

# PROGRAMME

## Day 1 - Wednesday 10 January

10 → registration

12 - 2 *lunch*

2-2.10 **INTRODUCTION**  
Room: 1.3 Michael Tovey, Dean, Coventry School of Art and Design, Coventry University  
Karen Ross, MeCCSA conference organising committee

2.15-3.15 **PLENARY I - The “War on Terror” - the Communication Factor**  
Chair: Peter Golding, Loughborough University  
Room: 1.3 Speaker  
Cees Hamelink, University of Amsterdam

3.15 - 3.30 *refreshment break*

3.30 - 5.00 **PARALLEL SESSIONS**

1.1 **The active audience**  
Chair: Deborah Hanan, USC Annenberg School of Communication  
Room: 1.4

Contributions

We are on the map!” Diasporic internet debates on Makosi’s participation in *Big Brother*

Winston Mano, University of Westminster, and Wendy Willems, University of London

The Active ‘Couch Potato’? *Big Brother* Viewers and Political Participation  
Valentina Cardo, University of East Anglia

Participatory Culture and the Documentary Camera: Capturing Audiences Aware

Patrick Tarrant, Queensland University of Technology

Image-based Participatory Research Methods with Rural Women & Youth  
Julie Tritz, Deirdre O’Connor & Jim Kinsella, University College Dublin

Citizen Producers From Rural China: A Quiet Revolution From Below  
Yan Wu, Cardiff University

‘I Don’t Know Why But That One Gets Me Every Time’: Doing Psychosocial Film and Television Audience Research

Joanne Whitehouse-Hart, Open University

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1.2 **PR and branding strategies**  
Chair: Natalie Fenton, Goldsmiths College, University of London  
Room: 1.1

Contributions

Selling Spectacular Sound: Dolby and the Unheard History of Technical Trademarks

Paul Grainge, University of Nottingham

Perceptions of Public Relations

Elizabeth Bridgen, De Montfort University

Television Looking Back At Itself?: Intertextual and Style References in the Idents of Channel Five

**Elke Weissmann, University of Glasgow**

Repackaging Generation One: Cross Genre Marketing and *The Transformers* as Adult/Children's Television

**Lincoln Geraghty, University of Portsmouth**

Branding and Consumption in the IOC's 'Celebrate Humanity' Advertisements

**Katie Butler and Joseph Maguire, Loughborough University**

A Message from our Sponsor: Publicity Films of the Past And Advertising's Future

**Jez Stewart, British Film Institute**

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### 1.3

Chair:

Room: 1.2

### Media policy

Trevor Hearing, Bournemouth University

#### Contributions

From the Grass Roots: Regional Film Policy and Practice in England

**Jack Newsinger, University of Nottingham**

Contesting the news genre: ITV regional news in the Midlands (1960 to 1980)

**Frances Eames, University of Nottingham**

The Politics of UK Television Policy: BBC Charter Renewal and the 'Crisis' of Public Service Broadcasting

**Paul Smith, De Montfort University**

What's Regional about Regional Film?

**Paul Long, University of Central England in Birmingham**

Media globalization in Greater China: The transnational strategies and regional operations of transnational television

**Chih-Wen Cheng, City University London**

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### 1.4

Chair:

Room: 1.8

### Media and society

John Lister, Coventry University

#### Contributions

Exploring Media-Related Fears and Anxieties: A working Case Study from Germany and the UK

**Kerstin Leder, University of Wales**

The Professional Ideology of Campaigning Journalism

**Jen Birks, University of Glasgow**

The Media Public and Its Problems

**Michael Higgins, University of Sunderland**

The Brussels News Beat and the European Public Sphere

**Sarah Barnard and Peter Golding, Loughborough University**

Mediated Political Communication in an Age of Increasing Citizen Inequality: Audiences and Communicative Engagement in the US and the UK

**James Stanyer, Loughborough University**

The Future Uses of Radio as an Educational Tool in Developing Countries

**Sam Coley, University of Central England**

**1.5** **News frames**  
*Chair:* Okoth Fred Mudhai, Coventry University

*Room:* 2.6

Contributions

Setting the News Asylum Agenda: 'Up-Spill' and the UK Tabloid Anti-Asylum Campaign

**Julian Matthews, Bath Spa University**

Asylum in the Scottish Press: Report, Debate ... Action?

**Anthea Irwin, Glasgow Caledonian University**

Challenging Racism from the Left in 'War on Terror' Britain: Asylum Discourse Research And The Multiculturalism Debate

**Kerry Moore, Roehampton University**

Mapping European Ideoscapes: Examining Newspaper Debates on the EU Constitution In Seven European Countries

**Sabina Mihelj, Thomas Koenig, John W. Downey, Loughborough University, and Vaclav Stetka, Masaryk University, Brno**

Framing HIV/AIDS and TB: A Global Comparative Analysis of HIV/AIDS and TB in Print Media Coverage Around the World

**Lucy Stackpool-Moore, The Panos Institute**

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**1.6** **All you ever wanted to know about #1 - *Newsfilm Online***

*Chair:* Charlotte Crofts, London South Bank University

*Room:* 2.7 **James Taylor, Education/Outreach Officer, BUFVC (British Universities Film and Video Council)**

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**5.15 - 6.15** **Welcome for postgraduate students**  
restaurant

**6.30-8.00** **Opening Reception**

*Room:* Michael Tovey (Dean, Coventry School of Art and Design);

Lanchester David Clargo (Managing Editor, BBC Coventry and Warwickshire)  
Gallery

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**Day 2 - Thursday 11 January**

**8.30 →** **registration**

**9.15-10.45** **PARALLEL SESSIONS**

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**2.1** **Contemporary Social Debates**

*Chair:* Annette Hill, University of Westminster

*Room:* 1.1

Contributions

The Devil you don't get to know ... Superficial Media Coverage as a Factor in Limited Public Response to Unpopular Policies In the NHS

**John Lister, Coventry University**

The "Foxification of 24 Hour News Channels in Britain? An Analysis of Market Driven and Publicly Funded News Coverage

**Stephen Cushion and Justin Lewis, Cardiff University**

Neither Global nor Local: Comparing Media Coverage of 9/11 in the US, Italy, France and Pakistan

**Cristina Archetti, Leeds University**

Yahoo News and the Two-Photo Controversy Concerning the Depiction of  
Different Group Of Victims In The Aftermath Of The Katrina Hurricane

**Farida Vis, Open University**

We Feed The World: Contemporary Documentary Films on The Problem Of  
Food

**Helen Hughes, University of Surrey**

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## **2.2 Transnational mediations: media practice as social commentary I**

*(organised by 'Culture Rights' (MeCCSA with AMPE 'Race' Network)*

**Ashwani Sharma, University of East London**

Chair:

Room: **2.1**

### **Contributions**

Reflecting on commemoration: *Amendments 2007*

**Roshini Kempadoo, University of East London**

*Cyprus Problem* - discussing current practice based research

**John Nassari, University of East London**

'*Make it plain - historical*'? reflections on Orlando Bagwell's documentary work

**Saër Maty Bâ, University of Exeter**

Critical Thinking Through Sound: an investigation of the Jamaican Dancehall Sound System

**Julian Henriques, University of London**

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## **2.3 Higher Education and Creative Industries Development**

Chair:

Room: **1.2**

**Alan Harding, University of Southampton**

### **Contributions**

Enterprise Curriculum For Creative Industries I: A Gender Perspective

**Charlotte Carey, University of Central England in Birmingham**

Enterprise curriculum for creative industries II: An Exploration of Current Thinking and Practice

**Annette Naudin, University of Central England in Birmingham**

Knowledge Transfer: Prototypes for Online Music Enterprise

**Andrew Dubber, University of Central England in Birmingham**

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## **2.4 Camcorder Cultures: Media Technologies and Everyday Creativity**

Chair:

Room: **1.8**

**Martin Barker, University of Wales, Aberystwyth**

### **Contributions**

What Are People Doing With Camcorders?

**Rebekah Willett, University of London**

From the Cine Camera to the Camcorder: Textual Constructions of Amateur Filmmaking

**Maria Pini, University of London**

"Why Aren't Young People Joining our Clubs?"

**Daniel Cuzner, University of London**

The Citizen Producer

**Jo Henderson, University of London**

**2.5 Women, Ageing and Media**  
(supported by the MeCCSA with AMPE Women's Media Studies Network)

Chair: Sue Thornham, University of Sussex

Room: 2.6

Contributions

The Monarch: Representations of Queen Victoria and Queen Elizabeth II

**Josie Dolan, University of West England**

The Monstrous Nude: von Haagen's Autopsy Programme

**Joanne Garde-Hansen, University of Gloucestershire**

The Sexual Predator: from Mrs Robinson to Joanna Lumley

**Kristyn Gorton, Leeds Metropolitan University**

The Detective: *Miss Marple, Jane Tennison, Rosemary & Thyme, Murder She Wrote*

**Ros Jennings, University of Gloucestershire**

The New Older Woman: the New Saga Woman, HRT Woman and Post-Maternal Femininity

**Sherryl Wilson, University of Gloucestershire**

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**2.6 All you ever wanted to know about # 2 -the BFI and the Academy**

Chair: John Ellis, Royal Holloway, University of London

Room: 1.4 Heather Stewart, Cultural Programming Director, BFI

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**10.45-11.00 refreshment break**

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**11.00-12.30 PARALLEL SESSIONS**

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**3.1 Contesting News Narratives**

Chair: Justin Lewis, Cardiff University

Room: 1.1

Contributions

Casting Aspersions: Issues of Character, Casting and Dramatisation in News Narratives

**Chris Roberts, Roehampton University**

Country Branding after Communism: Can Romania Revive from its Own Ashes?

**Oana Romocea, Leeds Metropolitan University**

'Garrotting the original': Parody, Media, Law

**Esther Milne, Swinburne University of Technology**

Speaking of Journalism: Legal and Media Conceptions of Public Speech

**Andrew Kenyon, University of Melbourne**

Representations of the Nation in Cultural Policy: a Case Study of Post-Devolution Scotland

**Ashley Smith, University of Paisley**

*Yo Blair!* Informality, Agency and Power: Tales of Subservience and National Identity

**Stuart Price, De Montfort University**

**3.2** **Film, History and Society**  
Chair: Mark Jancovich, University of East Anglia

Room: 1.2

Contributions

- A Clockwork Orange*, Exploitation and the Art Film  
I.Q. Hunter, De Montfort University
- 'Big Theme Films': The First Amendment, World War II and the 1950s  
Widescreen Epic  
James Russell, De Montfort University
- A Critical Reappraisal of British Silent Film  
Bryony Dixon, British Film Institute
- The Struggle for the Silents  
Ian W. Macdonald, University of Leeds
- Preserving a Footnote: Belinda Lee  
Dylan Cave, British Film Institute
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**3.3** **Audiences for TV and Film**

Chair: Shaun Hides, Coventry University

Room: 2.1

Contributions

- Shallow Ethics: Audience Attitudes Towards Fair Treatment of Social Groups  
in Factual and Reality Television  
Annette Hill, University of Westminster
- "Dear Comrade Raj Kapoor,": Re-discovering Soviet Audiences of Indian  
Cinema  
Angelina Karpovich, Brunel University
- Positive Audience Responses to Films Involving Sexual Violence  
Martin Barker and Melanie Selfe, University of Wales, Aberystwyth
- Just Another Blockbuster? *King Arthur* and the Myth of History  
Benjamin Earl, Cardiff University
- Tarantino's Audience  
Rebekah Smith, University of Wales, Aberystwyth
- Jack Hylton Presents - Misunderstanding the Television Audience  
Pam Rostron, British Film Institute
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**3.4** **Practical Media Pedagogy**

Chair: Jane Arthurs, University of the West of England

Room: 1.3

Contributions

- British Youth Film Project  
Millard Parkinson, St Helen's College
- Craft and Critique: Combining *Isis* and PPE at a New University  
Andrew Calcutt, University of East London
- Collaborative Knowledge in Film Practice Education  
Cathy Greenhalgh, London College of Communication
- Praxis: Creative Photography  
Liz Ashton Hill, College of St Mark & St John
- "This Paper is a Video": Developing Documentary Practice as an Academic  
Methodology  
Trevor Hearing, Bournemouth University
- Celluloid, High Definition and "the Cinema": a Practice Research Project  
Charlotte Crofts, London South Bank University

### 3.5 Curating the Nation's Film and Television Collections

(organised by the BFI)

Chair: Philip Wickham, BFI

Room: 2.6

#### Speakers

Patrick Russell, Senior Curator (Non-Fiction), BFI

Steve Bryant, Senior Curator (Television), BFI

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### 3.6 Framing Gender

Chair: Karen Ross, Coventry University

Room: 1.8

#### Contributions

'Bricking it': Language and Teen Noir Masculinity

**Lisa Richards, University of Wales, Aberystwyth**

Old Boys in New Cars?: *Top Gear* as a Bastion of Male Heterosexuality

**Angela Smith, University of Sunderland**

The Media and Communication Industries: Flexible Friends Or Foes?

**Rita Marcella, Lorraine Illingworth and Graeme Baxter, The Robert Gordon University**

Towards the Theoretical Model of Long-Term Global Media Effects: A Case Study of the Hollywood Production *Erin Brockovich*

**Joanna Rydzewska, University of Wales, Swansea**

But What Are We Laughing At? Nudity in *Calendar Girls* (Nigel Cole, 2003) and *The Full Monty* (Peter Cattaneo, 1997)

**Chantal Cornut-Gentile, University of Zaragoza**

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### 3.7 Practice workshop - working with sound<sup>1</sup>

Room: 1.4 Paul Moore, University of Ulster

**12.30 - 2.00 lunch**

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**12.30 - 2.00 Poster session**

Room: 1.3

**1.00 - 2.00 MeCCSA with AMPE Executive Committee meeting**

Room: 1.4

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### 2.00 - 3.30 PARALLEL SESSIONS

#### 4.1 Media, culture and identity

Chair: Spencer Murphy, Coventry University

Room: 1.1

#### Contributions

Hurrah for Globalisation and Auteursism: The Case of Gangster Films in Hindi Cinema

**Kishore Budha, University of Leeds**

'Be Wary of Muslims Playing Paintball': Aesthetics and Reception of Internet Jihadist Video

**Mark Gallagher, University of Nottingham**

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<sup>1</sup> Please note that places are limited to 9 for this workshop: please book your place at the registration desk.

'These Two Are Speaking Welsh on Channel 4': Welsh Representations and Cultural Tensions on *Big Brother 7*

**Bethany Klein, University of Central England in Birmingham and Claire Wardle, Cardiff University**

Mediating Madness: Historical Images and Contemporary Stereotypes

**Simon Cross, University of Lincoln**

Projecting Migration: Transcultural Documentary Practice

**Alan Grossman and Áine O'Brien, Dublin Institute of Technology**

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#### **4.2**

Chair:

Room: 1.2

#### **TV Histories**

**Tim O'Sullivan, De Montfort University**

##### Contributions

*Play for Today*: What Does Television do to the Author?

**Phil Wickham, British Film Institute**

Selling the Past: Ready Made Content and the Making of Programmes about History

**Angela Spindler-Brown, Freelance Archive Producer**

The Angel in the Ether: the BBC, Cultural Governance and the Constitution of the Household

**Michael Bailey, Leeds Metropolitan University**

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#### **4.3**

Chair:

Room: 2.1

#### **Shifting Media Pedagogies**

**Paul Moore, University of Ulster**

##### Contributions

The experience of Developing a Vocational Discipline within an Academic Framework

**John Whitehouse, North East Wales Institute of Higher Education**

The Blind Leading the Blind: the Problem of Projects and the Management of Problems

**Roy Hanney, University of Chichester**

Helping Media Students Bypass the Catch 22 of Work Experience

**Jane Stapleford and Laura Dean, Leeds Metropolitan University**

*Medal of Honor*: Threshold Text

**Julian McDougall, Newman College of Higher Education**

Beyond Blackboard

**Jan Worth, Sheffield Hallam University**

Is it Art?

**Gail Pearce, Royal Holloway, University of London**

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#### **4.4**

Chair:

Room: 1.8

#### **Texts and Theories**

**Val Hill, Coventry University**

##### Contributions

Remaking *The Wicker Man*

**Vic Pratt, British Film Institute**

'Witnessing' Violations of Human Rights

**Maria-Eugenia Freitas, University of Liverpool**

Where are 'The Two Avant Gardes'?

**William Fowler, British Film Institute**

The Screened Gift: the Liminality and Symptomatic in Mediated Consumer Cultures

**Shaun Hides, Coventry University**

Real Things: Critical Realism and the Classic Realistic Text

**Jason Toynbee, Open University**

What If...? Identity Crises in Potential World Narratives

**James Walters, University of Westminster**

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#### **4.5 Representing Sexualities**

*(supported by the MeCCSA with AMPE Women's Media Studies Network)*

Chair:

**Ros Jennings, University of Gloucestershire**

Room: 2.6

##### Contributions

Effeminophobia on British Television: *Are You Being Served?* to *Playing it Straight*

**Niall Richardson, University of Sunderland**

*The Sex Inspectors: Sexual Fulfilment and Domestic Desires*

**Clarissa Smith, University of Sunderland**

Looking at 'Authenticity' and Lesbian Sexuality in *The L Word*

**Angela Werndly, University of Sunderland**

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#### **4.6 All you ever wanted to know about # 3 - getting published**

Room: 1.4

**Robin Beecroft : The Berkeley Electronic Press**

**Natalie Foster : Taylor+Francis**

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#### **4.7 All you ever wanted to know about # 4 - working together: the Academy and Creative Industries**

Chair:

**Tim Wall, University of Central England in Birmingham**

Room: 1.3

##### Contributions

**Jonnie Turpie**, Digital Media Director, Maverick Television & Executive Chair, Screen West Midlands

**Natasha Carlish**, Producer, Dreamfinder Productions; runs the Producers' Forum; BAFTA award winner for short film, *Brown Paper Bag*

**Lee Thomas**, Head of Production and Development at Screen West Midlands

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**3.30 - 3.45 refreshment break**

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#### **3.45 - 5.00 PLENARY II - RAE2008**

Chair: **Clive Richards, Coventry University**

Room: 1.3

##### Speakers

**Bruce Brown** (Chair, Panel O)

**Peter Golding** (Chair: Sub-Panel 66)

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#### **5.15-6.30 MeCCSA with AMPE - AGM**

Room: 1.3

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**7.30- 9.30 Networking supper (Herbert café)**

## Day 3 - Friday 12 January

8.30 → registration

9.15-10.45 **PARALLEL SESSIONS**

**5.1 Specialist genres and formats**

Chair: Maire Messenger-Davies, University of Ulster

Room: 1.1

### Contributions

Jamie's School Dinner Ladies

**Mary Talbot, University of Sunderland**

Disabled Detection? Compensatory Discourse in Contemporary Crime Fictions

**Margaret Montgomerie, De Montfort University**

*Rock Star Supernova*: A Case Study in Medium Metamorphosis and Creative Displacement through Interactive Technologies

**Deborah E. R. Hanan, USC Annenberg School of Communication**

College Radio in the USA

**Tim Wall, University of Central England**

'Extinction doesn't have to be forever...': Paeleoimagery Frames in *Prehistoric Park*

**Vincent Campbell, University of Leicester**

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**5.2 Transnational mediations: media practice as social commentary II**

*(organised by 'Culture Rights' (MeCCSA with AMPE 'Race' Network)*

Chair: Roshini Kempadoo, University of East London

Room: 1.2

### Contributions

Zee TV Europe: Diaspora Aesthetics in Tele-visual Address

**Rajinder Dudrah, University of Manchester**

Bollywood: British Asian Femininities and Postcolonial Sensibilities

**Meeta Rani Jha, University of London**

Dancehall Sexualities, Postcoloniality & the Transnational Logics of Popular Cultural Capital

**Denise Noble, University of London**

Return of the Real: the Dialectics of Diasporic Film

**Ashwani Sharma, University of East London**

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**5.3 Serendipity versus Anticipation: Why Local Public Service Television Requires Broadcast Spectrum (Roundtable)**

Chair: Dave Rushton, Institute of Local Television

Room: 1.3

### Contributions

Dave Rushton, Institute of Local Television

**Marilyn Hyndman, NvTv Belfast**

**Jacqui Devereux, Director, Community Media Association**

## **5.4 New Media and Convergence**

*Chair:* Simon Cross, University of Lincoln

*Room:* 1.4

### Contributions

Walking the Net

**Pollyanna Ruiz, University of Sussex**

Radio, Podcasting and 'The Long Tail'

**Richard Berry, University of Sunderland**

The Digitisation of Broadcasting - a Comparison Between South Korea and UK

**Im Joon, Loughborough University**

To What Extent are Mobile Forms of Communication Transforming the Relations Between the Public and Private Spheres?

**Bob Jeffery, Manchester Metropolitan University**

Back to the Future: the Past and Present of Mobile TV

**Gabriele Balbi and Benedetta Prario, University of Lugano**

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## **5.5 Teaching Media Literacy**

*Chair:* Haim Bresheeth, University of East London

*Room:* 2.6

### Contributions

Mapping Approaches to Media Literacy UK/USA: Policy Patterns and Challenges Across Oceans and Fields

**Merris Griffiths, Swansea University**

Tackling the expansion of Media Studies in relation to media literacy and education

**Faye Davies and Oliver Carter, University of Central England**

Watching the Media: A Media Literacy Project

**Chas Critcher and Ros Brunt, Sheffield Hallam University**

The Subject of Media Studies: the Experiences of Non-Traditional Students Studying Media and Film Studies

**Angela Devas, Thames Valley University**

'TV is Dead, Long Live TV !': Researching and Teaching Television in the 21st Century

**John Cook, Glasgow Caledonian University**

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## **5.6 African Media and the Digital Public Sphere**

*Chair:* Francis Chikhumkuzeni, Coventry University

*Room:* 1.8

### Contributions

ICTization Beyond Urban Male Elites: Issues of Gender Equality and Empowerment

**Kutoma Jacqueline Wakunuma, Coventry University, and Patricia**

**K. Litho, University of East London**

New Media and Participatory Politics in East Africa

**Okoth Fred Mudhai, Coventry University and George Nyabuga, University of Worcester**

New media, Globalisation and Human Rights: The Role of New ICTs in the Struggles for Democracy in Zimbabwe

**Last Moyo, University of Wales, Aberystwyth**

**5.7 Women in News and Current Affairs: the BBC experience**

*Chair:* Karen Ross, Coventry University

*Room:* 2.1 Speakers

Suzanne Franks, BBC History Project  
Kerensa Jennings, Executive Editor, News  
Francesca Unsworth, Head of Newsgathering

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**10.45-11.00 refreshment break**

**11.00-12.30 PLENARY III - The Research Councils Unplugged**

*Chair:* Christine Geraghty, University of Glasgow

*Room:* 1.3 Speakers

Ian Diamond, Chief Executive, ESRC  
Philip Esler, Chief Executive, AHRC

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**12.30 - 2.00 lunch**

12.30 - 2.00	Screenings	room: 1.3
12.30 - 2.00	Postgraduate Network meeting	room: 2.6
12.30 - 2.00	Women's Media Studies Network meeting	room: 1.1
12.30 - 2.00	Race Network meeting	room: 1.4
12.30 - 2.00	Radio Studies Network meeting	room: 1.2
12.30 - 2.00	Practice Section meeting	room: 2.1

2.00 CONFERENCE CLOSE