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#MEDIALANDSCAPES16



 **CHALLENGING
MEDIA
LANDSCAPES**

ACCESS, PARTICIPATION AND THE
MEDIATISED WORLD.

UNIVERSITY OF SALFORD, MEDIACITYUK



University of
Salford
MANCHESTER

www.salfordmediafestival.co.uk



WELCOME

Welcome to the 2016 Challenging Media Landscapes conference.

The theme our conference this year is, Access, Participation and the Mediatized World. In a world replete with media networks, content and services delivered through traditional and newer wired and wireless environments, the opportunities for access to, and participation in, media are seemingly proliferative. The accessible and inclusive nature of media is often emphasised and celebrated strongly by commercial players and governmental interests, as well as a considerable number of academic voices. Others, hailing from academia and civil society quarters, whilst recognising the accessibility and participative affordances of media environments, also point to serious deficiencies.

I think it is particularly apposite that the conference takes place here at MediaCityUK. The area exemplifies the impact that investment in new media technologies can have on urban regeneration. Yet, we as academics are acutely aware, through our research, that issues of access to - and participation in - environments such as this are not automatically secured. Through our work in the humanities and social sciences, at the interface with media technologies, we highlight and grapple with understanding the challenges associated with access and participation in and through media. All the speakers at our conference in some way address this daunting task in their work.

I'm delighted to welcome an international array of scholars from institutions located across the world to this year's conference. I'd like to say a particular word of thanks to Professor Christian Fuchs (University of Westminster, UK) and Professor William Uricchio (Massachusetts Institute of Technology, USA) who will provide keynote addresses at the event. These outstanding scholars through their inspiring research have for many years led the way in illuminating many of the issues germane to the theme of the conference.

All that remains for me is to wish you an enjoyable stay with us here in Salford - have a great conference!

Seamus Simpson
2016 Challenging Media Landscapes Programme Chair

14-15
NOV
2016



MONDAY 14 NOVEMBER 2016

UNIVERSITY OF SALFORD, MEDIACITYUK

09:00 - 09:45	Registration and coffee/tea <i>Foyer, MediaCityUK</i>
09:45 - 10:00	Welcome Seamus Simpson, Professor of Media Policy, University of Salford, Programme Chair <i>Digital Performance Lab, MediaCityUK</i>
10:00 - 11:00	KEYNOTE ADDRESS Professor William Uricchio Massachusetts Institute of Technology, USA Chair: Dr Kirsty Fairclough
11:15 - 12:30	Parallel Sessions 1 Panel A - Platforms to Present: How Film and Social Media are Being Used to Raise Issues from Civil Society and Disabled People Chair: Richard Hewett <i>Digital Performance Lab, MediaCityUK</i> <ul style="list-style-type: none"> ‘Giving a multi-media platform voice for blind people in the UK’ Sarah Gayton, Activist and Film Maker, UK ‘Utilizing digital media and diverse platforms to engage audiences for social change’ Naomi Ranz-Schleifer, Independent Film Producer and Director of the Libelle Group, USA ‘Perfect vision of the power of social media for advocacy of equality for people with disabilities, the Latin American experience’ Sebastian M. Flores, Co-founder of Comparlante and Accessibility Consultant, Ecuador ‘How a challenge, in a 2009 Dadaab refugee camp, to a blind man to use social media has connected an award-winning disability campaigner to a global audience on disability advocacy issues’ Paul Mugambi, Disability Rights Practitioner, Kenya
	Panel B - Representations and Access in Diverse Media Environments Chair: Sharon Coen <i>Egg Suite, MediaCityUK</i> <ul style="list-style-type: none"> ‘Refiguring indigenous criminality in Māori media’ Julie Cupples, University of Edinburgh, Scotland, and Kevin Glynn, Massey University, New Zealand

	<ul style="list-style-type: none"> ‘Charismatic power in the web 2.0: the Italian case and the theoretical issue’ Andrea Miconi, IULM University, Italy ‘Minorities access to media in Europe: the state of play and how we can measure it in the future’ Alina Ostling and Iva Nenadic, European University Institute, Florence, Italy
	Panel C - Access and Participation in Journalism Chair: Seamus Simpson <i>Room 2.36, MediaCityUK</i> <ul style="list-style-type: none"> ‘How has Twitter impacted professional journalism practices in Saudi Arabia?’ Shaker Althiabi, Nottingham Trent University, UK ‘Journalism training and development programs in Qatar: is it invest or waste?’ Ashraf Galal, University of Cairo, Egypt ‘Participation, citizen journalism and the contestations of identity and national symbols: a case of Zimbabwe’s national heroes and the Heroes’ Acre’ Shepherd Mpopu, University of Johannesburg, South Africa ‘Multiplatform news delivery and the ‘Convergence of Consumption’: examining simultaneous consumption of news across media platforms among international students of UK universities’ Emmanuel Sunday Nwofe, University of Bradford, UK
12:30 - 13:30	Lunch <i>Foyer, MediaCityUK</i>
13:30 - 14:30	KEYNOTE ADDRESS Professor Christian Fuchs University of Westminster, UK Chair: Carole O’Reilly <i>Digital Performance Lab, MediaCityUK</i>
14:30 - 14:45	Break

MONDAY 14 NOVEMBER 2016

UNIVERSITY OF SALFORD, MEDIACITYUK

14:45 - 16:00

Parallel Sessions 2

Panel D - Accessibility and Participation in Broadcasting

Chair: Rania Kosmidou

Digital Performance Lab, MediaCityUK

- 'Guerrilla television revisited: US access television in the 1970s as a participatory media ecology' Michael N Goddard, University of Westminster, UK
- 'Participation in Kenyan community radio and its impact on content' Rose Nyakio Kimani, University of Bayreuth, Germany
- 'Publics, participants and policies: examining community broadcasting in Austria and the Czech Republic' Henry Loeser, Masaryk University, Czech Republic

14:45 - 16:00

Panel E - Public Service Participation and Access

Chair: Alison Harcourt

Egg Suite, MediaCityUK

- 'New digital realities and old PSB models – the case of public access and participation in Singapore's televisual landscape' Tania Lim, Murdoch University, Australia, Azad Bali, Murdoch University, Australia and Marcus Moo, Singapore Management University
- 'Experiments in class and ethnic diversity on Australian television: the case of SBS Independent and ABC Indigenous' Tony Moore, Monash University, Australia
- 'Access to broadcasting: and representing Scottish communities on television' Alistair Scott, Edinburgh Napier University, Scotland

16:00 - 16:15

Break

16:15 - 17:30

Parallel Sessions 3

Panel F - Participation and Decision-Making in International Standards-Setting Organisations for Media

Chair: Anthony Smith

Digital Performance Lab, MediaCityUK

- 'Actor positions on standards for software in international professional standard bodies' Alison Harcourt, University of Exeter, UK
- 'Spectrum sharing, co-existence standards and civil society' Imir Rashid, University of Exeter, UK and Seamus Simpson, University of Salford, UK
- 'Privacy, data collection and transfer in self regulatory professional fora' George Christou, University of Warwick, UK

Panel G - Perspectives on Participation in Media Through Collaboration

Chair: Tony Moore

Egg Suite, MediaCityUK

- 'Limits to collaborative mapping of sound environment' Thaís Amorim Aragão, Universidade do Vale do Rio dos Sinos, Brazil
- 'The vision of interdisciplinarity and the reality of digital research in the UK' Panayiota Tsatsou, Department of Media and Communication, University of Leicester, and Yupei Zhao, Department of Media and Communication, University of Leicester
- 'Challenging media: new approaches to social movements in health' Melek Denli, Freelance Adviser, UK, and Deniz Sezgin, Ankara University, Turkey

19:30

CHALLENGING MEDIA LANDSCAPES CONFERENCE
RECEPTION DRINKS *Foyer, MediaCityUK*

TUESDAY 15 NOVEMBER 2016

UNIVERSITY OF SALFORD, MEDIACITYUK

09:30 - 10:45

Parallel Sessions 4

Panel H - Participation in Online Media Environments

Chair: Clive Nwonka

Digital Performance Lab, MediaCityUK

- 'Explaining the dynamics of Facebook fundraising: a multi-case study' Evie Lucas, University of Salford, UK
- "'My boss is 18,000 people": exploring effects of audience participation in crowdfunded media' Adilya Zaripova, University of Hamburg, Germany
- 'Religious social media activism: a qualitative review on pro-Islam hashtags' Iman Mohamed Zahra, Sultan Qaboos University, Oman

Panel I - Identity Formation and Representation in Media Environments

Chair: Sarah Anne Dunne

Egg Suite, MediaCityUK

- 'Reaction videos and teenage identity formation' John M. Richardson, University of Ottawa, Canada
- 'Vocaloids: the soundtrack to infantilisation' Liam Maloy, University of Liverpool, UK
- 'Participation and immersive experiences in short form documentary' Annabelle Waller, University of Salford, UK
- 'Participatory filmmaking as documentary practice' Kirsten MacLeod, Edinburgh Napier University, UK

10:45 - 11:00

Coffee/tea *Foyer, MediaCityUK*

11:00 - 12:15

Closing Panel

Panel J - Restriction and Empowerment Capacities of Digital Media

Chair: Evie Lucas

Digital Performance Lab, MediaCityUK

- "'Digital Discipline": the surveillance and punishment of the digital feminist on social networking sites' Sarah Anne Dunne, University College Dublin, Ireland
- 'The role of ICTs in gender empowerment in the Arab world: the case of UAE' Mohamed Ben Moussa, Canadian University of Dubai, Dubai, and Joanna Seraphim, Canadian University of Dubai, Dubai
- 'The new Babel: film diversity in language and practice' Clive James Nwonka, University of Greenwich University, UK
- 'Online music-making, artistic freedom, and the real-virtual dichotomy' Sam Cleeve, Birmingham City University, UK

12:15

Lunch and conference close *Foyer, MediaCityUK*

University of Salford
MediaCityUK
Salford
M50 2HE
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