



Fourth Annual MeCCSA-PGN Conference: Thursday 12th July 2007

9:30	Delegates to arrive	S Block
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9:30	10:30	1:00	Registration of delegates, refreshments to be served	S Block
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10:30	11:00	0:30	Welcome Address	Glendinning Lecture Theatre (2D67)
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Estella Tincknell, Head of School of Cultural Studies
Prof. June Hannam, Associate Dean (Research), Faculty of Humanities, Languages and Social Sciences

11:00	12:30	1:30	Panel Session 1
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Panel 1: Imperialism and Globalisation	Chair: Dr Prasun Sonwalkar	2S603
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Sulaiman Arti, Loughborough University	The complexities of American cultural imperialism in Kuwait and the Middle East: from Hollywood defamation to soft power attraction	Keywords: imperialism, orientalism, propaganda, film, kuwait
Unaloam Chanrungrmaneeikul, Loughborough University	Negotiating globalisation: media representations and popular perceptions: a case study in eastern Thailand	Keywords: globalisation, mainstream media, alternative media, social movement, modernity
Venkata Vemuri, University of the West of England, Bristol	Oh, God! It's News: Using Mythology to Construct Saleable News in Indian Channels	Keywords: none given

Panel 2: Online Citizens and Democracy	Chair: Dr Lee Salter	2S604
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Chen Li, University of Glasgow	Groups and individuals: blogging as technological and informal ways for overseas Chinese	Keywords: golden shield project, chinese internet, blogging, web dissidents
Einar Thorsen, University of the West of England, Bristol	'Have your say' and then what? Civic Engagement, BBC News Online and the 2005 General Election	Keywords: online journalism, elections, democracy, interactivity
Gulum Sener, Beykent University (Turkey)	Internet use by trade unions in Turkey: a case study on DISK	Keywords: internet, public sphere, trade unions, democratization

Panel 3: Television Audiences	Chair: Dr Seth Giddings	2S608
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George Dawei Guo, University of Westminster	Genre and audiences: the reception of television historical dramas in China	Keywords: history, genre, quality, audiences, Chinese television
Inger-Lise Kalviknes Bore, Cardiff University	Funny ha-ha, funny peculiar, or just not funny at all? Comedy, reality and television audiences	Keywords: television studies, comedy, trans-national audiences
Somnath Batabyal, SOAS, University of London	The end of imagination: audience defined in Indian news channels	Keywords: audience ratings, imaginings, viewer preferences

Panel 4: Mediating Identity 1	Chair: Dr Elspeth kydd	2S609
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Cathy Baldwin, University of Oxford	Nation, faith, ethnicity, culture: studying media consumption and identity in England using ethnography	Keywords: media consumption, identity, ethnography, England
Gailna Miazhevich, University of Manchester	Television news representations of Islam in France and Russia	Keywords: islam, discourse analysis, objectivity and impartiality, public service broadcasting, media studies
Mengmeng Zhang, Loughborough University	Representations of identity in the Hong Kong Press: a quantitative discourse analysis of Chinese-language newspaper in Hong Kong	Keywords: Hong Kong, identity, democracy, discourse analysis, newspaper

12:30	13:30	1:00	Lunch to be served	Street Café
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13:30	14:30	1:00	Plenary Session 1	Glendinning Lecture Theatre (2D67)
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Keynote: The PhD Experience and Finding Employment
Dr Lincoln Geraghty, Dr Farida Vis and Libia Villazana

Chair: Estella Tincknell

14:30	16:00	1:30	Panel Session 2
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Panel 5: Reporting the Conflict **Chair: Dr Prasun Sonwalkar** **2S603**

Claudia Heske, University of Pittsburgh (US)	Examining newspapers as representational and documentation modes of communication	Keywords: imperialism, nationalism, discourse, objective, mode of production
Ian Taylor, Loughborough University	The battle for hearts and minds: the media relations of the antiwar movement	Keywords: antiwar activism, grassroots activism, local media
Mary O'Regan, University of Stirling	Explaining media frames of contested foreign conflicts - Irish national newspapers' frames of the Israeli-Palestinian conflict (July 2000 to July 2004)	Keywords: foreign newspaper coverage, frame analysis, social construction, Israeli-Palestinian conflict
Yennue Zarate Valderrama , University of Westminster	Telling the Truth about war? The role of the media in conflict	Keywords: none given

Panel 6: Journalism and Social Responsibility **Chair: Prof Stuart Allan** **2S604**

Ann Luce, University of Cardiff	The press as perpetrators of childhood bullying and suicide	Keywords: bullying, suicide, children, press
Forward Maisokwadzo, University of the West of England, Bristol	A case study of HIV/AIDS reporting in Zimbabwe	Keywords: media and poverty eradication, HIV, AIDS and HIV/AIDS, HIV/AIDS reporting
Jepther Ukachukwu, Loughborough University	Media representations of body weight, rethinking the concept of obesity	Keywords: obesity, media representation, ideal body weight (size zero), aesthetics

Panel 7: Sexual Representations in Cinema **Chair: Dr Greg Tuck** **2S608**

Ana García López, University of Bedfordshire	Female sexual desire in contemporary Spanish cinema directed by women	Keywords: contemporary Spanish cinema, sexual representations, women filmmakers
Ming-jung Kuo, University of Bath	Sex embodied: representing the explicit in contemporary cinema	Keywords: sex in cinema, embodiment, performance
Shweta Sharma, St. Mary's College	The Killer Father and the Final Mother: Womb-envy in The Cell	Keywords: none given

Panel 8: Popular Culture **Chair: Helen Kennedy** **2S609**

Cath Davies, University of Wales Institute, Cardiff	Death becomes them: stardom and the spectacle of death	Keywords: stardom, celebrity, representation, spectacle, death
Kiel Hume, McMaster University	Affective empires: bio-political production in Oprah and Dr. Phil	Keywords: media studies, affect theory, popular culture, post-structuralism
Kim Chamley, University of the West of England, Bristol	[Vice Magazine and the authority of fashion commodity]	Keywords: [fashion commodity, magazine, baudrillard]
Matthew Bartley, University of Sunderland	Little Englander' - Fawty Towers - A textual analysis of nationalistic ideology	Keywords: textual analysis, thematic, narrative, visuals

Panel 9: Still Image **Chair: Prof Martin Lister** **2S611**

Heli Lehtelä, University of Lapland (Finland)	Representations of the Sami in photojournalism	Keywords: photo journalism, representation, the Sami, otherness, content analysis
Jonathan Milburn, University of Dundee	Raiding the myth kitty?	Keywords: painting, myth, lyotard, ossian, art
Katy Parry, University of Liverpool	British press and the Iraq war: tensions in developing a model of visual framing analysis	Keywords: visual framing, iraq, press photography
Vasileios Kantas, Wimbledon College of Art, UAL	Constructing ambiguous photographs	Keywords: staged photography, ambiguity, directorial strategies

16:00	16:30	0:30	Refreshments to be served	Street Café
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16:30	18:00	1:30	Workshop Session	
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Workshop 1: Teaching

Debbie Flint, ADM-HEA and Kate Brooks, UWE

2S609

Workshop 2: Funding

Richard Bond from Research, Business and Innovation at UWE, and Joanne Montgomery from Art, Media and Design at UWE (formerly of the AHRC)

2S603

16:30	18:00	1:30	Panel Session 3	
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Panel 10: Branding, Advertising and Corporate Cultures

Chair: Dr Greg Tuck

2S608

Chloe Peacock,
University of Brighton

Steve Jobs: the human logo

Keywords: branding, discourse, technologies, lifestyle

Fiona McLean,
University College London

The culture of sport utility vehicles: media representations in the UK and Germany

Keywords: advertising, audiences, cross-cultural comparison, semiotic analysis, social movements

Grant Davies,
University of the West of England,

Documentary as a form of interruption

Keywords: [documentary]

Pipsa Purhonen,
University of Jyväskylä (Finland)

Interpersonal communication competence in SME internationalization

Keywords: interpersonal communication, interpersonal communication competence, small and medium sized

Panel 11: Film and Theatre

Chair: Dr Elspeth Kydd

2S604

Gideon Benari,
[Independent researcher]

The video editor and the dilemmas of a researcher-practitioner

Keywords: ethnography, researcher-practitioner, research methodology, collaboration

Norman Taylor,
University of the West of England,
Bristol

The engine of narrative, or is there a machine in the ghost? Revisiting film as anthropology

Keywords: cinema, digital technology, remediation, agency, internet, actor network theory

Othniel Smith,
University of Glamorgan

The playwright-filmmaker - history, theory and practice

Keywords: playwright-filmmakers, dogme, theoretical practice

18:00	19:30	1:30	Wine reception	Street Café
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19:30	21:00	1:30	BBQ in Street Café	Street Café
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20:00	23:00	3:00	Entertainment	Street Café
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23:00	3:00		Late License: Escape Bar	Students' Union
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Fourth Annual MeCCSA-PGN Conference: Friday 13th July 2007

8:00	9:00	1:00	Continental breakfast	OneZone
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8:30	9:00	0:30	Registration of new delegates	S Block
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9:00	10:30	1:30	Panel Session 4	
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Panel 12: Alternative Film **Chair: Dr Kathrina Glitre** **2S603**

Ayumi Hata, University of Ulster, Coleraine	Unchained voices: strike films of Ogawa production and sound	Keywords: voice / sound in cinema, japanese documentary film, japanese postwar history,
Eamonn Kelly, University of the West of England, Bristol	"Will the real Black Panthers please stand up?" Representing the US Black Power movement in documentary film	Keywords: documentary film theory, representation, black militancy
Eimear Ballard, Warwick University	Guts and glory: The representation of the 'redneck' in contemporary horror cinema	Keywords: redneck', horror cinema, road movie
Jenny Woodley, University of Nottingham	An amicable controversy': the NAACP and Hollywood in the 1940s	Keywords: african americans, film, 1940s, civil rights

Panel 13: Feminism, Gender and Identity **Chair: Dr Josie Dolan** **2S604**

Ira Virtanen, University of Tampere (Finland)	Gender differences in supportive interaction behaviour: skill deficit or result of cultural norms?	Keywords: interpersonal communication, supportive communication behaviour, close relationships, cultural
Kaitlynn Mendes, Cardiff University	Representation of equal rights legislation in British and American press, 1968-1982: a cross-cultural comparison of key issues during second wave feminism	Keywords: representation, british and american print media, women's liberation movement, 1960-1980, gender roles
Lisa Richards, University of Wales, Aberystwyth	I was a teenage multicultural man: language and identity in Head On	Keywords: language, film, teenagers, textual analysis, identity
Mercy Nyawanza, Coventry University	Reporting gendered violence: women's criminality and the British press	Keywords: [representation, criminal women]

Panel 14: Fan Culture and Online Audiences **Chair: Dr Mark Bould** **2S608**

Maria Mellins, St Mary's University College	Dressing up as Vampires - Virtual vamps: negotiating female identity in cyberspace	Keywords: audience, internet, identity
Rebecca Williams, Cardiff University	Pure power, pure pleasure? Recontextualising fan/object and fan/fan relationships	Keywords: audiences, fandom, cultural value, online studies
Rebekah Smith, University of Wales, Aberystwyth	Experiencing Grindhouse (Part of - Tarantino's Audience: A Cognitive based Audience Research Enquiry)	Keywords: qualitative research, cognitivism, quentin tarantino, audiences

Panel 15: Public Service Broadcasting and Radio **Chair: Janet Jones** **2S609**

Christian Potschka, Loughborough University	Regionalisation and decentralisation in British and German broadcasting	Keywords: broadcasting regionalisation, media policy, comparing media systems, comparing political
Ieuan Franklin, Bournemouth Media School	Oral history, community and vernacular radio	Keywords: radio, orality, community, vernacular, archiving
Salvatore Scifo, University of Westminster	The development of community radio in Britain since 1997	Keywords: community media, radio studies, british broadcasting, new labour, media policy
Simon Dawes, Nottingham Trent University	Reducing the difference between citizens and consumers: a critical discourse analysis of the Communications White Paper 2000	Keywords: citizen, consumer, public service broadcasting, critical discourse analysis, critical social theory

10:30	11:00	0:30	Morning tea / coffee and biscuits to be served	Street Café
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11:00	12:30	1:30	Panel Session 5
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Panel 16: Uses of Music and Sound in Film	Chair: Prof Michael Chanan	2S603
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Elena Boschi, University of Liverpool	Radiofreccia: A New Direction for Italian Film Music?	Keywords: music, film, Italy, popular song
Gerry Moorey, University of the West of England, Bristol	A body of sound: a phenomenological consideration of the social role and meanings of music	Keywords: music, memory, representation, the body, phenomenology
Lauren Anderson, University of Wales, Aberystwyth	In the 'know': talking to audiences about popular music film soundtracks	film soundtracks, popular music, audience reception, romantic comedy
Tim McNelis, University of Liverpool	Lost Spirits: Musical Representation of 'Race' and Gender in Ghost World	Keywords: popular music, film, race, gender

Panel 17: Mediating Identity 2	Chair: Dr Josie Dolan	2S604
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Carrie MacLennan, Glasgow Caledonian University	Girls rock like guys don't: musical realities from the Glasgow scene	Keywords: music, gender, identity
Joanna Rydzewska, Swansea University	Imagining 'Britishness': The Cinema of Pawel Pawlikowski	Keywords: British identity, English identity, European identity, gender, Pawwel Pawlikowski
Richard Kpabi, University of Westminster	Encounters in diasporic space: syncretisation and identity redefinition in the Ghanaian diaspora of London	Keywords: diaspora, identity, syncretism, culture, media

Panel 18: Design for Screen	Chair: Prof Martin Lister	2S608
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Asim Evren Yantac, Yildiz Technical University (Turkey)	The role of cultural factors on the design of icons used in info-assistant interface design: a research on Turkish and German users	Keywords: cross cultural design, info-assistant, icon, interface design
Barbara Brownie, University of Hertfordshire	Fluid and transient letterforms in screen-based typographic artefacts	Keywords: typography, motion graphics, animation, film title design
Greg Singh, Buckinghamshire Chilterns University	Nostalgia, and 'affective' responses to the contemporary CGI film: spectacle as Kitsch's most encompassing moment	Keywords: spectacle, computer-generated image, nostalgia, kitsch, affect
Gurpreet Singh and Michael Pickard, Sunderland University	Using Knowledge of vision science to inform creative image design	Keywords: vision, art, design, multimedia, education

Panel 19: Citizens, Interaction and the Public Interest	Chair: Dr Lee Salter	2S609
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Jo Henderson, Institute of Education	The citizen producer	Keywords: user-generated content, first person narrative, self-documentation
Julie-ann Davies, University of Strathclyde	Secrets and spies: national security and the public interest	Keywords: qualitative, sociology, media, democracy, secrecy
Minna Finstad, University of Tampere (Finland)	Politicians interacting with citizens	Keywords: politician-citizen interaction, interaction competence, interpersonal interaction, democracy

McCCSA Postgraduate Network Executive Committee Meeting	2S611
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12:30	14:00	1:30	Lunch to be served	Street Café
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14:00	15:00	1:00	Plenary Session 2	Glendinning Lecture Theatre (2D67)
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Keynote: Publish or Perish?
Prof. Stuart Allan, University of the West of England, Bristol

Chair: Estella Tincknell

Keynote: Adventures with Digital Video
Prof. Michael Chanan, Roehampton University, London

15:00	15:30	0:30	Afternoon tea / coffee and biscuits to be served	Street Café
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15:30	16:30	1:00	Plenary Session 3	Glendinning Lecture Theatre (2D67)
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Raindance Film Festival
Elliot Grove, Raindance Film Festival

Chair: Prof Michael Chanan

16:30	17:00	0:30	Closing Address	Glendinning Lecture Theatre (2D67)
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Estella Tincknell, Head of School of Cultural Studies
Prof Martin Lister, Chair of the Reference Group for Media and Communications, ADM-HEA

17:30	Buses to Bristol Parkway, Temple Meads and Town Centre
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