



International Conference on Communication and Media Studies

“Media, Data and Society”

10-11 August 2019 – London, UK

Abstracts

London Centre for Interdisciplinary Research

Programme

Saturday, 10 August 2019

09:00 – 09:30 Registration

09:30 – 11:00 Parallel Sessions

Session 1A: Illusion or Grandeur? Art, Artifice and Influence in New Media (Room 629)

Chair: Maksym Yakovlyev

Christopher Bartlett, The University of Texas of the Permian Basin (USA)

Who Is Your God//Where Are Your Countrymen: Using Spy Shows, Science Fiction and Scholarship to Explore the Ways Increasing Reliance on Technology, Expansion of Intelligence Agencies and Rogue Agents Manipulate Information to Distort or Destroy Perceptions of Reality

Melanie Kreitler, International Graduate Centre for the Study of Culture (Germany)

Sanity in Mad Narratives: Renegotiating Mental Illness in Contemporary Television

Nikkita Hamar Patterson, University of Iceland (Iceland)

Leveling Horror Film and Online Paracinema

Session 1B: Rarely Pure and Never Simple: Establishing Truth through Technology (Room 630)

Chair: Paweł Błoński

Gianluca Sardi, University of Teramo (Italy)

The Speech Freedom in the New Communication Tools

Fabio Massimo Sciarra, Universidad Europea de Madrid (Spain)

The Use of 3d Technology in the Bite Marks Identification in Forensic Odontology

11:00 – 11:30 Tea/Coffee

11:30 – 13:00 Parallel Sessions

Session 2A: The Breadth of a System: Digital Strategy and the Limits of Distortion (Room 629)

Chair: Fabio Massimo Sciarra

Maksym Yakovlyev, National University of Kyiv-Mohyla Academy (Ukraine)

Shaping Politics and Society Across the Cease-Fire Line: Social Media and Messaging Services as Challenges to Traditional Power Structures

Małgorzata Adamik-Szysiak, Maria Curie-Skłodowska University (Poland)

Images of Politicians in Communication Strategies in Social Media

Marketa Pecenkova, Charles University (Czech Republic)

Political Persona in the Contemporary Media Culture

Session 2B: The World That Can Become: Dynamic Aspects of Repression and Empowerment in New Media (Room 630)

Chair: Olena Lytovka

Sameera Ahmed, United Arab Emirates University (United Arab Emirates)

Women Representing: Emerging Voices and Discourses in Britain's Muslim Media

Preet Hiradhar, Lingnan University (Hong Kong)

Cultural Representational Practices Among Online Media of South Asian Diasporas

Fatima Zahra Ahmed Sid, University of Southampton (UK)

Algerian Press (Re)Construction of Algerian Female Leader Louisa Hanoune (1997-2017)

13:00 – 13:45 Lunch

13:45 – 15:15 Session 3: Body Politics: Technology and the Internal Effects of Digital Consumption (Room 629)

Chair: Rachel Matthews

Joaquim Braga, University of Coimbra (Portugal)

The Body in the Medium. Rethinking Technology's Somatic Dimensions

Laura Toma, University of Bucharest (Romania)

Symbolic Consumption of Print Media : How Physical Newspapers Allow Romanian Readers to Do Identity Work

Martin Glick, Callisto Media (USA)

The Telegraphic Mind: How Search Engines Have Influenced Our Ability to Intuit Taxonomies

15:15 – 15:30 Tea/Coffee

15:30 – 17:00 Session 4: I Am What I Am? The Role of Artificial Intelligence in Portrayals of Society and Self (Room 629)

Chair: Sameera Ahmed

Maria Romakina, Lomonosov Moscow State University (Russia)

The Photo Archive as Media: Between Collection, Exhibition and the Blog

Ya-hui Irenna Chang, Tunghai University (Taiwan)

When the Real World is Merged with the Virtual World: Falling in Love in online Games

Jesper Greve Kristensen, University of Iceland (Iceland)

Alpha, Beta, Incel, Volcel: Investigating the Terminology of Online Misogynists and Their Motivation

Sunday, 11 August 2019

09:30 – 11:00 Session 5: Vision and Revision: Exploring the Potential of Dynamic Media (Room 629)

Chair: Fatima Zahra Ahmed Sid

Hayat Ahmed Abdelmalik Mohamed, Omdurman Islamic University (Sudan)

Media and Conflict: Western Media Representation of Darfur Conflict / Case Study of the New York Times Coverage of the Darfur Conflict in 2003 and 2006

Hatice Çakir, Marmara University (Turkey)

Representation of Developing/Non Developed Countries in New Media

Sid Ahmed Ziane, University of Essex (UK)

Understanding the Role and the Contribution of Ebony in Rehabilitating Stokely Carmichael (1966)

11:00 – 11:30 Tea/Coffee

11:30 – 13:00 Session 6: People Power: Agents of Change in the Digital Age (Room 629)

Chair: Jesper Greve Kristensen

Justin Harrison, University of Victoria Libraries (Canada)

Libraries as Sites of Authority: How the Academic Library's Teaching Programmes and Research Tools Shape Student Information Behaviours.

Paweł Błoński, Kujawy and Pomorze University (Poland)

Effective Financial Communication: Joint-Stock Corporation – the Media – Investors

Rachel Matthews, Australian College of the Arts (Australia)

Figuring out the Discourse of Influence: Fashion Influencers in Contemporary Media Discourse

Saturday, 10 August 2019

09:30 – 11:00 Session 1A (Room 629)

Christopher Bartlett

The University of Texas of the Permian Basin (USA)

Who Is Your God//Where Are Your Countrymen: Using Spy Shows, Science Fiction and Scholarship to Explore the Ways Increasing Reliance on Technology, Expansion of Intelligence Agencies and Rogue Agents Manipulate Information to Distort or Destroy Perceptions of Reality

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With the main focus of television centering on spies and intelligence agencies gathering, analyzing and often using information to gain an upper hand in conflict, these shows provide an informative perspective through which the increasing power of information can be pondered in this age where many humans are growing increasingly more reliant on technology. *The X-Files* and *Spooks* (MI-5 for the Americans) exploration of the ways manipulation is used by members of intelligence agencies from the top-down to gain or maintain power and to distort perceptions of targeted people and events will be analyzed and compared to Paul E. Ceruzzi's research into the area in Virginia known as Tyson's Corner where the United States Government has worked with private contractors over the years to develop weapons and tools to gather information. The focus will be on British and American television shows, as well as their respective roles and methods in gathering and using information to gain or maintain power from the time of World War 1 to the present.

As society has grown more reliant on technology and intelligence agencies powers have been increasingly expanded, information has become an effective weapon to destroy reputations and alter perceptions of events – not only in the context of war, but also within the realm of day-to-day civilian society. The consequences of which are far-reaching and not always immediately understood.

Melanie Kreitler

International Graduate Centre for the Study of Culture (Germany)

Sanity in Mad Narratives: Renegotiating Mental Illness in Contemporary Television

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The stigma surrounding mental illness has been perpetuated time and again, and has even been called the last great stigma of the 20th century. Mass media, especially television, play a major part in this social and cultural phenomenon of othering and demarcation. Studies have shown that the general public acquires most of its knowledge about mental illness from television, series, and films. The representations of mental diseases and disorders influence the viewers fundamentally in their understanding of the illnesses' natures, which is most prevalent in the case of the misunderstanding of schizophrenia. In my proposed paper, I will argue that these findings do not hold true for contemporary television series. In contrast to marginalising depictions, the current form of representations of mental illness is accompanied by a more complex narrative set-up of the series' plots. While the framework of the series involves the masses and allows for an in-depth portrayal of the characters and the potential of identification, the complex narrative structure encourages a critical examination and higher involvement of the viewers. During recent years, many examples opposing the claim that television perpetuates a stigmatisation of mental illness have been broadcasted. Shows like *Mr. Robot* (2015-), *Legion* (2017-), or *Maniac* (2018) topicalise on mental illness and move the afflicted from the fringes of the plot to its centre. My paper

highlights how complex television series achieve a destigmatisation of mental illness, and the potential of a change in the overall discourse on the topic in contemporary television.

Nikkita Hamar Patterson

University of Iceland (Iceland)

Leveling Horror Film and Online Paracinema

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Extreme film experiences can be memorable, haunting, and even traumatizing. Online social platforms cater to the discussion and collaboration of lists, ranks and comparisons of individual experiences to make sense of challenging film, as well as to establish playful dominance of status of how much one can handle. Despite a wide range of themes, topics and subgenres, such titles are often leveled as an identical category of “extreme” and “extreme horror,” at the risk of dismissing differences in content, intention, success, and especially the distinctions in high and low taste. However, there is benefit in leaning into this wide spectrum of classification.

Film scholar Jeffrey Sconce coined the term “paracinema” to classify the cult tradition of the reference and celebration of a collection of diverse subgenres as a counter-aesthetic to Hollywood and high brow film culture (1995). Paracinematic tradition continues to thrive online, creating discourse and exposure for titles grouped together in open interactive forums, to suggest a common thread, debate distinguishing differences and, most importantly, invite discussion. In the spirit of paracinematic tradition, this paper aims to analyze three separate memorable films that are commonly leveled in online forums, as contrasting works of horror, including Stanley Kubrick’s *The Shining* (1980), Gaspar Noé’s *Irreversible* (2002), and Tom Six’s *The Human Centipede* (2007). Representing auteurism, the European extreme, and “torture porn,” the recognition of these works together, despite their differences, reveals a unique tenacity, flexibility and strength commonly exercised by horror fans and active paracinematic audiences.

09:30 – 11:00 Session 1B (Room 630)

Gianluca Sardi

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The Speech Freedom in the New Communication Tools

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This paper aims at analyzing the relevance of the speech freedom in the new communication tools, with particular reference to online publications. First of all, attention will be paid to the origin of the freedom of speech, which is one of the most fundamental liberties in the history of human rights. Moreover, attention will be focused on the most recent laws regulating online press, social networks and other online media, with a particular analysis on current statutes in a civil law country like Italy and in a common law one like the United Kingdom of Great Britain and Northern Ireland. In addition to that, the main decisions by the European Court of Human Rights and the European Court of Justice on this matter will be taken into account. In this regard, the impact of Brexit on the rulings of the international courts mentioned above will be carefully examined. Finally, a draft regulatory reform will be proposed.

Fabio Massimo Sciarra

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The Use of 3d Technology in the Bite Marks Identification in Forensic Odontology

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A bite mark left on different materials and surfaces such as food, chewing gum or the skin of dead or living persons and found at a crime scene can provide the crucial evidence required to secure a conviction in cases where neither fingerprints nor DNA are found. Bite marks are usually seen in cases involving sexual assault, murder and child abuse, the assessment of which could be a major factor leading to conviction of the accused. Many violent assaults involve the presence of more than one bite, making some bites difficult to identify. Bite marks are accepted as being unique to each person since the characteristics of bite mark may be affected by the type, number, and peculiarities of the teeth, dynamics of occlusion and individual tooth movement. The most challenging factor in bite mark analysis is the interpretation of human bite marks left on the skin. This is due to the skin elasticity and ability to distort, the different shape and curvature of body parts and regions. There are different techniques for analyzing the bite marks, ranging from the hand tracing technique, wax impression, photography, 2D computer layout and 3D analysis. This work highlights a modern method of 3D technology, aimed at the acquisition and subsequent forensic analysis of bite marks on human skin. The 3D image acquisition is more sharp, accurate and detailed than many other forms of bite marks registration, eliminating important factors like distortion and providing very accurate images and details of the affected areas.

11:30 – 13:00 Session 2A (Room 629)

Maksym Yakovlyev

National University of Kyiv-Mohyla Academy (Ukraine)

Shaping Politics and Society Across the Cease-Fire Line: Social Media and Messaging Services as Challenges to Traditional Power Structures

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How can people get information about what is going on behind a cease fire line in a self-proclaimed republic? How can people get information about politics and society in a country where much of the traditional media are controlled by government (Russia) or (in case of Ukraine) by oligarchs who pursue their own political interests? Social media and messaging services progress in becoming alternative sources of information and communication – especially when their users distrust official sources or traditional media. School for Policy Analysis at the National University of Kyiv-Mohyla Academy is carrying out two research projects: 1) on information exchange and communication via social media in the borderline regions of Ukraine and the self-proclaimed republics among the youth to see how the younger generation consumes, evaluates, produces information, and builds communication above and beyond the cease-fire line; 2) how alternative sources of information about the Russia's domestic policies are perceived by Ukrainian and how their change the perception of Russia. Both projects aim to identify the mechanisms and strategies in using social media and messaging services as collaborative information sources and how they challenge the established power structures in politics, society, and media. Both projects pay attention to Telegram messaging service which is partially blocked in Russia, and to VKontakte – a Russian social media and social networking tool that is officially banned in Ukraine. Users and on-line activists are interviewed face-to-face / in groups for a better – offline – understanding of how social media and messaging services become political tools of information

Małgorzata Adamik-Szysiak
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Images of Politicians in Communication Strategies in Social Media
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The main purpose of shaping a specific political image is usually political pragmatism focused on gaining social and electoral support. Social media due to their specificity are an excellent space that allows politicians to self-present.

The aim of the research will be an attempt to construct an original proposition of types of political images created in social media based on the analysis of communication strategies (including the tools used and persuasion techniques) of the selected Polish political leaders. Particular attention will be paid to the ways of self-presentation of politicians in the most popular two social media: Facebook and Twitter. The materials published on official accounts of politicians in social media will be the source of empirical research of a longitudinal nature.

Marketa Pecenkova
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Political Persona in the Contemporary Media Culture
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Voters decision making is based not only on the presented election programs or political ideas, but is also highly dependent on leading political figures and a sympathy the voters feel for them. As the media and their options are evolving, we are witnessing so called *politicization of private persona* - whole package of political ideas and professional qualities altogether with politician's personal characteristics is sold to the media. While in the past voters seemed to be more influenced by the personality traits as *courgae*, *decisiveness* or *omniscience* and the citizens voted for somebody with ability to lead them while they felt no need to fully understand their leader's decisions (actual nature of representative democracy), nowadays the *familiarity* and the *commonness* are on the rise. Politician's public picture includes his favourite recipes, their language shifted to vernacular and while their campaigning, they are trying to persuade the voters, that they are one of them, so they could be trusted. Leaders changed from heroes to neighbours. This state is closely linked to the contemporary media culture with high consumption of social media and climb-down of traditional media and the "big news".

This paper aims to describe how media and new technologies do impact current society and the public picture of political personas.

11:30 – 13:00 Session 2B (Room 630)

Sameera Ahmed
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Women Representing: Emerging Voices and Discourses in Britain's Muslim Media
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There have been a number of distinct phases in the history and development of Muslim media in Britain. At times external factors have had an impact on these developments and in other cases, the dynamics and demands of Britain's Muslim communities have themselves affected the production and consumption of media. This paper maps the changes that have taken place amongst print media and explores emerging voices and discourses using case studies of recent or current publications. It argues that what can be seen in the contemporary Muslim media landscape is a reflection of the growing presence of

female writers, journalists and editors. Representations of Islam and Muslims in the mainstream media are fairly limited and often negative. In addition, even when Muslims have been asked for their input, it was often first-generation Asian men or those with extreme viewpoints that were speaking for diverse communities. The opportunities provided by new media and communication technologies along with the changing power structures within Muslim media organisations have given rise to greater diversity. In addition, there is an increasing presence of female Muslims in mainstream media that is further enhancing representations and conversations which this paper will also consider.

Preet Hiradhar

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Cultural Representational Practices Among Online Media of South Asian Diasporas

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South Asian (SA) diasporas have had a long-standing position in the global cities of Hong Kong and Singapore, which form key sites of multi-tiered and multi-ethnic societies. However, despite their historical presence and contribution to the region's development, SA diasporas continue to be relegated to the periphery through under-representations and inadequate assimilation in their host societies. With new forms of electronic mediation, the SA diasporas of Hong Kong and Singapore have started taking advantage of the accessibility and potential of online spaces for representations of their communities. The phenomenon can be witnessed through the emergence and rapid proliferation online media in the form of SA diasporic community websites. This paper explores cultural representational practices of SA diasporas through a multimodal social semiotic analysis of their websites. As the websites present semiotic and cultural markers of their respective communities, the representational practices through online media reveal multiple diasporic belongings and identity formations.

Fatima Zahra Ahmed Sid

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Algerian Press (Re)Construction of Algerian Female Leader Louisa Hanoune (1997-2017)

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Socializations and gender role constraints have been found to contribute to women's limited presence in politics around the globe. However, a plethora of studies have agreed that female politicians would not be effectively represented in the political domain if they are fully or partially invisible from public political discussions or if their image is constructed differently from their male counterparts. With media being mainly the only window to politicians' political activities and promises, media representation of female politicians was argued to be the main factor in maintaining gender bias and (re)constructing gender stereotypes. This paper investigates the press representation of Louisa Hanoune, an Algerian widely recognized political figure in the Arab world. Louisa is known for her persisting fight with the government and her political achievements as a female in a patriarchal Arabic society. She is the first female leader of a political party of her creation (1991), which grew to become one of the biggest opposition parties in Algeria and the first female to run for presidency in the Arab world (2004). The analysis will cover her representation during electoral campaigns, five years of parliamentary election (1997,2002,2007,2012, 2017) and three years of her candidacy during presidential elections (2004,2009, 2014). This paper aims to investigate Louisa's representation in relation to gender stereotypes in the Algerian society as well as her leadership traits. It also aims to trace the ideological shifts in her media representations during the investigated two decades and the factors behind these changes. The study will

also provide important insight about gender, politics, media and power hierarchy in Algeria as it does not only examine one perspective but aims to analyse both governmental and private newspapers.

13:45 – 15:15 Session 3 (Room 629)

Joaquim Braga

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The Body in the Medium. Rethinking Technology's Somatic Dimensions

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The several somatic dimensions involved in mediation processes – which are the main subjects of this paper – constitute a theoretical horizon still full of misconceptions and, in many cases, incapable of giving them a true epistemic status within the scope of a media theory. Moreover, in the prevailing discourse on the relationship between medium and body – chiefly anchored in McLuhan's prosthesis-theory – there is a strong anthropomorphic approach that prevents us from glimpsing and exploring its entire articulation links. Allied to this approach are also descriptive forms that, in the form of *Ekphrasis*, tend to favor more the reification of the individual experiences and the psychic projections of human beings, and less the awareness of the multiple connections that bond the human body to mediation processes. As I want to show, the lack of a conceptual framework capable of highlighting all these connections not only prevents any critical updating of the concepts used by media theory, but also calls into question the analysis on the new mediation devices. But more than that, conceptual misunderstandings tend to obscure the somatic inscriptions that each new medium fosters, as well as their structural effects on the configuration of the medium itself. Taking into account all these possibilities, I adopt, as main maxim, the following seminal formulation: In each new mediation artifact there are self-reflexive technological features that, both in the empirical sphere and in the imaginary sphere, restores the place of the body in its own material constitution. Therefore, the purpose of this paper is twofold: to analyze both the *inscriptions of the body* in the technological media and the *representations of the body* aroused by them.

Laura Toma

University of Bucharest (Romania)

Symbolic Consumption of Print Media : How Physical Newspapers Allow Romanian Readers to Do Identity Work

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Introduction: Various studies have explored the influence of both technology and social and cultural changes on traditional newspapers to assess the present status of print and to offer a perspective for its future, but there has been little interest in exploring the symbolic dimension of print media consumption which refers to the relationship between self-identity and consumer's attraction to and preferences for specific media objects.

The research question: To remediate this issue, the current study explores symbolic consumption of traditional newspapers, especially from the perspective of how they - as material commodities or artefacts - allow consumers to reflect the self.

Methodology: More specifically, this qualitative study explores Romanian readers' symbolic consumption of print media products by using three data collection methods: interviews, participant observation and media-use diaries. We conducted a thematic analysis to explore the universe of actions and meanings that constitute print media consumption.

Preliminary findings: The findings reveal five distinctive categories of print media consumption practices, with ‘consuming print media as identity work’ being one of them, and the defining role played by materiality in the fabric of these practices.

The novel contribution and significance of the research: The findings reflect the relevance of symbolic dimension of print media consumption and illustrate that print media have still potential as identity relevant products in an increasingly digital media environment.

Martin Glick

Callisto Media (USA)

The Telegraphic Mind: How Search Engines Have Influenced Our Ability to Intuit Taxonomies

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The Telegraphic Mind: How Search Engines Have Influenced Our Ability to Intuit Taxonomies

Our interactions with search engines to find information has significantly altered the way in which we think about taxonomies. Taking from Neil Postman the idea that the telegraph and its commodification of information introduces on a large scale, “irrelevance, impotence, and incoherence”, this context-free way of appreciating news also allows us to intuit the information retrieval systems of search engines which rely on a taxonomy of classification to store data.

Understanding how to find, search, or retrieve something is increasingly becoming vital to surviving the digital age. Early proponents of Embodied Cognition put forth that phones and computers would store data, acting as housing states for essential knowledge. I propose that our interaction with technology is couched more in terms of *fruitful usability*; by that I mean, a more significant understanding of how something operates (in this case search engines) only happens when exposure to the language and processes of its mechanisms become ingrained in us. Postman decried the “novelty, interest, and curiosity” that telegraphs allowed information to take. My paper argues that this way of receiving information has been useful for understanding how technology works, but more importantly how to interact with it on its own terms. In this sense I agree with Postman that our thought processes have become, in this context, machine-like.

15:30 – 17:00 Session 4 (Room 629)

Maria Romakina

Lomonosov Moscow State University (Russia)

The Photo Archive as Media: Between Collection, Exhibition and the Blog

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Due to the possibilities of the Internet, photo graphic archives are aquaring new forms of existence, publicity and new ways of interaction with the audience. Examining the state of the archive in the post-photograph era, Jens Schröeter (*Archive—Post/Photographic*, p. 11) records its transitional state from storage to free transmission. Online archives explore potential to become a crowdsourcing collection (Europeana, etc.), as well as they obtains the ability to grow into periodic media. The idea is to take a look at one of such “periodicals”, “History of Russia in Photographs” (<https://russiainphoto.ru>) created in 2016. To date the collection contains 120667 photos: 107447 uploaded by museums and private collections, 13220 by web-site visitors (user-generated content). The project is developed by Yandex Publishing with the support of the Federal Agency for the Press and Mass Media and business partners. Its idea is to create a global photo chronicle of the country from 1840 to 1999. The project generates periodical publications in the form of online exhibitions – “The Magic of Television”, “Pre-Revolutionary Russia: Stage Images”, “Ten Best Photographs of Alexander Rodchenko”... Thus it allows to study a specific time period or track

how life, fashion, technology, architecture have changed over time. Number of exhibitions to date – 228. 45 of them curated by users. Each user also might specify the attributions, comment the publications enriching the photographs by personal memories, reflections on history (<https://www.facebook.com/russiainphoto/>).

The process of mediatization of photo archive is reserched by several methods: in-depth interviews, content analysis, audience response examining.

Ya-hui Irenna Chang

Tunghai University (Taiwan)

When the Real World is Merged with the Virtual World: Falling in Love in online Games

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In the 21st century, playing online games has become one of the most popular forms of entertainment and pastimes among college students in Asia. This trend was reflected in some highly-rated Chinese TV Dramas that are adapted from online games or are about online games. Among these dramas, *Love O2O* (Aug. 2016) and *The Unique Lady* (Jan. 2019) are the two most recent and famous ones that share some similarities with each other. First, the main characters of both TV drama series are bright college students with good looks. Second, these main characters are able to find true love while playing online games. Third, these characters have all assumed different identities while playing the games either being forced to or choosing to do so on purpose.

Besides these similarities, what is worth noting is the phenomenon that what happens in the virtual world and that in the real world depicted in the two dramas are merged and influence the lives of the main characters. In other words, the plots of the two TV dramas not only contend the boundary between the virtual world and the real world, but they also challenge the popular stereotypical view of playing online games—playing online games is a waste of time—because the main characters, in addition to falling in love, have all learned valuable life lessons from playing the games. Cultural identity theory and narrative theory will be used to explore the aforementioned phenomenon.

Jesper Greve Kristensen

University of Iceland (Iceland)

Alpha, Beta, Incel, Volcel: Investigating the Terminology of Online Misogynists and Their Motivation

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By investigating language use in misogynistic online communities, it is possible to discern the underlying conceptual frameworks used to justify misogynistic views. Utilising conceptual metaphor theory and conceptual frameworks, it is possible to contextualize such views within larger frameworks of political thought, thus shedding light on the cultural underpinnings of misogyny and white supremacy that permeate western culture, and not merely online enclaves of misogyny. These online communities garner support through their echoing of beliefs widely held in society, re-framing them as true, moral and worthy, appealing to prospective members' sense of superiority. They construct vast collections of terminology and expressions that are used primarily by members, revealing their insider status. More insidiously, the use of specialized vocabulary re-enforces the underlying conceptualization from which this terminology emerges, and adhering to this vocabulary thereby allows members to affirm their affiliation. When members of communities use the group terminology, they are affirming their identity within the cultural framework of the group. For online misogyny groups, the terminology centres on the male role and the assertion of masculine superiority, while simultaneously serving to denigrate women and non-members, asserting conservative male identities. Applying conceptual metaphor and frame theories to the

construction of identity through language use facilitates investigation of how misogynistic groups create a community by affirming the value of member experiences and identities, providing a simple narrative framework that denigrates nonmembers. The relation between extremist subgroups and mainstream culture can thus be accounted for as one borrowing structure from the other.

Sunday, 11 August 2019

09:30 – 11:00 Session 5 (Room 629)

Hayat Ahmed Abdelmalik Mohamed

Omdurman Islamic University (Sudan)

Media and Conflict: Western Media Representation of Darfur Conflict / Case Study of the New York Times Coverage of the Darfur Conflict in 2003 and 2006

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This study is concerned with the framing and representation of the Darfur conflict in post-Cold War era by the international media. The Darfur conflict is one of the conflicts that escalated in the post-Cold War era and during the War on Terrorism after 2003. The war has been labelled as genocide and the worst humanitarian crises by the international media, and resulted in numerous international reactions. In a short time preceding the Southern Civil war that took place in Sudan for longer time and resulted in more casualties. The post-Cold War era is supposed to be one of peace, economic prosperity and the globalisation of liberal western democracy (Thussu & Freedman, 2003:1). But the fact is it has been marked by conflicts and wars. Most of these conflicts were unlike the former period, and have been characterized by internal civil wars often based on tribalism and ethnicity, like the former Yugoslavia, Rwanda, The Democratic Republic of Congo, and Sudan. However, there are also inter-state conflicts like Iraq-Kuwait, India-Pakistan, and Ethiopia-Eritrea, as well as endless wars that take on global features, such as the war on terrorism, which is open-ended and global (Thussu and Freedman, 2003). The post-Cold War period has therefore been marked by three sorts of conflicts due to western media concerns, according to (Thussu and Freedman, 2003:1): then this study is going to examine what sort is Darfur conflict and how the western media represent it for the international community, taking the New York Times as leading newspaper that has significant impact on the global issues in general and on Darfur conflict as one of world concern's conflict.

Hatice Çakir

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Representation of Developing/Non Developed Countries in New Media

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The use of media and information technology (IT) in 1970's has removed the limits in communication and has triggered the globalization. Change of national and international political structures, blend of cultures, emergence of the community based on the consumption are one of just a few impacts of globalization. With the impact of globalization, circulation of goods and services among the countries has become easier. However, inequalities have emerged in the distribution of income among the developing /non developed countries. Not only economy and politics but also social and technological inequalities increased in this duration. In decades, Information Technologies have dominated whole world

communication order. In addition, in the twenty-first century, new media causes a few developed countries to decide on the fate of developing/ non developed countries.

The paper firstly explains the inequalities in communication in developing/ undeveloped countries in the globalization context. Then, the effects of new media are defined by associating with the IT and new world communication order. The next part of paper will deal with representation of developing/non developed countries in new media such as Facebook .

In this paper, the content analysis methods will be used. The samples will take from Facebook comprising incidents like war, famine or disaster in developing/ non-developed countries. The representation and discourse which uses on posts will be criticized by the paper.

In the end of the paper, social, economic and cultural deductions will be explained. This paper aims to raise public awareness of the inequalities in these countries.

Sid Ahmed Ziane

University of Essex (UK)

**Understanding the Role and the Contribution of *Ebony*
in Rehabilitating Stokely Carmichael (1966)**

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When Stokely Carmichael, the chairman of the Student Non-violent Coordinating Committee (SNCC) popularised the concept of Black Power in June 1966, declaring that Black Americans should approach militant, radical, and revolutionary tactics to achieve liberation in the U.S, the major White and even some Black-oriented media chastised him, discredited him, and negated his concept. Yet, this was not the case for other Black-owned outlets such as *Ebony* magazine which had in fact challenged the White press by attempting to restore his public image. This paper seeks to understand the crucial role *Ebony* magazine played in mainstreaming and rehabilitating Stokely Carmichael and his concept of Black Power during the Black Power movement. Based on primary sources as well as *Ebony's* digital contents, this paper adds and rectifies the existing scholarship which contended that the Black media's efforts during the modern black liberation movement in the U.S were diminished. Contrary to such assertions, this paper argues that *Ebony*, though a glossy and a moderate Black magazine, played a crucial role during the modern Black liberation movement by, not only engaging with the Black struggle, but also challenging the White and even the Black-owned media which condemned Carmichael and attempting to restore his public image and make him look more acceptable to its black and white readership. This initiative was managed by *Ebony's* owner, John H. Johnson as well as *Ebony's* senior editor, Lerone Bennett who played such a role in rehabilitating Carmichael and restoring his public image within the American mainstream culture.

11:30 – 13:00 Session 6 (Room 629)

Justin Harrison

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Libraries as Sites of Authority: How the Academic Library's Teaching Programmes and Research Tools Shape Student Information Behaviours.

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Academic libraries, as sites for the organization and provision of access to the scholarly record and research output for our students and researchers, hold much influence in shaping the attitudes and activities of our users, in particular regarding their information-seeking behaviours. As such, the impact

of the library's powerful research tools, and the role of the academic library itself, must be understood and explored if we wish to develop information and media literate citizens.

How does a respected institution like the academic library influence and shape students' use of academic (or otherwise) sources, or their understanding of what in fact constitutes an academic source? Libraries find themselves in an immensely influential position to curate authoritative bibliographic material for researchers while also able to choose to include less traditional sources of questionable scholarly reliability. Libraries are making such choices for students, as well as providing research tools which increasingly include design features often leading researchers to non-scholarly sources of information, raising the need to question how the workings of these tools shape the way we use them.

At the same time, libraries work hard on developing users' information literacy, particularly within an increasingly complex world of digital organization and dissemination to better enable students to navigate this world.

This paper seeks to outline the challenges in creating a (digitally) information literate student within the wider context of contemporary scholarly communications, and proposes some ways we as educators may address a rapidly shifting set of information skills and behaviours of our students.

Paweł Błoński

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Effective Financial Communication: Joint-Stock Corporation – the Media – Investors

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Effective financial communication bridges the gap between financial experts and investment decisions makers. Financial communication is concerned with more than financial figures and data – it plays a key role in building an organization's image, reputation and confidence.

Corporate performance and behaviour has been in the public spotlight and is regularly highlighted in the media, featured on dedicated round-the clock news channels as well as in real-time online portals and social networks. The media is very important part in financial communication. Obtaining and conveying information by the media is of great importance for investors, business partners, employees and customers. They need to have confidence in a company and know that a company manages its finances effectively so that it can continue to provide a reliable source of supply for the long term. Suppliers and other business partners want to know that they will have a continuing profitable relationship with the organization.

Access to funding is vital for growth and survival. Effective financial communication plays an crucial role in shaping the attitudes of shareholders, investors and their advisers. Business communication experts point out that financial stakeholders want a cohesive story about company performance. They report that, although companies provide a great deal of financial-performance information, stakeholders continue to find it difficult to get a clear story and are less trusting as a result of the financial crisis. The media sometimes discloses information that companies do not want to reveal.

Rachel Matthews

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Figuring out the Discourse of Influence: Fashion Influencers in Contemporary Media

Discourse

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The rise of ‘influencers’ and their integration into fashion’s practices of communication and promotion over the last five years has drawn much attention. Their presence across digital platforms has resulted in debate about how to measure their capacity to inform and affect the opinions of others. Subsequently, the media discourse on ‘influencers’ in contemporary fashion is dominated by the use of rankings, numbers and metrics - figures that are quoted to represent or indicate the relative power of certain individuals.

This paper does not seek to investigate how these quantitative measures of value are generated by particular influencers, rather it takes a qualitative approach to examine the media discourse on this phenomenon. Through content and discourse analysis of popular fashion media that surveys and ranks influencers, it considers how established fashion communication channels have responded to the rise of influencers. The study uses Robert Cialdini’s *Principles of Influence* (2009) as a framework for identifying and locating persuasive practices in this media content. Specifically, the paper questions how these fashion media representations of influencers contribute to a discourse of influence, yet unfold beyond the work that they do.

Although numerical values suggest a clear way to measure the impact of fashion influencers, this paper argues it is necessary to look beyond the figures. There are certain elements of influence that cannot be generated purely through the performance of the individual, they must be mediated; this study seeks to show how these mechanisms of influence can be activated through discursive practices in contemporary fashion communications.