Inaugural International Conference on
Communication & Media Studies

Communication and Media Studies - After the Internet?

15–16 SEPTEMBER 2016 | UNIVERSITY CENTER CHICAGO | CHICAGO, USA
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GROUND

Communication & Media
Studies

Inaugural Communication & Media Studies Conference

"Communication and Media Studies - After the Internet?"

University Center Chicago | Chicago, USA | 15–16 September 2016

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COMMON GROUND

Inaugural Communication & Media Studies Conference
www.oncommunicationmedia.com

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Designed by Ebony Jackson
Cover image by Phillip Kalantzis-Cope

Dear Communication & Media Studies Delegates,

Welcome to Chicago and to the Inaugural Communication and Media Studies Conference. Founded in 2015, the Communication and Media Studies Knowledge Community—its conference, journal, and book imprint—was created to provide an interdisciplinary forum for the discussion of the role of the media and communications in society. Dr. Mario Minichiello was appointed as the inaugural Editor of the Journal on Communication and Media Studies, and we are honored to partner with New Criticals in 2016. Next year we are pleased to host the conference at the University of British Columbia - Robson Square, 16–17 November 2017 in Vancouver, Canada.

Conferences can be ephemeral spaces. We talk, learn, get inspired, but these conversations fade with time. This Knowledge Community supports a range of publishing modes in order to capture these conversations and formalize them as knowledge artifacts. We encourage you to submit your research to the Journal on Communication and Media Studies. We also encourage you to submit a book proposal to the Communication and Media Studies Book Imprint.

In partnership with our Editors and Community Partners the Communication and Media Studies Knowledge Community is curated by Common Ground Publishing. Founded in 1984, Common Ground Publishing is committed to building new kinds of knowledge communities, innovative in their media and forward thinking in their messages. Common Ground Publishing takes some of the pivotal challenges of our time and builds knowledge communities which cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations. Common Ground is a meeting place for people, ideas, and dialogue. However, the strength of ideas does not come from finding common denominators. Rather, the power and resilience of these ideas is that they are presented and tested in a shared space where differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. These are the kinds of vigorous and sympathetic academic milieus in which the most productive deliberations about the future can be held. We strive to create places of intellectual interaction and imagination that our future deserves.

I want to thank our Community Partner–New Criticals–and my Communication and Media Studies colleagues–Rachael Arcario and Jessica Wienhold-Brokish–who have put such a significant amount of work into this conference.

We wish you all the best for this conference, and we hope it will provide you every opportunity for dialogue with colleagues from around the corner and around the globe.

Yours sincerely,

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Our Mission

Common Ground Publishing aims to enable all people to participate in creating collaborative knowledge and to share that knowledge with the greater world. Through our academic conferences, peer-reviewed journals and books, and innovative software, we build transformative knowledge communities and provide platforms for meaningful interactions across diverse media.

Our Message

Heritage knowledge systems are characterized by vertical separations—of discipline, professional association, institution, and country. Common Ground identifies some of the pivotal ideas and challenges of our time and builds knowledge communities that cut horizontally across legacy knowledge structures. Sustainability, diversity, learning, the future of the humanities, the nature of interdisciplinarity, the place of the arts in society, technology's connections with knowledge, the changing role of the university—these are deeply important questions of our time which require interdisciplinary thinking, global conversations, and cross-institutional intellectual collaborations. Common Ground is a meeting place for these conversations, shared spaces in which differences can meet and safely connect—differences of perspective, experience, knowledge base, methodology, geographical or cultural origins, and institutional affiliation. We strive to create the places of intellectual interaction and imagination that our future deserves.

Our Media

Common Ground creates and supports knowledge communities through a number of mechanisms and media. Annual conferences are held around the world to connect the global (the international delegates) with the local (academics, practitioners, and community leaders from the host community). Conference sessions include as many ways of speaking as possible to encourage each and every participant to engage, interact, and contribute. The journals and book imprint offer fully-refereed academic outlets for formalized knowledge, developed through innovative approaches to the processes of submission, peer review, and production. The knowledge community also maintains an online presence—through presentations on our YouTube channel, monthly email newsletters, as well as Facebook and Twitter feeds. And Common Ground's own software, **Scholar**, offers a path-breaking platform for online discussions and networking, as well as for creating, reviewing, and disseminating text and multi-media works.

Communication & Media Studies Knowledge Community

Offering an interdisciplinary forum for the discussion of the role of the media and communications in society

The Communication & Media Studies Knowledge Community offers an interdisciplinary forum for the discussion of the role of the media and communications in society. The community interacts through an innovative, annual face-to-face conference, as well as a peer reviewed journal and book imprint.

Conference

The conference is built upon four key principles: internationalism, interdisciplinarity, inclusiveness, and interaction. Conference delegates include leaders in the field, as well as emerging scholars and practitioners, who travel to the conference from all corners of the globe and represent a broad range of disciplinary and thematic and perspectives. A variety of presentation options and session types offer delegates multiple opportunities to engage, to discuss key issues in the field, and to build relationships with scholars from other cultures and disciplines.

Publishing

The Communication & Media Studies Knowledge Community enables members to publish through two media. First, community members can enter a process of journal publication that is grounded in traditional scholarly publishing practices of peer review, but which is more responsive and inclusive—a result of the constructive nature of the conference presentation and peer review process. *The Journal of Communication & Media Studies* provides a framework for double-blind peer review, enabling authors to publish into an academic journal of the highest standard. The second publication medium is through the book imprint, Communication & Media Studies, publishing cutting edge books in print and electronic formats. Publication proposal and manuscript submissions are welcome.

Community

The Communication & Media Studies Knowledge Community offers several opportunities for ongoing communication among its members. Any member may upload video presentations based on scholarly work to the community YouTube channel. Monthly email newsletters contain updates on conference and publishing activities as well as broader news of interest. Join the conversations on Facebook and Twitter. Or explore our social media platform, **Scholar**.

Theme 1: Media Cultures

- Mass versus niche media
- 'Audience' and practices of participation in media
- Cultural representation and power in media
- Popular culture in the media
- Feminist analyses of media
- (In)equities in access and digital divide
- Politics of media and media in politics
- Censorship, affront, and censoriousness in media
- Bodily presence and embodiment in media
- Multicultural media
- Media identities, from stars to selfies

On the theories of media
and communication

Theme 2: Media Theory

- Communications theory
- Telepresence and time-space compressions
- Psychology of media and communications
- The idea of the virtual
- Cybernetics
- Mediation and remediation
- Media discourses: vicarious and participatory
- Ideologies in media, manipulation, and propaganda
- Information theory
- Media analytics

On the technologies
of media and
communication

Theme 3: Media Technologies and Processes

- Mass media and broadcast media: television, radio, newspapers, magazines
- Cinema and documentary
- Typographic media, from print to postscript
- Photography, from film to digital
- Hypermedia and multimedia
- Internet, online media, and social media
- Informatics: code and data in media

On the business of
communication media

Theme 4: Media Business

- Political economy of media
- Media management
- Advertising and marketing
- News media and journalism: changing dimensions of a profession
- Public relations as text and profession
- The changing publishing industry
- Intellectual property, between copyright and commons
- Reputational economies
- Globalization of media

On the languages and
learning of media

Theme 5: Media Literacies

- Media education
- Media training and workforce development
- From learning management systems to MOOCs: e-learning environments as educational media
- Self-instructing media and informal learning
- Over-the-shoulder learning
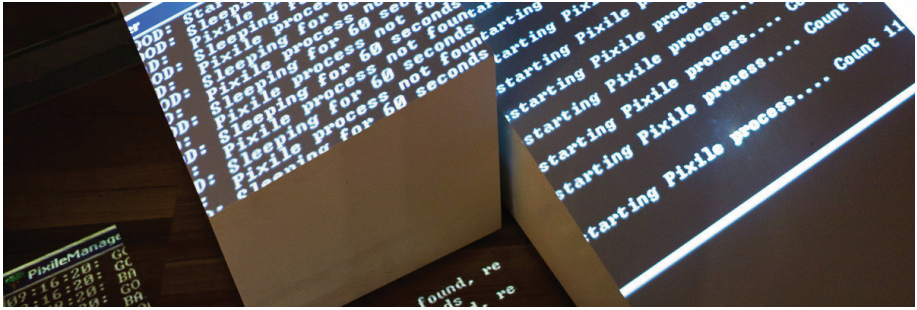
Communication & Media Studies: After the Internet?

The 'Internet age' has come to frame the dominant challenges in contemporary communication and media studies. There is a growing movement, emerging from the theory and practices of digital art, asserting that we might be entering a 'Post-Internet' Era. The argument is not that the Internet age is 'over', but that its current ubiquity and normalcy demands a rethinking of the media and mediations of the Internet in our everyday lives.

What are the challenges of communication and media studies 'After the Internet?' Is 'After the Internet' a useful analytical category? At a more general socio-historical level, what happens when 'new' media becomes 'old' media? How do we frame media and communication legacies: material legacies found in media objects, and immaterial legacies in grammars of analytical and everyday communication?

About

The Communication & Media Studies Knowledge Community is dedicated to the concept of independent, peer-led groups of scholars, researchers, and practitioners working together to build bodies of knowledge related to topics of critical importance to society at large. Focusing on the intersection of academia and social impact, the Communication & Media Studies Knowledge Community brings an interdisciplinary, international perspective to discussions of new developments in the field, including research, practice, policy, and teaching.

Membership Benefits

As a Communication & Media Studies Knowledge Community member you have access to a broad range of tools and resources to use in your own work:

- Digital subscription to *The Journal of Communication and Media Studies* for one year.
- Digital subscription to the book imprint for one year.
- One article publication per year (pending peer review).
- Participation as a reviewer in the peer review process, with the opportunity to be listed as an Associate Editor after reviewing three or more articles.
- Subscription to the community e-newsletter, providing access to news and announcements for and from the knowledge community.
- Option to add a video presentation to the community YouTube channel.
- Free access to the **Scholar** social knowledge platform, including:
    - ◇ Personal profile and publication portfolio page;
    - ◇ Ability to interact and form communities with peers away from the clutter and commercialism of other social media;
    - ◇ Optional feeds to Facebook and Twitter;
    - ◇ Complimentary use of **Scholar** in your classes—for class interactions in its Community space, multimodal student writing in its Creator space, and managing student peer review, assessment, and sharing of published work.

Present and Participate in the Conference

You have already begun your engagement in the community by attending the conference, presenting your work, and interacting face-to-face with other members. We hope this experience provides a valuable source of feedback for your current work and the possible seeds for future individual and collaborative projects, as well as the start of a conversation with community colleagues that will continue well into the future.

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@onmediastudies

#CMSC16

Publish Journal Articles or Books

We encourage you to submit an article for review and possible publication in the journal. In this way, you may share the finished outcome of your presentation with other participants and members of the community. As a member of the community, you will also be invited to review others' work and contribute to the development of the community knowledge base as an Associate Editor. As part of your active membership in the community, you also have online access to the complete works (current and previous volumes) of journal and to the book imprint. We also invite you to consider submitting a proposal for the book imprint.

Engage through Social Media

There are several ways to connect and network with community colleagues:

Email Newsletters: Published monthly, these contain information on the conference and publishing, along with news of interest to the community. Contribute news or links with a subject line 'Email Newsletter Suggestion' to support@oncommunicationmedia.com.

Scholar: Common Ground's path-breaking platform that connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.

Facebook: Comment on current news, view photos from the conference, and take advantage of special benefits for community members at: http://www.facebook.com/CommunicationMediaStudies.

Twitter: Follow the community @onmediastudies and talk about the conference with #CMSC16

YouTube Channel: View online presentations or contribute your own at http://commongroundpublishing.com/support/uploading-your-presentation-to-youtube.

The principal role of the Advisory Board is to drive the overall intellectual direction of the Communication & Media Studies Knowledge Community and to consult on our foundational themes as they evolve along with the currents of the field. Board members are invited to attend the annual conference and provide important insights on conference development, including suggestions for speakers, venues, and special themes. We also encourage board members to submit articles for publication consideration to *The Journal of Communication and Media Studies* as well as proposals or completed manuscripts to the Communication & Media Studies Book Imprint.

We are grateful for the continued service and support of these world-class scholars and practitioners.

- **Bruce Berryman,** Program Director, School of Media and Communication, RMIT University, Melbourne, Australia
- **Marcus Breen,** Director of the Media Lab, Boston University, Boston, USA
- **Jo Davies,** Associate Professor of Illustration, Arts, and Media, Plymouth University, Devon, UK
- **Tamsyn Gilbert,** The New School for Social Research, New York, USA
- **Kerric Harvey,** Associate Director, Center for Innovative Media, George Washington University, Washington D.C., USA
- **Brad King,** Ball State University, Muncie, USA
- **Alan Male,** Professor Emeritus, Illustration, Falmouth University, Cornwall, UK
- **Mario Minichiello,** The University of Newcastle, Newcastle, Australia
- **Christian Morgner,** Director, International Communication and Culture, University of Leicester, Leicester, UK
- **Fiona Peterson,** RMIT University, Melbourne, Australia
- **John Potts,** Macquarie University, Sydney, Australia
- **Andrew Selby,** School of the Arts, English, and Drama, Loughborough University, Leicestershire, UK
- **Shujen Wang,** Emerson College, Boston, USA
- **Paul Wells, Director,** School of Arts, English, and Drama, Loughborough University, Leicestershire, UK

Scholar

A Social Knowledge Platform

Create Your Academic Profile and Connect to Peers

Developed by our brilliant Common Ground software team, **Scholar** connects academic peers from around the world in a space that is modulated for serious discourse and the presentation of knowledge works.

Utilize Your Free Scholar Membership Today through

- Building your *academic profile* and list of published works.
- Joining a community with a *thematic or disciplinary focus*.
- Establishing a new knowledge community *relevant to your field*.
- Creating *new academic work* in our innovative publishing space.
- Building a *peer review network* around your work or courses.

Scholar Quick Start Guide

1. Navigate to http://cgscholar.com. Select [**Sign Up**] below 'Create an Account'.
2. Enter a "**blip**" (a very brief one-sentence description of yourself).
3. Click on the "**Find and join communities**" link located under the YOUR COMMUNITIES heading (On the left hand navigation bar).
4. Search for a community to join or create your own.

Scholar Next Steps – Build Your Academic Profile

- **About**: Include information about yourself, including a linked CV in the top, dark blue bar.
- **Interests**: Create searchable information so others with similar interests can locate you.
- **Peers**: Invite others to connect as a peer and keep up with their work.
- **Shares**: Make your page a comprehensive portfolio of your work by adding publications in the Shares area - be these full text copies of works in cases where you have permission, or a link to a bookstore, library or publisher listing. If you choose Common Ground's hybrid open access option, you may post the final version of your work here, available to anyone on the web if you select the 'make my site public' option.
- **Image**: Add a photograph of yourself to this page; hover over the avatar and click the pencil/edit icon to select.
- **Publisher**: All Common Ground community members have free access to our peer review space for their courses. Here they can arrange for students to write multimodal essays or reports in the Creator space (including image, video, audio, dataset or any other file), manage student peer review, co-ordinate assessments, and share students' works by publishing them to the Community space.

Scholar

A Digital Learning Platform
Use **Scholar** to Support Your Teaching

Scholar is a social knowledge platform that *transforms the patterns of interaction in learning by putting students first,* positioning them as knowledge producers instead of passive knowledge consumers. **Scholar** provides scaffolding to encourage making and sharing knowledge drawing from multiple sources rather than memorizing knowledge that has been presented to them.

Scholar also answers one of the most fundamental questions students and instructors have of their performance, "How am I doing?" Typical modes of assessment often answer this question either too late to matter or in a way that is not clear or comprehensive enough to meaningfully contribute to better performance.

A collaborative research and development project between Common Ground and the College of Education at the University of Illinois, **Scholar** contains a knowledge community space, a multimedia web writing space, a formative assessment environment that facilitates peer review, and a dashboard with aggregated machine and human formative and summative writing assessment data.

The following **Scholar** features are only available to Common Ground Knowledge Community members as part of their membership. Please email us at *support@cgscholar.com* if you would like the complimentary educator account that comes with participation in a Common Ground conference.

- Create projects for groups of students, involving draft, peer review, revision and publication.
- Publish student works to each student's personal portfolio space, accessible through the web for class discussion.
- Create and distribute surveys.
- Evaluate student work using a variety of measures in the assessment dashboard.

The Scholar Learning and Feedback Ecology
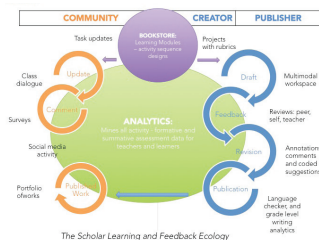
Scholar is a generation beyond learning management systems. It is what we term a *Digital Learning Platform*—it transforms learning by engaging students in powerfully horizontal "social knowledge" relationships. **For more information, visit: http://knowledge.cgscholar.com.**

Communication & Media Studies Journal

Exploring the role of media, mediation and communications in society

About

*The Journal of Communication and Media Studies o*ffers an interdisciplinary forum for the discussion of the role of the media and communications in society. The journal explores everyday experiences of media cultures, the forms and effects of technologies of media and communications, and the dynamics of media business. It also addresses media literacies, including capacities to 'read' and 'use' the media, and the role of media as a key component in formal and informal learning. Contributions to the journal range from broad, theoretical conceptualizations of media, to detailed empirical examinations and case studies of media practices.

The Journal of Communication and Media Studies is peer-reviewed, supported by rigorous processes of criterion-referenced article ranking and qualitative commentary, ensuring that only intellectual work of the greatest substance and highest significance is published.

Editor

Mario Minichiello, School of Design, Communication and Information Technology, University of Newcastle, Newcastle, Australia

Associate Editors

Articles published in *The Journal of Communication and Media Studies* are peer reviewed by scholars who are active members of the Communication & Media Studies Knowledge Community. Reviewers may be past or present conference delegates, fellow submitters to the journal, or scholars who have volunteered to review papers (and have been screened by Common Ground's editorial team). This engagement with the knowledge community, as well as Common Ground's synergistic and criterion-based evaluation system, distinguishes the peer review process from journals that have a more top-down approach to refereeing. Reviewers are assigned to papers based on their academic interests and scholarly expertise. In recognition of the valuable feedback and publication recommendations that they provide, reviewers are acknowledged as Associate Editors in the volume that includes the paper(s) they reviewed. Thus, in addition to *The Journal of Communication and Media Studies*' Editors and Advisory Board, the Associate Editors contribute significantly to the overall editorial quality and content of the journal.

Journal Submission Process and Timeline

Below, please find step-by-step instructions on the journal article submission process:

1. Submit a conference presentation proposal.

2. Once your conference presentation proposal has been accepted, you may submit your article by clicking the "Add a Paper" button on the right side of your proposal page. You may upload your article anytime between the first and the final submission deadlines. (See dates below)

3. Once your article is received, it is verified against template and submission requirements. If your article satisfies these requirements, your identity and contact details are then removed, and the article is matched to two appropriate referees and sent for review. You can view the status of your article at any time by logging into your CGPublisher account at www.CGPublisher.com.

4. When both referee reports are uploaded, and after the referees' identities have been removed, you will be notified by email and provided with a link to view the reports.

5. If your article has been accepted, you will be asked to accept the Publishing Agreement and submit a final copy of your article. If your paper is accepted with revisions, you will be required to submit a change note with your final submission, explaining how you revised your article in light of the referees' comments. If your article is rejected, you may resubmit it once, with a detailed change note, for review by new referees.

6. Once we have received the final submission of your article, which was accepted or accepted with revisions, our Publishing Department will give your article a final review. This final review will verify that you have complied with the Chicago Manual of Style (16th edition), and will check any edits you have made while considering the feedback of your referees. After this review has been satisfactorily completed, your paper will be typeset and a proof will be sent to you for approval before publication.

7. Individual articles may be published "Web First" with a full citation. Full issues follow at regular, quarterly intervals. All issues are published 4 times per volume (except the annual review, which is published once per volume).

Submission Timeline

You may submit your article for publication to the journal at any time throughout the year. The rolling submission deadlines are as follows:
- Submission Round 1 – 15 January
- Submission Round 2 – 15 April
- Submission Round 3 – 15 July
- Submission Round 4 (final) – 15 October

Note: If your article is submitted after the final deadline for the volume, it will be considered for the following year's volume. The sooner you submit, the sooner your article will begin the peer review process. Also, because we publish "Web First," early submission means that your article may be published with a full citation as soon as it is ready, even if that is before the full issue is published.

Hybrid Open Access

All Common Ground Journals are Hybrid Open Access. Hybrid Open Access is an option increasingly offered by both university presses and well-known commercial publishers.

Hybrid Open Access means some articles are available only to subscribers, while others are made available at no charge to anyone searching the web. Authors pay an additional fee for the open access option. Authors may do this because open access is a requirement of their research-funding agency, or they may do this so non-subscribers can access their article for free.

Common Ground's open access charge is $250 per article—a very reasonable price compared to our hybrid open access competitors and purely open access journals resourced with an author publication fee. Digital articles are normally only available through individual or institutional subscriptions or for purchase at $5 per article. However, if you choose to make your article Open Access, this means anyone on the web may download it for free.

Paying subscribers still receive considerable benefits with access to all articles in the journal, from both current and past volumes, without any restrictions. However, making your paper available at no charge through Open Access increases its visibility, accessibility, potential readership, and citation counts. Open Access articles also generate higher citation counts.

Institutional Open Access

Common Ground is proud to announce an exciting new model of scholarly publishing called Institutional Open Access.

Institutional Open Access allows faculty and graduate students to submit articles to Common Ground journals for unrestricted open access publication. These articles will be freely and publicly available to the whole world through our hybrid open access infrastructure. With Institutional Open Access, instead of the author paying a per-article open access fee, institutions pay a set annual fee that entitles their students and faculty to publish a given number of open access articles each year.

The rights to the articles remain with the subscribing institution. Both the author and the institution can also share the final typeset version of the article in any place they wish, including institutional repositories, personal websites, and privately or publicly accessible course materials. We support the highest Sherpa/Romeo access level—Green.

For more information on how to make your article Open Access, or information on Institutional Open Access, please contact us at support@commongroundpublishing.com.

Community Membership and Personal Subscriptions

As part of each conference registration, all conference participants (both virtual and in-person) have a one-year digital subscription to *The Journal of Communication and Media Studies*. This complimentary personal subscription grants access to both the current volume of the collection as well as the entire backlist. The period of complimentary access begins at the time of registration and ends one year after the close of the conference. After that time, delegates may purchase a personal subscription.

To view articles, go to http://ijp.cgpublisher.com/. Select the "Login" option and provide a CGPublisher username and password. Then, select an article and download the PDF. For lost or forgotten login details, select "forgot your login" to request a new password.

Journal Subscriptions

Common Ground offers print and digital subscriptions to all of its journals. Subscriptions are available to *The Journal of Communication and Media Studies* and to custom suites based on a given institution's unique content needs. Subscription prices are based on a tiered scale that corresponds to the full-time enrollment (FTE) of the subscribing institution.

For more information, please visit:
- http://oncommunicationmedia.com/journal/hybrid-open-access
- Or contact us at subscriptions@commongroundpublishing.com

Library Recommendations

Download the Library Recommendation form from our website to recommend that your institution subscribe to *The Journal of Communication and Media Studies*: http://commongroundpublishing.com/support/recommend-a-subscription-to-your-library.

Communication & Media Studies Book Imprint

Aiming to set new standards in participatory knowledge creation and scholars publication

Call for Books

Common Ground is setting new standards of rigorous academic knowledge creation and scholarly publication. Unlike other publishers, we're not interested in the size of potential markets or competition from other books. We're only interested in the intellectual quality of the work. If your book is a brilliant contribution to a specialist area of knowledge that only serves a small intellectual community, we still want to publish it. If it is expansive and has a broad appeal, we want to publish it too, but only if it is of the highest intellectual quality.

We welcome proposals or completed manuscript submissions of:

- Individually and jointly authored books
- Edited collections addressing a clear, intellectually challenging theme
- Collections of articles published in our journals
- Out-of-copyright books, including important books that have gone out of print and classics with new introductions

Book Proposal Guidelines

Books should be between 30,000 and 150,000 words in length. They are published simultaneously in print and electronic formats and are available through Amazon and as Kindle editions. To publish a book, please send us a proposal including:

- Title
- Author(s)/editor(s)
- Draft back-cover blurb
- Author bio note(s)
- Table of contents
- Intended audience and significance of contribution
- Sample chapters or complete manuscript
- Manuscript submission date

Proposals can be submitted by email to books@commongroundpublishing.com. Please note the book imprint to which you are submitting in the subject line.

Call for Book Reviewers

Common Ground Publishing is seeking distinguished peer reviewers to evaluate book manuscripts.

As part of our commitment to intellectual excellence and a rigorous review process, Common Ground sends book manuscripts that have received initial editorial approval to peer reviewers to further evaluate and provide constructive feedback. The comments and guidance that these reviewers supply is invaluable to our authors and an essential part of the publication process.

Common Ground recognizes the important role of reviewers by acknowledging book reviewers as members of the Editorial Review Board for a period of at least one year. The list of members of the Editorial Review Board will be posted on our website.

If you would like to review book manuscripts, please send an email to books@commongroundpublishing.com with:
- A brief description of your professional credentials
- A list of your areas of interest and expertise
- A copy of your CV with current contact details

If we feel that you are qualified and we require refereeing for manuscripts within your purview, we will contact you.

Communication & Media Studies Conference

Discussing and curating global interdisciplinary spaces, supporting professionally rewarding relationships

Conference Principles and Features

The structure of the conference is based on four core principles that pervade all aspects of the knowledge community:

International

This conference travels around the world to provide opportunities for delegates to see and experience different countries and locations. But more importantly, the Communication & Media Studies Conference offers a tangible and meaningful opportunity to engage with scholars from a diversity of cultures and perspectives. This year, delegates from over 28 countries are in attendance, offering a unique and unparalleled opportunity to engage directly with colleagues from all corners of the globe.

Interdisciplinary

Unlike association conferences attended by delegates with similar backgrounds and specialties, this conference brings together researchers, practitioners, and scholars from a wide range of disciplines who have a shared interest in the themes and concerns of this community. As a result, topics are broached from a variety of perspectives, interdisciplinary methods are applauded, and mutual respect and collaboration are encouraged.

Inclusive

Anyone whose scholarly work is sound and relevant is welcome to participate in this community and conference, regardless of discipline, culture, institution, or career path. Whether an emeritus professor, graduate student, researcher, teacher, policymaker, practitioner, or administrator, your work and your voice can contribute to the collective body of knowledge that is created and shared by this community.

Interactive

To take full advantage of the rich diversity of cultures, backgrounds, and perspectives represented at the conference, there must be ample opportunities to speak, listen, engage, and interact. A variety of session formats, from more to less structured, are offered throughout the conference to provide these opportunities.

Plenary

Plenary speakers, chosen from among the world's leading thinkers, offer formal presentations on topics of broad interest to the community and conference delegation. One or more speakers are scheduled into a plenary session, most often the first session of the day. As a general rule, there are no questions or discussion during these sessions. Instead, plenary speakers answer questions and participate in informal, extended discussions during their Garden Conversation.

Garden Conversation

Garden Conversations are informal, unstructured sessions that allow delegates a chance to meet plenary speakers and talk with them at length about the issues arising from their presentation. When the venue and weather allow, we try to arrange for a circle of chairs to be placed outdoors.

Talking Circles

Held on the first day of the conference, Talking Circles offer an early opportunity to meet other delegates with similar interests and concerns. Delegates self-select into groups based on broad thematic areas and then engage in extended discussion about the issues and concerns they feel are of utmost importance to that segment of the community. Questions like "Who are we?", "What is our common ground?", "What are the current challenges facing society in this area?", "What challenges do we face in constructing knowledge and effecting meaningful change in this area?" may guide the conversation. When possible, a second Talking Circle is held on the final day of the conference, for the original group to reconvene and discuss changes in their perspectives and understandings as a result of the conference experience. Reports from the Talking Circles provide a framework for the delegates' final discussions during the Closing Session.

Themed Paper Presentations

Paper presentations are grouped by general themes or topics into sessions comprised of three or four presentations followed by group discussion. Each presenter in the session makes a formal twenty-minute presentation of their work; Q&A and group discussion follow after all have presented. Session Chairs introduce the speakers, keep time on the presentations, and facilitate the discussion. Each presenter's formal, written paper will be available to participants if accepted to the journal.

Colloquium

Colloquium sessions are organized by a group of colleagues who wish to present various dimensions of a project or perspectives on an issue. Four or five short formal presentations are followed by a moderator. A single article or multiple articles may be submitted to the journal based on the content of a colloquium session.

Focused Discussion

For work that is best discussed or debated, rather than reported on through a formal presentation, these sessions provide a forum for an extended "roundtable" conversation between an author and a small group of interested colleagues. Several such discussions occur simultaneously in a specified area, with each author's table designated by a number corresponding to the title and topic listed in the program schedule. Summaries of the author's key ideas, or points of discussion, are used to stimulate and guide the discourse. A single article, based on the scholarly work and informed by the focused discussion as appropriate, may be submitted to the journal.

Workshop/Interactive Session

Workshop sessions involve extensive interaction between presenters and participants around an idea or hands-on experience of a practice. These sessions may also take the form of a crafted panel, staged conversation, dialogue or debate—all involving substantial interaction with the audience. A single article (jointly authored, if appropriate) may be submitted to the journal based on a workshop session.

Poster Sessions

Poster sessions present preliminary results of works in progress or projects that lend themselves to visual displays and representations. These sessions allow for engagement in informal discussions about the work with interested delegates throughout the session.

Virtual Lightning Talk

Lightning talks are 5-minute "flash" video presentations. Authors present summaries or overviews of their work, describing the essential features (related to purpose, procedures, outcomes, or product). Like Paper Presentations, Lightning Talks are grouped according to topic or perspective into themed sessions. Authors are welcome to submit traditional "lecture style" videos or videos that use visual supports like PowerPoint. Final videos must be submitted at least one month prior to the conference start date. After the conference, videos are then presented on the community YouTube channel. Full papers can based in the virtual poster can also be submitted for consideration in the journal.

Virtual Poster

This format is ideal for presenting preliminary results of work in progress or for projects that lend themselves to visual displays and representations. Each poster should include a brief abstract of the purpose and procedures of the work. After acceptance, presenters are provided with a template, and Virtual Posters are submitted as a PDF or in PowerPoint. Final posters must be submitted at least one month prior to the conference start date. Full papers can based in the virtual poster can also be submitted for consideration in the journal.

Thursday, 15 September

8:30–9:30	Conference Registration Desk Open
9:30–9:50	Conference Opening—Bill Cope, Director, Common Ground Publishing, USA
9:50–10:25	Plenary Session—Linda Herrera, University of Illinois at Urbana-Champaign, Urbana-Champaign, USA *"Is Social Media a Vehicle for Global Democracy?"*
10:25–10:55	Garden Conversation & Coffee Break
10:55–11:40	Talking Circles
11:40–11:50	Transition Break
11:50–13:05	Parallel Sessions
13:05–14:05	Lunch
14:05–15:20	Parallel Sessions
15:20–16:20	Welcome & Networking Reception

Friday, 16 September

8:30–9:00	Registration Desk Open
9:00–9:15	Daily Update—Bill Cope, Director, Common Ground Publishing, USA
9:15–9:35	Featured Event: Publishing Your Article or Book with Common Ground Publishing
9:35–10:10	Plenary Session—Anita Say Chan, University of Illinois at Urbana-Champaign, Urbana-Champaign, USA *"Networking Peripheries: Technological Futures, Digital Memory and the Myth of Digital Universalism"*
10:10–10:40	Garden Conversation & Coffee Break
10:40–11:55	Parallel Sessions
11:55–12:55	Lunch
12:55–13:40	Parallel Sessions
13:40–13:50	Transition Break
13:50–15:30	Parallel Sessions
15:30–16:00	Special Event: Closing & Award Ceremony

Featured Sessions
Publishing Your Article or Book with Common Ground

Friday, 16 September | 9:15–9:35

Bill Cope, Director, Common Ground Publishing

Description: In this session Common Ground Publishing will present an overview of publishing philosophy and practices for publishing within *The Journal of Communication and Media Studies*. We will also offer tips for turning conference papers in to journal articles, present an overview of journal publishing procedures, and provide information on Common Ground's book proposal submission process. Please feel free to bring questions—the second half of the session will be devoted to Q&A.

Special Events
Tour: Chicago Architecture Foundation Twilight River Cruise

Thursday, 15 September | 19:00 (7pm)

Description: Experience the "top tour in Chicago and one of the top ten tours in the U.S." according to TripAdvisor users. The Chicago Architecture Foundation River Cruise is a must for out-of-towners and Chicagoans alike. CAF-certified volunteer tour guides interpret more than 50 buildings along the Chicago River. You'll find out how Chicago grew from a small settlement into one of the world's largest cities in less than 100 years. In 90 minutes, get the real story on Chicago architecture and its history. Serene and bathed in softer light, the city's architecture takes on a whole new life in the setting sun. Wind-down by enjoying a cocktail with fellow delegates and experience Chicago's breathtaking skyline.

*The conference tour is an optional activity and prior registration is required to attend. Please visit the registration desk to inquire about pricing and space availability.

Linda Herrera
"Is Social Media a Vehicle for Global Democracy?"

Linda Herrera is professor in Education Policy, Organization, and Leadership at the University of Illinois at Urbana-Champaign and director of the Global Studies in Education program. She has lived in the US, Egypt, and the Netherlands where she has worked in the areas of global politics and education, youth cultures, and social media and global citizenship education. Her recent works include "Youth and Citizenship in the Digital Age" (Harvard Educational Review), "Revolution in the Age of Social Media: The Egyptian Popular Insurrection and the Internet" (Verso, 2014) and "Wired Citizenship: Youth Learning and Activism in the Middle East" (Routledge, 2014). She is currently curating a website for global democracy education inspired by the Arab Uprisings called Democracy Dialogue at www.democracydialog.com.

Anita Say Chan
"Networking Peripheries: Technological Futures, Digital Memory and the Myth of Digital Universalism"

Anita Say Chan is an Associate Research Professor of Communications in the Department of Media and Cinema Studies at the University of Illinois, Urbana-Champaign. Her research and teaching interests include globalization and digital cultures, innovation networks and the "periphery", science and technology studies in Latin America, and hybrid pedagogies in building digital literacies. She received her PhD in 2008 from the MIT Doctoral Program in History; Anthropology; and Science, Technology, and Society. Her first book is on the competing imaginaries of global connection and information technologies in network-age Peru, *Networking Peripheries: Technological Futures and the Myth of Digital Universalism,* was released by MIT Press in 2014. She founded the Recovering Prairie Futures research cluster at the University of Illinois, Urbana-Champaign, and leads the Mellon-funded Humanities Without Walls Research Project "Collaborative Innovation and the Global Midwest" that bridges regional innovation histories with scholars across the university of University of Minnesota, Purdue University, and the University of Illinois, Urbana-Champaign. She is the faculty leader of the Learning to See Systems INTERSECT project for graduate interdisciplinary training and was a 2015-16 Faculty Fellow with the Illinois Program for Research in the Humanities. Her research has been awarded support from the Center for the Study of Law & Culture at Columbia University's School of Law and the National Science Foundation, and she has held postdoctoral fellowships at The CUNY Graduate Center's Committee on Globalization & Social Change and at Stanford University's Introduction to Humanities Program.

Marci Mazzarotto

Marci Mazzarotto is currently a PhD candidate in the College of Arts and Humanities at the University of Central Florida in Orlando. Her dissertation explores the intersection of the Fluxus Avant-Garde and Ignatian/Critical Pedagogy, and uses the works of Korean-born American media artist Nam June Paik as the primary object of analysis. The goal of her dissertation work is to develop a pedagogical framework to promote interdisciplinary critical thinking in the undergraduate arts and humanities college classroom. Her other research interests include film theory, video art, television studies, postmodern theory, media art, and Zen Buddhism.

Erin O'Quinn

Erin O'Quinn is a doctoral candidate in communication and media studies at North Carolina State University in Raleigh, USA. She received her master's degree in English from UNC-Wilmington with a research focus upon the intersections among visual rhetoric, social justice pedagogy, and multimodal assignments within the first-year composition classroom. Her other research interests include film studies, instructional technology design, and technical communication.

Arthur D. Soto- Vásquez

Arthur D. Soto-Vásquez is doctoral fellow at American University in Washington D.C. He is also a proud native of El Paso, Texas. His academic, professional, and civic endeavors focus on political communication among Latino populations in the United States. His research focuses on the social and racial integration of U.S. Latinos into American democracy through political communication efforts by official and non-official actors. Soto-Vásquez is also affiliated with the Center for Public Policy Priorities, the National Hispanic Institute, and the La Raza Caucus of the National Communication Association. He received his Master of Arts in Media Studies from the Department of Radio-Television-Film at the University of Texas at Austin in 2015 and his Bachelor of Arts in Political Science from St. Edward's University in 2012.

Syamsul Zahri Subir

Syamsul Zahri Subir is a doctoral candidate in media studies at the Universiti Utara Malaysia. His primary academic interest is media and social change, with a focus on politics of identity, sexuality and gender, political sociology, social inequality, queer theories, and representation of queer within the qualitative and ethnographic method. He has a bachelor's degree in creative media from Multimedia University, Malaysia and holds two master's degrees in communication from Universiti Putra Malaysia and the University of Alabama at Birmingham, USA. He is now working on completing his dissertation that focuses on the political representation of sexual minorities in Malaysia. He approaches this discipline by fundamentally (re)defining the understanding of the term 'queer visibility' and its political stakes from the stance of the mainstream media in Malaysia that combines ethnographic insight with incisive cultural critique, ultimately engaging with some of the challenges and issues facing from both queer studies and the media scholarship.

Jason Paolo Telles

Jason Paolo Telles is a graduate student in media studies at the College of Mass Communication in the University of the Philippines, Diliman. He is also currently teaching broadcast communication and media studies at the University of the Philippines, Baguio. He has a bachelor's degree in communication with a major concentration in journalism and a minor concentration in broadcast communication. His research is focused on media ecocriticism, broadcast media history, and indigenous media studies. Prior to joining the academe, he worked as a writer, producer, and researcher in various print, film, radio, and television companies in the Philippines. He is also an independent documentary filmmaker.

THURSDAY, 15 SEPTEMBER

8:30-9:30	**REGISTRATION DESK OPEN**
9:30-9:50	**CONFERENCE OPENING**
	Bill Cope, Director, Common Ground Publishing, USA
9:50-10:25	**PLENARY SPEAKER**
	Linda Herrera, University of Illinois at Urbana-Champaign, Urbana-Champaign, USA "Is Social Media a Vehicle for Global Democracy?"
10:25-10:55	**GARDEN CONVERSATION & COFFEE BREAK**
10:55-11:40	**TALKING CIRCLES**
	Room 1: Media Cultures, and Media Business Room 2: Media Theory, and Media Literacies Room 3: Media Technologies & Processes, and Communication & Media Studies: After the Internet? (2016 Special Focus)
11:40-11:50	**TRANISITION BREAK**
11:50-13:05	**PARALLEL SESSIONS**
Room 1	**After the Internet: The Modern Media Environment** **The Myth of "Soft Target": Understanding Media and Terror Symbiosis in Terror Groups' Choice of Target** Job Izuchukwu Okeke, *Department of Mass Communication, Pukyong National University, Busan, South Korea* *Overview:* The media uses the term "soft target" often these days, but a close analysis of terror targets present a different reality. This study focuses on Boko Haram bombing campaigns, 2011-2014. *Theme: 2016 Special Focus: Communication and Media Studies: After the Internet?* **Critical Thinking and the Conservative Media: One College Professors' Eye-opening Experience** Dr. Blake Armstrong, *Psychology Department, Division of Liberal Arts and Social Sciences, South Texas College, Weslaco, USA* *Overview:* This paper addresses an example of the misrepresentation of factual information and the lack of critical thinking within the conservative media. *Theme: Media Theory* **American Conspiracy Theory and Russian State Propaganda: The YouTube Nexus** Dr. John Paolillo, *Department of Computer Science and Informatics, Indiana University, Bloomington, USA* *Overview:* Using data gathered from the YouTube public API, this paper illustrates a surprising set of relationships between American conspiracy theory channels and Russian state propaganda. *Theme: Media Technologies and Processes*

THURSDAY, 15 SEPTEMBER

11:50-13:05	**PARALLEL SESSIONS**
Room 2	**Digital Inclusion: Addressing the Digital Divide**
	Connected but Uninterested: Exploring Lack of Interest to Become Internet Users in Isolated Rural Communities Dr. Isabel Pavez, *Communication and Humanities Faculty, Finis Terrae University, Santiago, Chile* Teresa Correa, *Communication and Literature, Diego Portales University, Santiago, Chile* *Overview:* Within the frame of digital inclusion research and by using mixed methodologies, this paper explores why people from rural isolated communities despite having Internet connections, do not go online. *Theme: Media Cultures*
	Digital Inequity, New Literacies, and Accessibility of Health Information on the Hopi Indian Reservation in Arizona Jana Wilbricht, *Department of Communication Studies, University of Michigan, Ann Arbor, USA* Dr. Angela Gonzales, *Department of Development Sociology, Cornell University, Ithaca, USA* *Overview:* We explore the link between digital divides and health equity through a case study on accessibility and use of online/mobile health information on the Hopi Indian Reservation in Arizona. *Theme: Media Cultures*
Room 3	**Workshop**
	Teaching with Digital: How to Use Short, Funny Videos to Enhance Learning Dr. Peter Jonas, *Department of Leadership, Cardinal Stritch University, Milwaukee, USA* *Overview:* Brain-based research indicates that the use of both humor and technology, enhance learning, communication, and student engagement. This workshop connects the theory and practice behind using digital media in communication. *Theme: Media Theory*
Room 4	**Media and Society**
	The Globalization of Political Contention: The Interaction of International Mass Media and Globalization on Protest, Terrorism, and Warfare, 1976-2009 Dr. Edward Crenshaw, *Department of Sociology, The Ohio State University, Columbus, USA* Dr. Kristopher Robison, *Department of Sociology, Northern Illinois University, DeKalb, USA* *Overview:* This study is a pooled time-series analysis of how the press bureaus and economic globalization interact to encourage/produce anti-state protest, terrorism, guerrilla war, and civil war. *Theme: Media Theory*
	Reconceptualizing Digital Privacy: Two Alternatives Arthur Soto-Vásquez, *Department of Communication, American University, Washington, USA* *Overview:* Online privacy from state and commercial surveillance is a divisive topic, with attitudes ranging from apathy to outrage. This paper offers two alternative conceptualizations of privacy: labor and currency. *Theme: Media Theory*
13:05-14:05	**LUNCH**

THURSDAY, 15 SEPTEMBER

14:05-15:20	PARALLEL SESSIONS
Room 1	**Cultural Representation and Power in Media**

Manuals of Manhood 2.0: Fan Culture on Beer Brands' Facebook Pages
Dr. Sven Brodmerkel, *Faculty of Society and Design, Bond University, Gold Coast, Australia*
Overview: Based on an in-depth analysis of brand-consumer interactions on the Facebook page of the Australian beer brand XXXX, this paper investigates how the brand's audience negotiates gender representations and masculinity.
Theme: Media Cultures

Media Report Analysis of Political Issues Concerning Industrial Revolution Heritage Sites in Japan
Dr. Makoto Sakai, *Faculty of Information and Communications, Bunkyo University, Chigasaki, Japan*
Overview: This research clarifies the different contexts for analyzing political issues concerning industrial heritage sites employing a framework that draws concepts from media and cultural studies.
Theme: Media Cultures

Media Representations of LGBT: Malay Language Dailies in Malaysia from 1998-2012
Syamsul Z. Subir, *Media Studies Department, Universiti Utara Malaysia, Sintok, Malaysia*
Overview: This study explores media construction of homosexuality in print newspapers in Malaysia. The author analyzes and places these media texts into several dominant representations.
Theme: Media Cultures

Room 2	**Media Technologies, Business, and Processes**

Google.com.ph as a "Go-To" Source for Information on Intellectual Property in the Philippines
Boots Liquigan, *Department of Broadcast Communication, University of the Philippines Diliman, Quezon, Philippines*
Overview: This study assesses Google's ability to provide access to source materials on intellectual property in the Philippines through evaluation of Google pages using the search words "intellectual property" and "copyright."
Theme: Media Technologies and Processes

Flexible as Freedom? The Dynamics of Flexible Work in the Publishing Industry
Lauren Bridges, *Transaction Publishers, Jersey City, USA*
Overview: What can the editor in publishing tell us about the dynamics of flexible and precarious work in a digitized, globalized late-capitalist society?
Theme: Media Business

Use and Adoption of Social Media in Relationship Building with Strategic Publics: Colombia's Top Companies
Jennie Pena, *Department of Communication, North University, Barranquilla, Colombia*
Overview: Extending from UTAUT, this study analyzes the factors of use and adoption of social media by Colombia´s largest companies, in their efforts to build mutually beneficial relationships with strategic publics.
Theme: Media Technologies and Processes

THURSDAY, 15 SEPTEMBER

14:05-15:20	**PARALLEL SESSIONS**
Room 3	**Media Theory**
	Media Archaeology of the Digital Moving Image: Motion Prediction or the Demise of the Frame Ricardo Cedeño Montaña, *Humboldt University of Berlin, Berlin, Germany* *Overview:* Historically, a complex series of mathematical operations have broken the linearity of video storage into indexes and addresses, heading towards the restructuring of moving images' basic component: the frame. *Theme: Media Theory*
	The Complicated Spaces of the Mediated Modern Museum: Diverse Audiences, New Technologies, and Curatorial Frames Dr. Katarzyna Rukszto, *Faculty of Humanities and Social Sciences, Sheridan College, Toronto, Canada* *Overview:* This paper addresses the promise and limitations of interactive media in museums by analyzing the use of computing technologies and interactive digital spaces at the Canadian Museum for Human Rights. *Theme: Media Theory*
	Radio from AM to FM to WWW to What? The Evolution of Audio Content through Technological Change James Carney, *Journalism, Communication, and Theatre, City University of New York, The Bronx, USA* *Overview:* Throughout the technological evolution of audio, content as a form of mass communication has changed little. The accelerating rate of technological change in media content delivery may change that. *Theme: 2016 Special Focus: Communication and Media Studies: After the Internet?*
Room 4	**Social Behavior and Social Media**
	Food as a Cultural Communicator: Similarities and Differences between Social Media and Film Dr. Kristine Mirrer, *School of Communication, Media, and Journalism, Kean University, Union, USA* *Overview:* Food imagery and discussion is a striking presence in multiple social media channels. This paper applies the cultural analysis of mediated food imagery on film to social media messages. *Theme: Media Cultures*
	A Lesson in Netnography: Media Literacy in the First-year Composition Classroom Erin O'Quinn, *Communication, Rhetoric, and Digital Media Program, North Carolina State University, Raleigh, USA* *Overview:* This study discusses the findings from a qualitative study of a unit in a first-year composition classroom that incorporated "netnography" into a major project. *Theme: Media Literacies*
	Teaching Social Media in Advertising and Public Relations Programs: What Is the Status of the Curriculum? Prof. Allyson Goodman, *School of Journalism and Mass Communications, Marshall University, Huntington, USA* *Overview:* Advertising and public relations programs accommodate the Internet-driven shift from the broadcast to post-broadcast era communications. This paper addresses how U.S. undergraduate strategic communications programs teach new and social media. *Theme: Media Literacies*
15:20-16:20	**WELCOME & NETWORKING RECEPTION**

FRIDAY, 16 SEPTEMBER

8:30-9:00	**REGISTRATION DESK OPEN**
9:00-9:15	**DAILY UPDATE**
9:15-9:35	**FEATURED EVENT: PUBLISHING YOUR ARTICLE OR BOOK WITH COMMON GROUND PUBLISHING**
	In this session Common Ground Publishing will present an overview of publishing philosophy and practices for publishing within The Journal of Communication and Media Studies. We will also offer tips for turning conference papers in to journal articles, present an overview of journal publishing procedures, and provide information on Common Ground's book proposal submission process. Please feel free to bring questions - the second half of the session will be devoted to Q&A.
9:35-10:10	**PLENARY SESSION**
	Anita Say Chan, University of Illinois at Urbana-Champaign, Urbana-Champaign, USA "Networking Peripheries: Technological Futures, Digital Memory, and the Myth of Digital Universalism"
10:10-10:40	**GARDEN CONVERSATION & COFFEE BREAK**
10:40-11:55	**PARALLEL SESSIONS**
Room 1	**Internet Behavior: Cybercrimes, Bullying, and Trolling** **Pixels Pushers: The Eccentrics, Egotists, Bullies, and Cowards of the Internet** Kel Smith, *Anikto LLC, Glenside, USA* *Overview:* From selfies to cyberbullies, this paper surveys the blowhards, liars, exhibitionists, and trolls of the Internet, as well as the influence of their behavior on human interaction. *Theme: Media Cultures* **Social Media, Youth, and Cybercrime in Nigeria** Dr. Chika Euphemia Asogwa, *Mass Communication Department, Kogi State University, Anyigba, Nigeria* Comfort Ajuma Ogwo, *Department of Mass Communication, Kogi State University, Anyigba, Nigeria* *Overview:* The popularity of the Internet gave rise to the use of social media. This study looks at the cybercrime rate, the role of social media, and how to handle it. *Theme: Media Technologies and Processes*

FRIDAY, 16 SEPTEMBER

10:40-11:55	PARALLEL SESSIONS
Room 2	**Instructional Media, Media Literacy, and e-Learning**
	The De La Salle-College of Saint Benilde Hybrid Short Course on Digital Storytelling as Assessed by Selected English Faculty Dr. Marilou Santos, *School of Multidisciplinary Studies, De La Salle-College of Saint Benilde, Manila, Philippines* *Overview:* This study collected insights on experiences of faculty participants on a digital storytelling course. They agreed it is an innovative tool in teaching and learning writing skills, self-assessment, and self-reflection. *Theme: Media Literacies*
	A Rise in Media Literacy Education in Nigeria Dr. Sam Nkana, *Journalism and Communication, Seventh Day Adventist University, Collegedale, USA* *Overview:* Media literacy education gains support in Nigeria and helps individuals apply critical thinking skills, while accessing media contents. This is a major development for the most populous country in Africa. *Theme: Media Literacies*
	Revisiting McLuhan: Applying Ignatian Pedagogy to the Study of Media in the Secular College Classroom Marci Mazzarotto, *College of Arts and Humanities, University of Central Florida, Orlando, USA* *Overview:* This experimental research project developed a modified tool, based on Ignatian pedagogy, to be used in secular college classrooms to promote creativity and critical thinking skills of students studying media. *Theme: Media Literacies*
Room 3	**Investigating Online Consumption and Consumer Culture**
	Consumer Behavior of Elderly People on the Internet: Perceived Risk and Impact on the Online Purchase Intention Dr. Priscila Silva Esteves, *Federal Institute of Education, Science, and Technology of Rio Grande do Sul, Porto Alegre, Brazil* Dr. Luiz Antonio Slongo, *Federal University of Rio Grande do Sul, Porto Alegre, Brazil* Dr. Cristiane Silva Esteves, *Pontifical Catholic University of Rio Grande do Sul, Porto Alegre, Brazil* *Overview:* This study reviews the main constructs that influence the consumer behavior of the elderly on the Internet and analyzes its impact on their online purchase intention. *Theme: 2016 Special Focus: Communication and Media Studies: After the Internet?*
	Netflix and the Commodity Culture of New Media Industries Camille Yale, *Department of Communication, Lake Forest College, Lake Forest, USA* *Overview:* In this paper, I examine and critique Netflix's corporate narrative that constructs their company as a non-commercial, democratizing alternative to traditional mass media. *Theme: Media Business*
	Reflections from a Collectivist Culture: Mapping Archetypal Characters in the Minds of Young Consumers in Turkey Dr. Eda Ozturk, *Department of Advertising, Bahçeşehir University, Istanbul, Turkey* Dr. Gul Sener, *Department of Advertising, Bahçeşehir University, Istanbul, Turkey* *Overview:* This study reveals the mental associations that young consumers in Turkey have with regard to archetypal characters and provides a collectivist culture perspective on archetypes. *Theme: Media Business*
11:55-12:55	LUNCH

FRIDAY, 16 SEPTEMBER

12:55-13:40	PARALLEL SESSIONS
Room 1	**New Directions in Media Theory**
	Mind and Matter: A Performance Using Visualization of Wearable EEG Technologies in Mental and Physical Training Nene Brode, *Faculty of Communications and Design, Department of Architectural Science, Faculty of Engineering and Architectural Science, Ryerson University, Toronto, Canada* *Overview:* In this poster visualization of personal EEG data through wearable technology is used as a mental and physical training tool and to communicate with others through performance based research. *Theme: Media Theory*
	Receiving Media with Open Eyes Chaitanya Prakash Yogi, *Graduate School of Language and Culture, Osaka University, Minoh, Japan* *Overview:* This paper addresses how to receive media, which has become a core societal question in our media-driven society. *Theme: Media Theory*

FRIDAY, 16 SEPTEMBER

12:55-13:40	**PARALLEL SESSIONS**
Room 2	**Virtual Lightning Talks & Virtual Poster**
	Image After the Internet: Transmedia and Participatory Artistic Practices Ana Velhinho, *Visual Studies, Faculty of Fine Arts, University of Lisbon, Beja, Portugal* *Overview:* This paper frames a cartographic and semiotic approach to dialogic mass media imagery as "hybrid meta images" reflecting on their post-Internet condition of circulation and media unstable authorship and access. *Theme: 2016 Special Focus: Communication and Media Studies: After the Internet?*
	Philippine Media Coverage of the EDSA2 Revolution: A Short History Irish Jane Talusan, *Graduate Studies Department, College of Mass Communication, University of the Philippines Diliman, Quezon City, Philippines* *Overview:* This paper shares a glimpse of the Philippine broadcast movement and environment during the country's second people's revolution, highlighting how media communicated with the masses craving information. *Theme: Media Cultures*
	Relationships between Human Beings and Objects: An Extension of Parasocial Interaction Mohammad Ali, *Department of Communication, University of Texas at Tyler, Tyler, USA* Dr. Justin Velten, *Department of Communication Studies, University of Texas at Tyler, Tyler, USA* *Overview:* This study examines human-object interaction and relationship development over time. Results include factors of frequent use and visiting of object as well as standard phases of relationship development. *Theme: Media Theory*
	When Parody Meets Performativity: Oscillations between Irony and Sincerity on Twitter Dr. Michael M. Meany, *School of Design, Communication, and IT, University of Newcastle, Newcastle, Australia* *Overview:* This paper argues that the practice of parody on Twitter and the construction of self by Twitter authors both oscillate between the sincere and the ironic. *Theme: Media Technologies and Processes*
	The Rise of the Homo Sapiens Immodicus Luis Camillo Almeida, *School of Journalism and Media Studies, Jackson State University, Jackson, USA* *Overview:* The Homo Sapiens Immodicus model is explained in its full cycle. Each phase of the cycle is compared to the characters Mildred, Montag, and Faber in Ray Bradbury's "Fahrenheit 451." *Theme: Media Theory*
	George Orwell's "1984" as the Blueprint for Justifying Russian Foreign Policy: How Russian Mass Media Create an Alternative Reality in the Minds of the Russian People Dr. Andrey Reznikov, *School of Arts and Humanities, Black Hills State University, Spearfish, USA* *Overview:* All recent decisions in Russian foreign policy are an exact copy of Oceania's actions, while the Russian mass media justify this policy by creating an alternative reality. *Theme: Media Cultures*
13:40-13:50	**TRANSITION BREAK**

FRIDAY, 16 SEPTEMBER

13:50-15:30	**PARALLEL SESSIONS**
Room 1	**Social Network Dynamics**
	How Physical Proximity Matters: Encounters among Strangers via Mobile-based Social Networking Applications Yuzhu Peng, *Media Culture and Heritage, School of Arts and Cultures, Newcastle University, Newcastle, UK* *Overview:* This paper investigates how Chinese college students use WeChat to negotiate encounters with strangers who share physical proximity with them. *Theme: Media Cultures*
	YouTube: The Past, Present and Future Misha Sata, *School of Liberal Studies, Pandit Deendayal Petroleum University, Ahmedabad, India* *Overview:* This paper predicts the growth of YouTube in India and the world in the upcoming years while discussing its major drawbacks. *Theme: Media Technologies and Processes*
Room 2	**Media Cultures**
	Media in the Aftermath of 9/11 Ziyad Alkhalifah, *Literature and Criticism Program, Indiana University of Pennsylvania, Indiana, USA* *Overview:* I introduce how scholars have dealt with the relationship between media and terrorism, examining how fiction tackled this relationship and explaining how four novels offered their own critique. *Theme: Media Cultures*
	Imaging the Indigenous in Philippine Environmental Documentaries Jason Paolo Telles, *Department of Broadcast Communication, University of the Philippines, Quezon City, Philippines* *Overview:* Employing a postcolonial approach, this research analyzes how environmental documentaries in the Philippines portray indigenous peoples. *Theme: Media Cultures*
	From a Western Phenomenon to a Global Phenomenon: Reality Television in the United States, China, and Arab Nations Evie Psarras, *Communication Department, University of Illinois-Chicago, Chicago, USA* *Overview:* This paper explores what constitutes successful reality shows in the U.S., China, and select Arab nations based on a theoretical explanation of what is culturally resonant and perhaps politically necessary. *Theme: Media Cultures*
	Pokemon Go's Disruptions: Finding a New Self in the Digital-organic Beings Vidhanshu Kumar, *School Of Communication, Amity University, Delhi, India* *Overview:* Human beings are no longer mere organic beings, but they are digital-organic beings. This study looks at the relationship between the digital and organic and the implications of digital identity. *Theme: Media Theory*
15:30-16:00	**SPECIAL EVENT: CLOSING & AWARD CEREMONY**

Mohammad	Ali	The University of Texas at Tyler	USA
Ziyad	Alkhalifah	Indiana University of Pennsylvania	USA
Luis Camillo	Almeida	Jackson State University	USA
Majed	Almutairi	Middle Tennessee State University	USA
Blake	Armstrong	South Texas College	USA
Chika Euphemia	Asogwa	Kogi State University	Nigeria
Bruce	Berryman	RMIT University	Australia
Lauren	Bridges	University of Melbourne	Australia
Nene	Brode	Ryerson University	Canada
Sven	Brodmerkel	Bond University	Australia
James	Carney	City University of New York	USA
Ricardo	Cedeño Montaña	Humboldt-Universität zu Berlin	Germany
Anita Say	Chan	University of Illinois at Urbana-Champaign	USA
Bill	Cope	University of Illinois Urbana-Champaign	USA
Edward	Crenshaw	The Ohio State University	USA
Michael B.	Friedman	University of Tennessee at Chattanooga	USA
Allyson	Goodman	Marshall University	USA
Linda	Herrera	University of Illinois at Urbana-Champaign	USA
Phineas Mzamane	Hlongwane	University of South Africa	South Africa
Peter	Jonas	Cardinal Stritch University	USA
Vidhanshu	Kumar	Amity University	India
Boots	Liquigan	University of the Philippines Diliman	Philippines
Marci	Mazzarotto	University of Central Florida	USA
Michael M.	Meany	The University of Newcastle	Australia
Kristine	Mirrer	Kean University	USA
Sam	Nkana	Southern Adventist University	USA
Erin	O'Quinn	North Carolina State University	USA
Comfort Ajuma	Ogwo	Kogi State University	Nigeria
Samuel	Okere	Babcock University	Nigeria
Peter Ehinomhen	Okojie	Collegio Pontificio Maria Mater Ecclesia	Italy
Eda	Ozturk	Bahçeşehir University	Turkey
John	Paolillo	Indiana University	USA
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Kel	Smith	Anikto LLC	USA
Arthur	Soto-Vásquez	American University	USA
Syamsul Z.	Subir	Universiti Utara Malaysia	Malaysia

Irish Jane	Talusan	University of the Philippines Diliman	Philippines
Jason Paolo	Telles	University of the Philippines	Philippines
Daniel	Tye	Video Production Specialist	USA
Ana	Velhinho	University of Lisbon	Portugal
Jana	Wilbricht	University of Michigan	USA
Camille	Yale	Lake Forest College	USA
Chaitanya Prakash	Yogi	Osaka University	Japan

Ninth International Conference on the Inclusive Museum

National Underground Railroad Freedom Center
Cincinnati, USA | **16–18 September 2016**
www.onmuseums.com/2016-conference

Aging & Society: Sixth Interdisciplinary Conference

Linköping University
Linköping, Sweden | **6–7 October 2016**
www.agingandsociety.com/2016-conference

Sixth International Conference on Food Studies

University of California at Berkeley
Berkeley, USA | **12–13 October 2016**
www.food-studies.com/2016-conference

Sixth International Conference on Health, Wellness & Society

Catholic University of America
Washington D.C., USA | **20–21 October 2016**
www.healthandsociety.com/2016-conference

Spaces & Flows: Seventh International Conference on Urban & ExtraUrban Studies

University of Pennsylvania
Philadelphia, USA | **10–11 November 2016**
www.spacesandflows.com/2016-conference

Thirteenth International Conference on Environmental, Cultural, Economic & Social Sustainability

Greater Rio de Janeiro, Brazil | **19–21 January 2017**
www.onsustainability.com/2017-conference

Eleventh International Conference on Design Principles & Practices

Institute without Boundaries at George Brown College
Toronto, Canada | **2–4 March 2017**
www.designprinciplesandpractices.com/2017-conference

Second International Conference on Tourism & Leisure Studies

UBC Robson Square
Vancouver, Canada | **6–7 April 2017**
www.tourismandleisurestudies.com/2017-conference

Seventh International Conference on Religion & Spirituality in Society

Imperial College London
London, UK | **17–18 April 2017**
www.religioninsociety.com/2017-conference

Seventeenth International Conference on Knowledge, Culture, and Change in Organizations

Charles Darwin University
Darwin, Australia | **20–21 April 2017**
www.organization-studies.com/2017-conference

Ninth International Conference on Climate Change: Impacts & Responses

Anglia Ruskin University
Cambridge, UK | **21–22 April 2017**
www.on-climate.com/2017-conference

Seventh International Conference on The Constructed Environment

International Cultural Centre
Krakow, Poland | **25–26 May 2017**
www.constructedenvironment.com/2017-conference

Thirteenth International Conference on Technology, Knowledge & Society

University of Toronto
Toronto, Canada | **26–28 May 2017**
www.techandsoc.com/2017-conference

Tenth International Conference on e-Learning & Innovative Pedagogies

University of Toronto
Toronto, Canada | **27 May 2017**
www.ubi-learn.com/2017-conference

Tenth Global Studies Conference

National University of Singapore
Singapore | **8–9 June 2017**
www.onglobalization.com/2017-conference

Twelfth International Conference on The Arts in Society

Pantheon-Sorbonne University
Paris, France | **14–16 June 2017**
www.artsinsociety.com/2017-conference

Fifteenth International Conference on New Directions in the Humanities

Imperial College London
London, UK | **5–7 July 2017**
www.thehumanities.com/2017-conference

Fifteenth International Conference on Books, Publishing & Libraries

Imperial College London
London, UK | **7 July 2017**
www.booksandpublishing.com/2017-conference

Eighth International Conference on Sport & Society

Imperial College London
London, UK | **10–11 July 2017**
www.sportandsociety.com/2017-conference

Twenty-fourth International Conference on Learning

University of Hawaii at Manoa
Honolulu, USA | **19–21 July 2017**
www.thelearner.com/2017-conference

Twelfth International Conference on Interdisciplinary Social Sciences

International Conference Center
Hiroshima, Japan | **26–28 July 2017**
www.thesocialsciences.com/2017-conference

Seventeenth International Conference on Diversity in Organizations, Communities & Nations

University of Toronto – Chestnut Conference Centre
Toronto, Canada | **26–28 July 2017**
www.ondiversity.com/2017-conference

Tenth International Conference on the Inclusive Museum

University of Manchester
Manchester, UK | **15–17 September 2017**
www.onmuseums.com/2017-conference

Seventh International Conference on Health, Wellness & Society

University of Denver
Denver, USA | **5–6 October 2017**
www.healthandsociety.com/2017-conference

Seventh International Conference on Food Studies

Roma Tre University
Rome, Italy | **26–27 October 2017**
www.food-studies.com/2017-conference

Eighth International Conference on The Image

Venice International University
Venice, Italy | **31 October–1 November 2017**
www.ontheimage.com/2017-conference

Aging & Society: Seventh Interdisciplinary Conference

University of California at Berkeley
Berkeley, USA | **3–4 November 2017**
www.agingandsociety.com/2017-conference

Second International Conference on Communication & Media Studies

UBC Robson Square
Vancouver, Canada | **16–17 November 2017**
www.oncommunicationmedia.com/2017-conference

Second International Conference on
Communication & Media Studies

Founded in 2015, the International Conference on Communication & Media Studies offers an interdisciplinary forum for the discussion of the role of the media and communications in society.

We invite proposals for paper presentations, workshops/interactive sessions, posters/exhibits, colloquia, Virtual Lightning Talks, or Virtual Posters.

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