mark out the terrain of literature in this area by identifying six categories for thinking about this research: understanding and interpretation of identity and self, feature of social networking studied, platform studied, method of data collection and analysis, sample size and population and topic, context and research questions. In doing this, the presentation aims to provide a foundation from which to assess the way identity and self issues on social media have been researched to this date and to signal potential lines of further enquiry.

Understand Chinese youths’ online self-presentation: 'Facework' or 'Impression Management'?

Shuhan Chen, University of Leicester, sc463@le.ac.uk

Online impression management and self-presentation studies tend to indicate that Goffman’s (1959, 1967) studies on online impression management and self-presentation studies helped them to build the theoretical framework to understand social media users’ online practices, especially how individuals perform strategically to make positive impressions on others in online
social interaction (e.g. Vasalou et al., 2008; Hogan, 2010). Whereas, this idea does not reflect Goffman’s impression management, as he considered impression management studies are also affected by the social norms and interaction rituals (1967). ‘face’ and ‘facework’ are being introduced by Goffman to explain the positive social value and social attribute that individual claims for themselves, but with the approve of the people they interact with. Different from self and identity which need to be formed and developed with time goes, while face is the relational and interaction phenomenon arising in everyday talk and conduct, which is more on the relational and collective level rather the individual level.

Chinese ‘face’ practices are considered as the heart of Chinese culture, the intangible social norms and regulations for Chinese, which also believed have great influence on Chinese people's social interaction practices. Thus, this presentation will mainly introduce the differences between self, identity, and face concept, then compare the Eastern and Western face concept, and explain why face and facework studies can be used to understand Chinese youth’s online practices.
Media and Journalism

11:00-11:20

Impact of socio-cultural context on the dynamics of news selection

Andreas Anastasiou, University of Leicester, aa463@le.ac.uk

It has been inferred, but not sufficiently grounded on empirical evidence, that the process of news selection, the related criteria of newsworthiness, and journalistic professionalism, are all influenced by context; being that cultural or temporal. It has been argued that developments, such as technological convergence and ownership concentration in the media sector, as well as the emergence of 'citizen journalism', call for redefinitions of journalistic professional and news values. It has also been argued that national media models are anything but static, hence a need arises for a timely reconsideration of their character, in relation to the desired quality of tomorrow's journalism. This research project, a comparative investigation in three countries of different journalistic cultures (United Kingdom, Sweden and Greece), aims to contribute to an explanation of news judgement, often called 'journalistic gut feeling' by journalists, as this is implemented in varying socio-cultural contexts. A thesis of this investigation is that the combined consideration of the theoretical domains of news values, news practice and journalistic professionalism is required, so that an adequate explanation of the dynamics of news evaluation is produced. Bourdieu's 'field theory', adapted for journalism by Benson, is suggested as a meso-analytical tool to facilitate such combination. The methodological approach comprises: (1) a quantitative survey via questionnaire, to map the dominant trends in the three countries of the study; (2) a qualitative focus group adaptation, simulating an editorial meeting, to record and discuss the decision-making process.
The Radia tapes controversy in 2010 revealed evidence that some well-known Indian journalists had been colluding with Nira Radia, a business and political lobbyist, to develop news pieces which were favourable to the latter's interests. Following this, the Indian mainstream print and broadcast media practices have faced public criticism and outrage, mainly on the social media platform, Twitter (Chadha, 2012 and Chadha and Koliska, 2014). There has, therefore, in recent years existed a challenge to the legitimacy of the image of journalism as an institution that exists to serve the world’s largest democracy, as well as that of journalists as independent voices holding political and corporate bodies to account.

In this paper, using Bourdieu’s field theory, I illustrate some of the strategies that writers of Indian longform journalism employ to self-consciously position themselves in opposition to mainstream journalism. The legitimacy of these actors, therefore is derived from the alignment of their ideological position to that of the citizens who critique the mainstream media and its high-handedness. This paper draws on a brief longitudinal analysis of tweets collected from the Twitter accounts of three such Indian journalists – Sonia Faleiro, Shivam Vij and Neha Dixit – over a period of 10 days to explore the nature of the public space being negotiated in this struggle for journalistic legitimacy on Twitter, and its potential to extend citizenship, as well as offer possibilities of belonging, to those individuals whose identities are marginalised by monolithic narratives of nation-state or religion.

References:
Digitization and convergence in Chinese regional newspaper industry

Miao Huang, University of Glasgow, m.huang.1@research.gla.ac.uk

Newspaper industry in the whole world is facing some similar problems – audience shrinking and revenue declining; Chinese regional newspaper is no exception. Meanwhile, technological advancements, especially the trend of digitization and convergence, have brought both competitive pressure and innovative opportunity for press media. Characterised by single-way distribution, the press media appears divergent with new consumption demands shaped by evolving media technologies. Strategies of digitization and convergence have been adopted by Chinese newspaper operators to cope with these challenges.

In this industrial context, this study explores what innovations in terms of digitization and convergence are achieved by Chinese regional newspaper organizations. It is based on the field research of two leading regional press groups – Zhejiang Daily Press Group and Nanfang Media Group, which are practicing the digital and converging transformation through the new business of electronic retailing service. This sort of new business is widely adopted in Chinese newspaper industry for its integrated application of content production, commercial promotion and social capital.

However, being an experimental practice, several problematic issues need to be addressed so the ultimate aim of this study is to provide constructive suggestions for practitioners and policymakers. In brief, three issues will be explored:

• How the e-retailing is affecting newspapers’ content production practices;
• How the e-retailing is changing the newspapers’ revenue models;
• How the industry policy should be modified to simultaneously support industrial development, preserve journalistic integrity and protect public welfare.
A Diachronic Study of Linguistic Change and Continuity in British Tabloid and ‘Quality’ Print Newspapers

Julia Lefkowitz, University of Oxford, Julia.lefkowitz@pmb.ox.ac.uk

The notion of ‘tabloidization’ has been identified as a key and emblematic component of recent debates regarding the changing nature of mass media, the role of journalism in democratic societies, and the shifting public sphere. As with many of the claims that constitute these debates, scholars tend to address ‘tabloidization’ on the basis of intuition rather than empirical data.

My doctoral thesis aims to investigate a recent wave of ‘tabloidization’ claims through a combination of quantitative and qualitative methods wherein the language of two tabloid and two ‘quality’ British newspapers over a period of 40 years from 1970 - 2010 are subject to examination. To the best of my knowledge, a diachronic study has not been conducted wherein quantitatively and qualitatively derived linguistic patterns are connected to an engaged discussion of journalistic values.

The proposed presentation will discuss results from a pilot study designed to answer two questions core to the thesis: 1. Can ‘tabloidization’ be substantiated empirically? 2. Have those values traditionally seen to characterize tabloids become more prominent in ‘quality’ newspapers? In illustrating a dual-convergence between the language of ‘quality’ and tabloid newspapers, findings show that ‘tabloidization’ can be successfully operationalized. The linguistic change and continuity identified can further be said to suggest the emergence of a pluralistic, postmodern public sphere, which is addressed by both types of publications.
Parallel session 2

14:00-15:20

Media and Culture, Lecture Theatre, Ground Floor, 132 Bankfield House.

Media and Politics, Seminar Room, Second Floor, 132 Bankfield House.
In Saudi Arabia gender segregation is a cultural practice that occurs across all public and private domains. This segregation has shaped the lives of Saudi citizens and is driven socially through cultural and religious discourses and politically through regulation and policy. For Saudis who live in western countries, the transitioning experience can be challenging. This part of the research is based in the original study which was conducted in The UK exploring this transitioning experience. The aim of this study is to highlight the dialectical relationship between participants’ cultural identity and the acculturation experience of cross-cultural contact. In addition this study also aiming to highlight the influences that intercultural experience has on Saudis – specially on the university students- while being in a mixed-gender environment and the encountering of Western media islamophobia.

Drawing on in-depth interviews of 17 Saudis could provides context to help understand the Intercultural experience of Saudis in the UK in the context of free mixed gender setting and Western media Islamophobia. Preparatory examination of meetings recognized six parts of experience that were classified as key topics to rise up out of the understanding of the members’ meetings( experience, cultural differences, cultural values ,religion ,media migration).

Three thoughts emerge from this discussion:(1) the figured world, (3) the dynamic self and (3) connection. These ideas have each been produced in an alternate and particular hypothetical casing. The experience of Saudi understudies in a blended sexual orientation environment can be seen as the association of 'the Saudi self' inside the blended sex connection.
14:20-14:40

**Saving Muslim Women From Their Misery**

Afnan Qutub, King Abdulaziz University, Research.qutub@gmail.com

The misrepresentations of Muslim women by the West have been endless. Muslim women are typically portrayed in the American media as backward, uneducated, oppressed, voiceless, not modern, submissive, and victimized. Based on Said’s Orientalism and on typical imagery of the media and movies, one may conclude that there are two problems in the Western understanding of Eastern cultures. First, the Western view of the East is greatly influenced by the stereotypical negative images that Hollywood films consistently present (Arti, 2007). Secondly, Western scholars’ observations of Middle Eastern cultures are evaluated and interpreted through the perspective of Western values. Hence, their conclusions tend to be partial, misleading, and deceptive. Using critical analysis as a methodology and Orientalism as a theoretical framework, the following paper will investigate two matters. First of all, the paper questions the representations of Muslim women in American media. According to Greenberg and Miazhevich’s (2012) research, which traced the representation of British Muslim women over a 12-year span in the American media, the New York Times consistently represents Muslim women through a hegemonic ideology. Secondly, the paper questions who are the "other" in reality and how could they be seen differently? I will briefly define the mysterious "other"-- the term Said used to refer to the Oriental culture-- and provide alternative lenses through which to see Middle Eastern culture instead of Hollywood's distorted lens and that of the biased media that saturates American society.

14:40-15:00

**Analyses of neo-liberal development in Chinese city creative industries policies: the case of Beijing.**

Ken Wang, University of Leicester, kw182@le.ac.uk

This paper analyzes Chinese city creative industries policies during 2001-2013. Specifically, since the policy discourse “creative industries” was originated in Britain in 1997, neo-liberalism has been an important perspective in analyzing and understanding British creative industries policies, and there has always been debate about whether the creative industries policies are characterized as neo-liberal or not (Hesmondhalgh et al., 2014, Flew, 2012; Miller, 2009;
The discourse “creative industries” has been exported to China since 2001 and China has its own characteristics for developing creative industries policies. The debate about whether China is going the road of neo-liberalism (Harvey, 2005), the state control, the policy making process and the relationship between central and local government all have influence on the policy makers’ interpretations of Chinese creative industries policies. In this case, the research will focus on whether and how neo-liberalism is promoted in Chinese city creative industries policies.

This paper will demonstrate findings from policy analysis and interviews with policy makers to evaluate the neo-liberal development in local creative industries policies in Beijing from several perspectives, including the privatization of culture, instrumentalist view of culture, and residual role of government intervention. It aims to argue that Beijing policies also adopt neo-liberal elements and are increasingly market-oriented and economistic in the selected time period, but the understandings of the policies are complex and cannot be simply interpreted as the neo-liberal policies.

15:00-15:20

**Behind the scenes of Colombian Public Service Television: Producing TV under State Control**

_Alejandra Castano Echeverri, University of Leicester, ace14 @le.ac.uk_

Colombia is a country with a long democratic tradition in South America; however, its public service media system is highly politicized, with a government model of broadcasted governance. In this context, television producers struggle to follow the public service aims and to freely express their agency as creative individuals. Although Colombian public media system places itself in the discourses of the normative theory for public service media provision, practices differ from the written word.

This situation compels a profound evaluation of both the impartiality of media content and whether and how public service values prevail over institutional and governmental objectives. There has been considerable academic discussion about the purposes and value of public service television, but few scholars and commentators have examined how these questions are materialized in every-day production practices. Hence my aim is to understand through producers’ views and daily practices how public service broadcasting operates in a small country where there is state control of media.
As researcher and former producer for public service television in Colombia, my interest is to provide a deeper understanding of the factors leading to the production of a TV program for a public service channel under state control in a developing country, the discourses that surround and guide the practices, how audience is construed, and how producers value themselves in their public service role through their work duties. This is a case study that contrasts the available literature with what actually happens inside the daily practices of a public service television channel.
An essential condition in any new democratic country is the emergence of a professional and independent media that are able to report reliable information and provide debates from a variety of viewpoints. Although, the Iraqi Kurdistan Region has no history of independent media, in the last two decades the media have seen an explosion in the number of newspapers, radio and television as well as online journalism. The media after 1991 have developed both in quality and quantity, especially for television news and entertainment. However, Kurdish media are under intense pressure because the majority of media outlets is controlled by political parties either by the ruling parties or the opposition.

This study revolves around a notion of media independence and media ownership, as the existence of independent media outlets in Kurdistan is still questionable. It also seeks to understand the current media position in Kurdistan by exploring its watchdog role, especially in television news. Tracking media developments within Kurdistan is also a particular interest to this research.

In order to achieve its aims, this research will conduct qualitative content analysis to investigate the role satellite television news might be playing in opposing corruption in Kurdistan. For this purpose five diverse satellite news stations (KNN, NRT, GK, Kurdsat News and Rudaw) will be selected. These channels have been chosen because they currently represent both political parties and oppositions in Kurdistan and independent news media broadcasting. Content analysis has been used in this study because it is allowing the researcher to determine the directions of news and the varied role of the different ownership categories of selected channels. For instance, the degree to what extent they exhibit loyalty or disloyalty to the government, and similarities and differences in a way that they represent the public voice (Elmasy, 2012). The television programmes to be examined will include five regular transmissions from each channel: the ‘Fourth Estate’, ‘Platform’, ‘Face to face’, ‘Political Debate’ and ‘Hotspot.’
A series of interviews will also be conducted in order to obtain detailed information about media freedom in Kurdistan. In this study, there will be 24 in-depth interviews with academic and media experts, journalists, politicians. The semi-structured interview method will be employed because it is a more flexible interview tool and commonly associated with qualitative research.

14:20-14:40

Feeding the World: Australia, Live Export and the Interplay of Influence.

Fiona Edwards, University of Southern Queensland, fiona.edwards@aph.gov.au

The media have become an indispensable part of modern democratic life that often they seem to dominate the political process. However, there has been little scholarly investigation into the role of the media in the policy process; instead much research has focused on the political impact of the media on citizens’ political attitudes and behaviour and the emergence of political marketing and campaigns.

An obvious and high profile example of a government’s policy shift that occurred under the media spotlight was the then Labor government’s decision to stop Australia’s live export trade in 2011, following the airing of gruesome footage on the ABC. This paper will illustrate the pathway so far taken to determine to what extent this decision was influenced by the airing of the footage, who else had power to sway the policy makers and how influence was imparted. By using live export as an ethnographical case study, I aim to investigate the interplay of influence between the various power elites that operate and subsequently co-exist within the political and media community.

14:40-15:00

The 2011 Egyptian revolution: its effects on the Egyptian community in the UK in terms of political participation, media use, belonging, and Egyptian identity

Rua Al-Sheikh, University of Bedfordshire, rua. alsheikh @study. beds.ac.uk

The focus of this paper is the participation of Egyptians in the UK in the 2011 Egyptian revolution and the role of social vs. mainstream media in instigating this participation. The extent to which the Egyptian Diaspora living in the UK, participated in the revolution, is a key factor in discovering the effects that the uprising had on the UK Egyptian community in terms of identity and belonging, and whether Egyptians in the UK nowadays are more engaged in
Egypt’s politics through mass media. The assumption that diasporic communities are politically apathetic is considered, in light of the identity crisis experienced by second generation Egyptians living in ‘foreign’ countries. The older generation Egyptians still hold a close link with their country of origin through the Internet and family visits as it is their place of birth, whilst the youth especially those who were born in the UK but originally from Egypt is experiencing a conflict regarding which country is considered a homeland for them Egypt or the UK: second generation immigrants in the UK did not have the same feelings of loyalty towards Egypt as their parents have; however, when the Egyptian revolution broke out, some Egyptians living in the UK engaged in the revolution by voicing their opinions over the Internet and social media, while others travelled to Egypt to participate in the uprising. The degree in which the Egyptian diasporic community in the UK was influenced by the 2011 Egyptian revolt is the main focus of this research

15:00-15:20

A Re-Examination of the Cultural Resistance Orthodoxies within Scholarly Open Access Communication

Gareth Johnson, Nottingham Trent University,
gareth. Johnson2012@my.ntu.ac.uk

This paper aims to present a critical re-examination of the perceived obstacles operating within the UK’s academic culture to engaging with open access (OA) publishing and dissemination praxis. It draws on broader research currently seeking to problematise and challenge some of the orthodoxies operating within academic publishing discourse.

The production and dissemination of academic research through legacy publication vectors has, like many communicative forms, been subject to digital disruption. This disruption has been exacerbated by the economic impacts of the serials crisis and institutional funding austerity (Hess & Ostrom, 2007; Wyness, 2010). At the same time efforts from the open access movement (Suber, 2012) to shift the academy to more open forms of research communication have been met with practical reluctance and ideological resistance (Owens, 2012). This is despite considerable infrastructure investment, promotional efforts and moves to mandate OA dissemination (Great Britain, 2004; RSP, 2013; RCUK, 2014). Additionally notwithstanding the “self-evident” societal good that OA represents (BOAI, 2002) and the reported global academic community’s intellectual willingness to engage (Rowlands & Nicholas, 2006), collectively British academic culture has been perceived to have lagged behind comparator nations (Finch, 2012).
Consequently this paper challenges the orthodox questioning of “why haven’t UK academics engaged with OA more?” (Johnson, 2015), arguing that it becomes conceptually flawed in the light of the UK’s neoliberal policy environment. This environment has seen the reframing of research praxis within a neo-Taylorised discourse, resulting in ontological tensions between a Nemanian scholarly ideal and the extant neoliberal managerialised HE praxis (Newman, 1982, Saunston and Morrish, 2011). Thus this paper contends that the question of academic openness becomes reconstructed as “how has OA managed to make any impact within a marketised sector?”

References:


Parallel session 3

15:40-17:00

Media and Consumption, Lecture Theatre, Ground Floor, 132 Bankfield House.

Media and Representation, Seminar Room, Second Floor, 132 Bankfield House.
Media and Consumption

15:40-16:00
How GCC citizens get local news and information about their communities
Mokhtar Elareshi, Tripoli University, arishimok@hotmail.com

This paper reports a study of the use of local news sources by young people in GCC countries. With the expansion of pan-Arab news services, especially via satellite TV channels, concern has grown that these well-resourced news operations have pulled audiences away from local news suppliers. New research reported here indicates that there is still an appetite for local news and that even young people—who have displayed the greatest enthusiasm for the newer services—will tune into local news services both online and offline. Local services may represent niche markets and cater to specific news interests that have prevailed despite the popularity of pan-Arab news services. 1221 media and communication students completed a survey, reporting how and where they get their news in different GCC regions. The research found that most respondents followed what was happening in their local communities and that their news consumption could be quite varied. Rather than relying on one or two main sources of local news, most respondents reportedly used a wide variety of online and non-online sources depending on which local topic they were seeking information about.

16:00-16:20
Performing Identities through Diasporic Creativity and a Sense of National Pride
Funmi Alakija, University of Leicester, oba4@le.ac.uk

This presentation builds on diaspora scholarship by focussing on an examination of how second generation British–Nigerians in Peckham, London, mediate ‘home’ and identity. It contrasts the sense of shame which was collectively experienced following the media representation of the killing of a British soldier in Woolwich on 22 May 2013 by two second generation British Nigerian with a new found identity reclaimed in popular culture from their parents’ ‘homeland’. This presentation will discuss how their media consumption is mixed, and in contrast to their
parents, is informed by global influences, these second generation Nigerians use the popularity of Afro beat music, Nollywood films and material object such as Ankara fabric as cultural resources through which they construct new identification with the nation of their heritage. Through this new identification with cultural product from their parents’ ‘homeland’, this talk will present the notion that a boundary is not only constructed as a resistance to social exclusion from the mainstream, diaspora becomes a site of creativity and the ‘third space’ of cultural negotiation whereby making culture becomes a way of living through difference.

16:20-16:40

Constructing Ideas of Femininity

A Contextual Exploration of Young Girls’ Advertising Experiences

Francesca Morosi, Nottingham Trent University, francesca.morosi@ntu.ac.uk

The research explores how pre-adolescent girls interact with representations of femininity in advertising messages, through an in-depth, mixed-methods and mainly qualitative approach with a purposive sample of primary school girls (age 8-11).

The study evolves through three major stages: preliminary, main and follow-up. In the preliminary stage, the use of questionnaire, group sessions and projective techniques provided standardised information about girls’ life context, body image, personality, media habits and their embodiment of femininity (N=37). In the main stage, two rounds of peer-to-peer phenomenological interviews prompted by adverts elicitation were used to gain insight into girls’ response and interaction with adverts (N=31 first round; N=21 second round). In the final stage 16 participants took part in follow-up interviews, for clarification and amplification of themes emerging from the analysis.

The phenomenological interviewing provides insights into girls’ reception of adverts in their own terms and their own words, while the contextualisation of participants’ advertising experiences is able to illuminate on contextual factors affecting girls’ critical abilities towards ideals of femininity presented in advertising and other media. Through a process of triangulation and systematic focused comparison, the analysis reveals how girls’ response to idealised portrayals of femininity in adverts is deeply intertwined with their broader media consumption. The main emerging results indicate that there is a fundamental difference in the way different sub-groups of girls perceive and respond to representations of femininity in adverts and media. In particular, by grouping participants according to their lower or higher embodiment of stereotypical femininity, the analysis proposes a “mirroring” model whereby
girls’ stance towards femininity portrayals in adverts is highly reflective of their actual embodiment of femininity.

From the context of a group of girls who consistently displayed higher critical skills, positive body image and a more fluid and diverse embodiment of femininity, the analysis seems also to suggest a ‘protective’ or ‘buffering’ influence exerted by certain contextual factors, mainly located within the family.

The original contribution to knowledge of the study is not in providing definite conclusions about advertising effects, but a valid basis to comprehend participants’ interaction and negotiation with different media’s portrayals of femininity in view of their particular world and frame of reference.

16:40-17:00
A Click Too Far: The impact of online mass marketing fraud
Claudette Hawkins, University of Leicester, cdh11@le.ac.uk

People all over the world access and use the Internet for various different purposes, including entertainment, information and even developing new and existing social connections. The Internet provides people with a platform to increase their social networks and reach new audiences. Although many of these social interactions will be positive, it is important to consider that not all interactions online are beneficial and sometimes a person's social network or their interactions online can result in stress, conflict and strain. Online mass marketing fraud represents one example of how an online interaction can lead to stress and strain. Victims of this type of crime draw on a number of resources to help them cope. This presentation will discuss the current literature relating to online mass marketing fraud and will discuss the role of both positive and negative interactions in online mass marketing fraud.
Media and Representation

15:40-16:00

Framing the Greek Crisis: The deliberation of austerity through elite frames

Christos Kostopoulos, University of Leicester, ck214@le.ac.uk.

This research addresses the construction of the austerity debate in Greece, by focusing on the framing of high-profile cases of austerity reforms. The management of the European crisis through a mixture of neoliberal and austerity measures has sparked a lot of debate throughout the continent and mainstream media have played a pivotal role in the public deliberation of the measures. This research aims to look into the mediation process of the austerity debate, by focusing on the framing of specific case studies by mainstream daily Greek newspapers and the contribution of this framing to the Greek public sphere. More specifically, the research aims to look into the development and content of talk about the austerity measures. Firstly by investigating the cultural contest in which discourse about the reforms is shaped, by looking at which actors are the main actors in the debate, what kind of voice they are given through the media and what are their framing strategies. Furthermore, the research aims to look into the quality of the talk about the reforms by drawing on democratic theory about the nature of the public sphere and the normative criteria that it needs to fulfill in order to serve democracy. In order to achieve the research goals of the project a frame analysis of mainstream daily newspapers in Greece will be conducted, in order to inductively reconstruct specific issue frames that will provide an insight on the type of discourses flowing through the media. Finally, in order to have a better understanding of the frame contests that take place and structure the symbolic environment, the research will be informed by approaches regarding the power of the media in general, and power struggles through the media more specifically, while also examining these power struggles through Couldry’s (2010) concept of the voice, in order to understand whose voice is legitimized by the media and in what way voice politics inform the debates.
China’s Soft Power Projection through Its Transnational Media Institutions: A Responsible Economic Stakeholder

Xin Zhao, Bangor University, cop40c@bangor.ac.uk

China is engaging in soft power initiatives, among which the transnational media are employed as conduits of soft power projection. In particular, to counteract the media imperialism and the “China threat” thesis, Chinese government launched the media going-out project in 2009. Among all the ideas that China wants to disseminate to the world, the responsible economic stakeholder thesis is the most prominent one and acts as the core of China’s soft power practice. But it is quite under-studied that how China’s major transitional media represent China’s soft power discourse, especially the responsible economic stakeholder thesis, through their news contents.

This study attempted to bridge the gap by conducting a discourse analysis of the news texts in the “China Focus” column of Xinhua News Agency, China’s largest state news agency. This column is the first product in Xinhua that is dedicated to introducing China’s current affairs to foreign readers and building a positive image of China. Two international activities hosted by China were chosen as the sampling background since there were intensive economic activities happening during both periods, namely the 2010 Shanghai Expo and the 2014 Beijing APEC. The research results aim to show the whole picture of China’s responsible economic stakeholder discourse represented through its transnational media and its evolution during media going-out. This study is a part of a PhD project in which China’s policies of soft power and media going-out and a comparison of the responsible economic stakeholder thesis in Chinese and Western media are also included.
Gender Performativity and Selfie Creation: Beyond The Binaries of Heteronormative Visual Rhetoric

Patricia Routh, University of Leicester, pr129 @ le.ac.uk

With the rapid advances of mobile phones and camera technology, smart mobile devices can now instantly create and distribute a digital self-portrait, or ‘Selfie’ across a myriad of social networks. The word ‘Selfie’ summarises a distinct kind of visual cultural practice that’s enabled through the agency with the technology and aspirational biases of the social networks in which they are shared. The boundary between seeing and creating and ourselves through smart mobile devices on social networks blurs in exciting ways the corporeal and the technological domains, illustrating the post-structuralism concept of humans evolving with machinic assemblages capable of being employed by both the body and consciousness, reconfiguring the concept of self. Indeed, the act of Selfie production functions for the participant, as an ever-evolving machinic assemblages capable of being occupied by both the body and consciousness, affirming and constructing their concept of identity. Selfies are digital objects that suture together the analogue subjects we are with the digital subjects we are becoming.

With a focus on gendered selfie production, both heteronormative, to alternative binaries, this presentation aims to explore the visual rhetoric in Euro-western selfie production that forms the models for gender identity within online communities in which they are shared. It focuses on the ways in which ideas of consciousness and embodiment can be conceptually and rhizomatically reinterpreted for a prosthetic identity. From a theoretical starting point, firstly this paper employs the poststructuralist theories (Deleuze and Guattari, 1980) (Butler, 2011) as interpretative filters for a critical understanding the rhizomatic ideal of “becoming” proceeding toward the convergent notion that materiality of media rather than their content is what matters (Rotman, 2008) makes in approaching the agency and embodiment with smart mobile devices. In its conclusion, this paper argues that the embodied human subject is transformed by their self-exploration with the production and distribution of their selfies and in ways opposing the culturally commoditised heteronormative visual rhetoric.

Reference:
Public Service Broadcasting: The challenge of representing ethnic minority audiences

Gurvinder Aujla-Sidhu, De Montfort University, gaujla-sidhu@dmu.ac.uk

Public Service Broadcasting: The challenge of representing ethnic minority audiences.

The BBC has committed itself to recruiting more staff from minority backgrounds and to better representing Britain’s ethnic minorities. The Director General, Tony Hall wants the future BBC to “represent every family and community in the UK” (June 2014). This is however, no easy feat for the public service broadcaster to achieve; especially when its own research indicates that it is failing to attract Asian and other ethnic minority audiences to its news and BBC radio output (BBC Service Review 2012). The BBC has been criticised for decades for not doing enough to represent ethnic minority communities on screen. Critics such as Hall (1990) have suggested the problem is the media construction of “race” as an issue and its definitions.

This paper examines the problems the world’s most famous public service broadcaster has in engaging and representing minority audiences, despite having a mandate by law to serve all audiences. The paper will focus on the BBC’s Asian Network radio station, which was almost closed down in 2010, ostensibly because it was the most expensive BBC radio service to operate, and had very low listener figures. The paper also provides an inside analysis of the decisions made by producers at the station as well as an examination of why minority audiences tend turn to their ‘own’ media (Husband 2005) instead of the mainstream service available in the UK.