

MeCCSA
2026
Annual Conference

2-4
September

Conference Programme

From mainstream to margins:
Capturing developing media
practices, publics and persuasion



UNIVERSITY OF
LEICESTER

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MeCCSA 2026 Annual Conference Programme

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WELCOME TO MECCSA 2026

Welcome to the MeCCSA Annual Conference 2026, hosted by the School of Arts, Media and Communication at the University of Leicester.

We are delighted to welcome colleagues, researchers, practitioners, and postgraduate students to Leicester for this year's conference. MeCCSA 2026 provides an opportunity to share research, exchange ideas, and strengthen collaborations across media, communication, cultural studies, journalism, and related disciplines.

This year's theme, *From Mainstream to Margins: Capturing Developing Media Practices, Publics and Persuasion*, invites delegates to reflect on how media systems are evolving in a period of profound social, political, technological, and economic change. The conference explores the shifting relationships between media institutions, practitioners, audiences, and persuasive communication, examining developments ranging from precarity and transformation within media work to emerging forms of public engagement, influence, disinformation, and power. By bringing together research on both established and marginal media spaces, the conference seeks to better understand the opportunities, tensions, and challenges shaping contemporary hybrid media systems.

Leicester is a particularly fitting venue for these discussions. Media and Communication at Leicester traces its roots to the Centre for Mass Communication Research, founded in 1966, and is recognised as one of the pioneering centres for media and communication scholarship in the UK. Today, it continues this tradition within the School of Arts, Media and Communication, alongside Film Studies, Journalism, English, and Languages, contributing to a vibrant community of teaching, research, and public engagement. Further, Leicester - the city, is known for its rich history, cultural diversity, and welcoming character and embodies many of the social, cultural, and communicative dynamics that are central to contemporary scholarship in our field.

We hope that MeCCSA 2026 will be intellectually stimulating, professionally rewarding, and personally enjoyable. Above all, we are delighted to welcome you to Leicester and look forward to an inspiring conference.



Dr Julian Matthews, Head of the Organising Committee

KEY INFORMATION FOR DELEGATES

Practical information for your visit and participation

1 VENUE AND REGISTRATION

The conference will take place in the Sir Bob Burgess Building, Leicester LE2 6BF.

The building is located just off Welford Road, around the corner from the multi-storey car park and a short distance from the main campus. All conference sessions will take place in this building.

Registration hub: Ground-floor foyer of the Sir Bob Burgess Building.

Catering: Lunches, tea, coffee and other refreshments will be available in room 0.02.



2 WI-FI

Eduroam: Visitors who use eduroam at their home university can connect to the eduroam network on campus.

- Before visiting, set up your laptop or smartphone for eduroam at your home university. Consult your university website or IT department for help.
- On campus, your device should connect automatically, although you may need to enter the username and password supplied by your home university.

Visitor Wi-Fi: If you do not have eduroam access, use The Cloud, provided by Sky WiFi.

- On your laptop, tablet or phone, connect to the _The Cloud network.
- A web browser should open so that you can register or log in. If it does not, open your preferred browser and navigate to any webpage; The Cloud landing page should then appear.



3 PRESENTATION GUIDELINES

Oral presentations should normally be no more than 20 minutes.

All conference rooms will have computers, projectors and speakers.

NB. Please bring your presentation on a thumb drive

Presenters may also connect their own laptop. Mac users should bring their own VGA adapters.

Chairs and presenters should be in the room 10 minutes before the scheduled start so that presentation files and laptop connections can be organised.



4 SOCIAL MEDIA AND CONTACTS

Please use the hashtag #meccsa2026 when commenting on the conference on social media.

Please mention the conference accounts:

- Bluesky: @deptmedialeic.bsky.social
- Twitter: @DeptMediaLeic

Please use meccsa2026@le.ac.uk to contact the conference team.



PROGRAMME OVERVIEW

Wednesday 2 September 2026

09:00–10:00	Pre-conference session: Women's Network
09:00–10:20	Registration (Foyer)
10:25–10:40	Tea/Coffee (Room 0.02)
10:45–11:15	Session 1: Welcome and Opening (Lecture Theatre 2) Prof. Mary Ann Lund – Head of School of Arts, Media and Communication Prof. Einar Thorsen, Chair of MeCCSA
11:20–12:20	Session 2: Keynote 1 (Lecture Theatre 2) Prof. Anamik Saha
12:25–12:55	Lunch (Room 0.02)
13:00–14:30	Session 3: Parallel Paper Sessions
14:35–16:10	Session 4: Parallel Panel Sessions
16:15–16:30	Tea/Coffee (Room 0.02)
16:35–18:05	Session 5: Parallel Paper Sessions
18:10–19:10	Reception (Room 0.02)
Evening	Social Event: Pub quiz

Thursday 3 September 2026

08:30–09:00	Registration (Foyer)
09:00–10:30	Session 6: Parallel Paper Sessions
10:35–10:50	Tea/Coffee (Room 0.02)
10:55–12:25	Session 7: Parallel Paper Sessions
12:30–13:30	Lunch (Room 0.02) + Network Meetings
13:35–14:35	Session 8: Keynote 2 (Lecture Theatre 2) Dr. Andrea Medrado
14:40–16:10	Session 9: AGM and Awards Prof. Emma Cayley, co-chair of the Arts and Humanities Alliance – 'Building a Positive Narrative for the Arts and Humanities'.
16:15–16:30	Tea/Coffee (Room 0.02)
16:35–18:05	Session 10: Parallel Panel Sessions
19:30	Conference Dinner

Friday 4 September 2026

09:00–09:30	Registration (Foyer)
09:30–11:00	Session 11: Parallel Paper Sessions
11:05–11:20	Tea/Coffee (Room 0.02)
11:25–12:55	Session 12: Parallel Paper Sessions
13:00–14:00	Lunch (Room 0.02)
14:00–15:00	Session 13: Keynote 3 (Lecture Theatre 2) Prof. Helen Wood
15:00 onwards	Optional activity

KEYNOTE SPEAKERS

Ideas from the mainstream and margins of media, culture and communication

Wed 2 Sept. 11.20-12.20, Lecture Theatre 2.

Professor Anamik Saha

Professor of Race and Media, University of Leeds

Title: Diversity and the Culture War: The Breakdown of Neoliberal Common Sense

Diversity is a demographic fact. But our ongoing inability to live with difference is manifesting today in a significant political crisis. This includes the ascendancy of populist right-wing nationalism, which is making substantial political gains through explicitly anti-migrant and anti-Muslim rhetoric and the stoking of culture wars. In this context, diversity -institutionalised as ‘EDI’ or ‘DEI’ - has become a key flashpoint.

Once a relatively innocent term, ‘diversity’ has become something much more divisive. By the early 2020s, it was the dominant framework through which cultural industries addressed racial inequalities. By 2025, DEI initiatives were being rolled back at speed. Diversity, in other words, is in crisis. In response, liberals want to defend diversity. Radical anti-racists have long argued that we need to move beyond it. The populist right now wants to destroy it. But rather than asking whether diversity is simply good or bad - whether it has gone too far or not far enough - this paper approaches the issue conjuncturally. It asks: why did diversity become hegemonic in the first place, and why is that hegemony now collapsing? The paper argues that, rather than being a culture-war distraction, the contestation over diversity is one of the principal sites through which a much deeper political and economic crisis is being fought – and where, I believe, a way out of that crisis might begin to be imagined.



Thurs 3 Sept. 13.35-14.35, Lecture Theatre 2.

Dr Andrea Medrado

Associate Professor in Global Communications, University of Exeter

Title: Whose Empathy Counts in Debates about AI? South-North Lessons from the Favel IA Project

AI companies claim that large language models (LLMs) can listen, comfort, and even care. In this talk, sharing perspectives from and with marginalised communities in the Global South, I ask questions such as: Can one code empathy? Whose empathy counts? And is empathy really enough if we want social change? To reflect on these issues, the talk is based on Favel IA, a Participatory Action Research (PAR) project conducted in Rio de Janeiro, in partnership with Instituto Papo Reto (IPR), a civil society organisation. Favela is the Brazilian Portuguese word for shantytown and IA is the acronym for “inteligência artificial”. IA also echoes “laiá-laiá,” a common rhythmic ending in samba songs. Rooted in an “us by us” (nós por nós) philosophy, the project inverted the dominant question about AI and the favelas: instead of asking how the AI industry extracts value and resources from favela communities, we asked



how these communities use AI. This inversion also reshaped what empathy could mean. By sharing lived experiences, participants resisted utilitarian and techno-solutionist understandings of empathy, in which it becomes a skill to be measured. Drawing from decolonial and feminist critiques of empathy (Mbembe, 2021; Pedwell, 2014), I propose to reconceptualise empathy along three dimensions: a) as an affective bond inspired by the concept of *doridade* (or “sorority in pain” – Piedade, 2017); b) as a political praxis that takes the side of the oppressed (Freire, 1972); and c) as a process of repoliticisation that joins the included with the excluded (Gefaele, 2015). In this way, being widely practised in the favelas through their technologies of care, empathy is not a feature to engineer, but an embodied practice to protect and value.

Fri 4 Sept. 14.00-15.00, Lecture Theatre 2.

Professor Helen Wood

Professor of Media and Cultural Studies, Aston University

Title: The Trauma Machine: Reality Television, Bureaucracies of Care and the Regime of ‘Crisis Ordinarity’.



This talk will discuss the ongoing relationship between media culture and mental health through some of the findings of the AHRC research project ‘ReCARETV: Reality television, working practices and duties of care’. Reality television has a longstanding relationship with emotional breakdown as spectacle and has led to tragic outcomes for a number of participants. This paper analyses the developing discipline of ‘care’ that has emerged in the UK in response to these issues and argues that given the latest scandals in UK reality television, the trauma machine is sustained, rather than dismantled, by the complex bureaucratisation of care that has evolved. In managing trauma, reality television’s cultural mode of production mimics the conditions of late-stage capitalism whereby poor mental health is simply part of an ongoing ‘crisis ordinarity’ (Berlant, 2007) that extends the damaging conditions of production for human life.

WEDNESDAY 2 SEPTEMBER 2026

Pre-conference network session: 09:00–10:00

Room	Network session
SBB1.01	Women's Network Speed Mentoring Event

Keynote 1: 11.20-12.20

Room	Keynote Session
Lecture Theatre 2	Professor Anamik Saha Title: Diversity and the Culture War: The Breakdown of Neoliberal Common Sense

Session 3: 13:00–14:30

A1 AI, Authority, and Epistemologies	
ROOM: 2.02	CHAIR: Einar Thorsen

Track A: AI, Platforms and Digital Power

No.	Presenter(s)	Presentation
28	Maria L. Urbina Montana and Camila Buzzo	From AI as Object to AI as Source: Infobae, Generative AI, and Reconfigured Journalistic Authority in Latin America
67	Elisa Serafinelli	Rethinking Representation in Visual AI
221	Wendy Sloane	How the Rise of AI Slop is Eroding Trust in Media

B3 Influencers, Identity and Digital Cultures	
ROOM: 2.03	CHAIR: Alberto Cusso

Track B: Labour, Industry, and Cultural Production and Regulation

No.	Presenter(s)	Presentation
17	Kullanit Nitiwarangkul	Creating the Successfully Aging Bodies on TikTok: Older Women Influencers in Thailand
89	Robyn Muir and Emily Setty	"Your online experience is up to you": Girls using community and individualising resilience to navigate influencer culture
143	Chanapang Pongpiboonkiat	Queering Conscription on TikTok Reframing Gender and Militarism in Thailand

C4 Ethnicity, Nation and Belonging	
ROOM: 2.04	CHAIR: Idil Osman

Track C: Identity, Inequality and Representation

No.	Presenter(s)	Presentation
84	Carolina Caterina Minguzzi	“Permette? Rocco Papaleo”: Italianness and the Unstable Boundaries of Whiteness “I turn on the TV and I don’t recognise my own country”: how hyper-representation of racialised minorities in mainstream popular television shapes sentiments around Britishness and belonging Representation of Indo-Caribbean people in media coverage of the Windrush narrative
159	Soniya Ganvir	
220	Aurora Herrera	

D2 Fandom and Comparative Viewing Practices

ROOM: 2.06

CHAIR: Steph Hill

Track D: Audiences, Participation and Fandom

No.	Presenter(s)	Presentation
163	Jigyasa Singh	Fathers, Films and the Formation of Masculinity: Intergenerational Co-viewing as Emotional Pedagogy
156	Leidong Wang	Silence as Agency: Fan Boundary Work under Platform Governance
218	Wing-Fai Leung and Jeanette Steemers	Young Chinese audiences’ consumption patterns of British screen content: revisiting cultural factors in media flows and national image

E5 Memory, Conflict and Audiences

ROOM: 1.01

CHAIR: Bernhard Forchtner

Track E: Journalism, Politics and Publics

No.	Presenter(s)	Presentation
106	Paul Reilly	Social media, entangled conflict memories, and peacebuilding in post-violence societies
120	Julia Giese	The Cultural Memory of Mis- and Disinformation: Remembering the 2022 Leicester Unrest
207	Noémie Oxley and Fatima Aziz	"I'm powerless, so I just have to watch it". The emotional labor of engaging with the war in Gaza and Ukraine on social media
135	Emma Graves-Sandriman and Ioana Gheorghe	Calling Out Greenwashing? News Coverage of Big Tech Companies’ Sustainability Claims

G2 Community, Documentary, Ethics and Representation

ROOM: 1.02

CHAIR: Helen Bruce

Track G: Screen Cultures, Film and Media Forms

No.	Presenter(s)	Presentation
177	Stephen Harper	Beyond the Biomedical Gaze in British Mental Health Documentaries

202	Ben Scott	Work-centred documentary: the 21st century development of a prominent media form
92	Vincent Campbell	Subjunctive Documentary, the Astronomical Sublime, and the Big Bang
180	Nick Gray	Building a Space for Critical Media Literacy: Co-researcher Reflections on Learning and Practice

Session 4: 14:35–16:10

P1 Identity Construction, Negotiation, and Contestation

ROOM: 2.02

CHAIR: Karen Ross

Panels and Roundtables

No.	Presenter(s)	Presentation
24	Yimei Zhu, Lisi Mai, Yunfei Li and Xin Zhao	Identity construction, negotiation, and contestation

P2 Sonic publics: How Radio and Podcasts Organise Voice, Attention, And Participation

ROOM: 2.03

CHAIR: Katie Moylan

Panels and Roundtables

No.	Presenter(s)	Presentation
65	Stacey Copeland, Elena Kaliberda, Maxwell Modell, Déborah Gay and Gurvinder Aujla-Sidhu	Sonic publics: How radio and podcasts organise voice, attention, and participation

P3 Journalism Futures

ROOM: 2.04

CHAIR: Tim Neff

Panels and Roundtables

No.	Presenter(s)	Presentation
64	Kester Demmar, Joe Smith, Tim Neff and Tor Clark	Journalism Futures: A panel discussion focusing on some of the key challenges facing journalism today and tomorrow – democracy, environment and generative AI.

P4 Archival Perspectives on Cultural Work and Precarity

ROOM: 2.06

CHAIR: Ben Harbisher

Panels and Roundtables

No.	Presenter(s)	Presentation
97	Dave Harte, Annette Naudin and Vanessa Jackson	Archival Perspectives on Cultural Work and Precarity

Session 5: 16:35–18:05

A2 Platformisation and Media Industries

ROOM: 2.02

CHAIR: Graham Meikle

Track A: AI, Platforms and Digital Power

No.	Presenter(s)	Presentation
29	Lara Herring	From Studio System to Platform System: Hollywood, Power, and Media Hybridity after 2016
60	Jinwei Zhang and Hui Lin	Platform dependence and survival tactics: How Marginalised Screenwriters Navigate Platformised Precarity in China's Micro-Drama Industry
58	Jonathan Hardy	Media-marketing ecologies: a critical framework

B4 Cultural Industries and Promotional Activities

ROOM: 2.03

CHAIR: Ed Vollans

Track B: Labour, Industry, and Cultural Production and Regulation

No.	Presenter(s)	Presentation
157	Mazen Al Muhaimid	Cultural Language as a Strategic Resource in Brand Positioning: Evidence from Saudi Digital Advertising
74	Mark Mckenna	Stardom in the Post Studio Era
231	Claire Burdfield	Who Gets to Be Immersed? Affordances, Access and the Politics of XR in Higher Education

C5 Race, Ethnicity and Cultural Value

ROOM: 2.04

CHAIR: Rinella Cere

Track C: Identity, Inequality and Representation

No.	Presenter(s)	Presentation
35	Karen Seaward-Patel	May 'Yarn Karen' stay out of your DMs': Diversity work in craft after 2020
171	Yunlei Yunlei Liu	Visible Ethnic Boundaries: Visibility Mechanisms and the Cultural Construction of Visual Grammar among the Bai in Dali
230	Natasha Henry	Fashioning Actor Networks: Black Covers, Value and Exchange in Image-spectacular Spaces

D3 Fandom, Platforms and Participation

ROOM: 2.06

CHAIR: Agnes Gulyas

Track D: Audiences, Participation and Fandom

No.	Presenter(s)	Presentation
102	Yutong Yao	View Boldly, Play Safely: How VTubers' Female Fans Translate and Mediate Soft Pornographic Content

88	Rajsi Rajora	'Fan Service', Racial Identity Formations, and Transcultural Media Imaginaries
133	Chi Zhang	Fans' Adaptation, Fandom Hegemony, and Queer Expression on Chinese Social Media

E6 Digital Activism and Politics

ROOM: 1.01

CHAIR: Alberto Cossu

Track E: Journalism, Politics and Publics

No.	Presenter(s)	Presentation
68	Jessica Wileman	Scrounger and Citizens: Spaces of Anti-Migration Activism and Neoliberal Discourse on Facebook
96	Arif Hakim	Tweeting from the Margins of Bureaucracy: Insider Activism in Indonesia's Political Transition
213	Keiko Nagamine	When the Margins Speak: Citizen Journalism, Institutional Resilience and the Efficacy of Digital Activism in Japan
39	Richard Jones and Steve Ward	It's The King of the North? Andy Burnham, local democracy and local media

G3 Film, Television and Aesthetic Forms

ROOM: 1.02

CHAIR: Scott Davidson

Track G: Screen Cultures, Film and Media Forms

No.	Presenter(s)	Presentation
94	Clementine Vann-Alexander	"Control yourself!": horrific makeovers and the unruly body
155	Claire Watt	Social Activism in British 1970s and 1980s Filmmaking and Broadcasting
160	Nam Huh	Interface as Evidence: Interactive and Immersive Queer POC Documentary Practices in the UK

THURSDAY 3 SEPTEMBER 2026

Session 6: 09:00–10:30

A3 Interfaces, Algorithms and Subjectivity

ROOM: 2.02

CHAIR: Helen Bruce

Track A: AI, Platforms and Digital Power

No.	Presenter(s)	Presentation
129	Ophir Amitay	Digital Skin as Interface: Algorithmic Visibility and the Reorganisation of Embodiment
125	Pauline Honor Nottingham	Scrolling as Unfurling – An Embodied Gesture
192	Nehal Ahmed Youssef	The Algorithmic Ghost: Coded Language and the Performance of 'Invisible' Personas on Egyptian Facebook
193	Jieyi Ke	Framing Crypto-Finance: Chinese Crypto Influencers and the Formation of Financialised Subjectivities

A4 Digital Media, Policy and Governance

ROOM: 1.03

CHAIR: David Smith

Track A: AI, Platforms and Digital Power

No.	Presenter(s)	Presentation
21	Oleksandra Gudkova, Katharine Sarikakis and Simpson Seamus	From the Margins to the Mainstream – Regulatory Governance and the European Videogames Sector
189	Yagmur Cenberli	Visible but Marginal: Distribution Power and the Political Economy of Independent Digital News Media in Türkiye
191	Jide Jimoh	Uses and Abuses of Internet Governance Framework in Nigeria
196	Vincent Obia	Path to Sovereign AI: Theorising African Imaginaries on AI and Data Governance

B5 Media Policy, Governance and Production

ROOM: 2.03

CHAIR: Peter Golding

Track B: Labour, Industry, Cultural Production and Regulation

No.	Presenter(s)	Presentation
61	Jess Hoare	Between Law and Ethics: Inclusion, Governance and Growth in the Creative Economy
147	Maria Obrien	State aid regimes for creative industries: analysis of policy
152	Lee Edwards and Giles Moss	The Future of the BBC: The Public's Media or Managing the Public?

B6 Public Service Media, History and Policy

ROOM: 1.04**CHAIR:** Joe Smith**Track B: Labour, Industry, Cultural Production and Regulation**

No.	Presenter(s)	Presentation
81	Frederic Worthington	An 'Invisible Bridge' between Britain and Germany: The BBC German Service in the Post-War Period (ca. 1948–1955).
116	Hal Conte	Reading Between the Lions of the Third Way — US Public Children's Television in the Clinton Period
224	Jonathan Gross	Public Service Broadcasting and the Politics of Hope: Mr Bates Vs The Post Office
225	Justin Smith	Old Media Archaeology: recovering film collections from beyond the archives

C6 Representing China Across Media Platforms**ROOM: 2.04****CHAIR:** Yimei Zhu**Track C: Identity, Inequality and Representation**

No.	Presenter(s)	Presentation
77	Meng Wu	How social media affordances shape participation of Chinese digital nationalism on Weibo
79	Stephen Andriano-Moore	State-Sponsored Futures: How Chinese Climate Fiction Films Advance the China Dream Through Environmental Catastrophe
87	Qi Ai	New Satire Mechanisms in Chinese Film Comedy Since the 2010s

C7 Activism, Witnessing and the Marginalised**ROOM: Lecture Theatre 2****CHAIR:** Julian Matthews**Track C: Identity, Inequality and Representation**

No.	Presenter(s)	Presentation
216	Anna Khlusova, Woori Han, Munira Cheema, Jiali Fan and Matthias De Bondt	"Counter-Research" in Unsettled Times: Media, Power and the Shifting Boundaries of Mainstream and Margins
141	Qianqian Li	Exploring feminist consumer activism: affective media practices and menstrual activism on the Chinese Internet
137	Laura Mora	Affective warzone: Digital witnessing and expressing solidarity with Palestine
146	Sofia Cotrona	Grounding Cultural Democracy: Community Archives Between the Margins and Media Institutions

D4 Inequalities, Media and Global Contexts**ROOM: 1.03****CHAIR:** Idil Osman**Track D: Audiences, Participation and Fandom**

No.	Presenter(s)	Presentation
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32	Oyedoyin Oyerinde	Gendered Digital Exclusion and Mediated Participation in Northern Nigeria
126	Bayu Sukma	The representation of multiculturalism on the Indonesian online news media: a case study of Kompas.com
198	Gianfranco Polizzi, Panayiota Tsatsou and Magdalena Brzeska	Vulnerable people's perceptions of digital technologies: A digital inclusion study from a digital good perspective
138	Bengisu Kepsutlu	From Mainstream to Margins: Migrant Women's Filmmaking, Platform Visibility, and the Politics of Migration.

E7 Media, Society, Values and Political Change

ROOM: 1.01

CHAIR: Ian Somerville

Track E: Journalism, Politics and Publics

No.	Presenter(s)	Presentation
107	Alison Preston	Continuity and Change: 20 years of Adults Media Lives
219	Kirsty Styles and Elsie Roderiques	The values embedded in the media shape how we all behave – we need values-conscious media now
226	Roland Wang	Disciplining the Public Sphere: Fajia-like Governance and the Vagabondization of Weibo after the White Paper Protests
12	Carrie Day	Creativity Ahoy! Mutiny and Scrutiny with Kairos and Chronos at the Helm - a Scottish collaborative autoethnographic study of drivers at play in a filmmaking process

G4 Streaming, Transmedia and Trailers

ROOM: 1.02

CHAIR: Sarah Pedersen

Track G: Screen Cultures, Film and Media Forms

No.	Presenter(s)	Presentation
52	Zhizhuo Zhang	Reimagining Chinese Digital Narratives: Webnovel-Adapted DongHua (Chinese animation) and the Transnational Reconfiguration of "Chinese Style" in the AI Era
55	Sarah Lahm	Slowness as (AI-)Antidote in Vince Gilligan's <i>Pluribus</i>
86	Matthew Hilborn	Love in Lockdown: Romance, Distance, and Digital Intimacies in COVID-19 Romcoms (2021-2024)
53	Ed Vollans	Filmi or trailer? Defining shared promotional spaces outside the Anglosphere.

Session 7: 10:55–12:25

A5 AI, Technology and Politics

ROOM: 2.02

CHAIR: Vincent Campbell

Track A: AI, Platforms and Digital Power

No.	Presenter(s)	Presentation
140	Jack Bratich	We, Brobots: The Manosphere, matricide and Fratriarchal AI
186	Sam Williams	Artificial Intelligence and Access: Implications for Working-Class Musicians in the UK
111	Jilly Kay	“God is SO back”: reactionary feminism, cultural Christianity, and the digital mirror-world
118	Mariam Khan	Is Seeing Believing? Decoding Audience Interpretation of Visual AI Misinformation Around the India- Pakistan Conflict

C1 Gender, Feminism and Representation 1

ROOM: 2.03

CHAIR: Karen Boyle

Track C: Identity, Inequality and Representation

No.	Presenter(s)	Presentation
127	Christa Van Raalte	Screening ‘the hag’: the disruptive older woman in film and television drama
154	Deborah Jermyn	‘If you don’t talk about it, it’s a non-issue. If you talk about it, it becomes an issue, and is that helpful? I actually don’t know’: Menopause awareness and concealment in the screen sector
167	Aida Alrushaid	The Portrayal of Kuwaiti Women in Television Drama and its Influence on Political Participation (2005-2024)
187	Natalie Wreyford, Zinnie Harris and Gayle Kennedy	Who Judges Women’s Writing? Gender, Cultural Value and Theatre Critics

C8 Digital Identities, Selfhood and Disinformation

ROOM: 2.04

CHAIR: Yimei Zhu

Track C: Identity, Inequality and Representation

No.	Presenter(s)	Presentation
43	Ziyi Song	Between openness and exclusion: everyday media practices and national identity among young Chinese in London
108	Jayson Harsin	Continuity and Change in Disinformation Persuasion: A “Zombie” Trump Quote Meme Across Platforms
100	Nathalie Weidhase	The girlboss as mediated work-life subjectivity on social media
95	Wing-Fai Leung	Asian Ken: Relational Masculinity Imagined through Simu Liu

E1 Journalism Practices and New Directions

ROOM: 2.06

CHAIR: Tor Clark

Track E: Journalism, Politics and Publics

No.	Presenter(s)	Presentation
62	Jen Birks	Conciliatory Journalism: a developing practice in a polarising media age
75	Kostas Saltzis	News updating during Digital Media Storms: a study of journalistic practices
121	Bethia Pearson and Mel Bunce	Independent journalism in the UK: Definitions, practices and politics
204	David Smith and Julian Matthews	Anon and On and On: Anonymous Briefing and IntraParty Conflict in the Brexit Era

E2 Journalism, Media Systems and Power

ROOM: 1.03

CHAIR: Kester Demmar

Track E: Journalism, Politics and Publics

No.	Presenter(s)	Presentation
40	Agnes Gulyas and Simona Bisiani	The platformization of local news
41	Yuval Katz	Double Consciousness of the Newsroom: A Case for Dependent Journalism in Israel/Palestine
128	Abeera Baig	The nature and impacts of gendered online abuse on journalists in Pakistan and its connection with offline misogyny
181	Josh King	Outlet Profiling: Using Transformer-Based Entity-Level Sentiment Analysis and Topic Modelling for Detecting Media Capture

F1 Climate Communication and Media

ROOM: 1.01

CHAIR: Maria Touri

Track F: Media, Environment and Global Crisis

No.	Presenter(s)	Presentation
18	Anastasia Denisova	Powering the debate: framing of nuclear energy in UK general news outlets and on TikTok
117	Jiayi Liu and Zhaoyi Yang	Defining Disaster: A Discourse Analysis of Responsibility Attribution in Climate Misinformation during Extreme Weather Crises

F2 Activism and Environmental Media

ROOM: 1.04

CHAIR: Bernhard Forchtner

Track F: Media, Environment and Global Crisis

No.	Presenter(s)	Presentation
85	Laura Bullon-Cassis	Targeting Media Power and Climate Civil Disobedience in Paris
153	Pawas Bisht and Lydia Martens	Herring Stories of the Scottish Minch: Film Co-creation, Marginal Communities and

212	Sarah Haynes	Deliberative Environmental Storytelling as Media Practice
170	Carla Ambrósio Garcia	Climate Change stories in film, television and music Ali Cherri and a re-imagined meta-museality as dictated by the planetary

H1 Radio, Podcasting and Voice

ROOM: 1.02 **CHAIR: Katie Moylan**

Track H: Sound, Radio and Audio Cultures

No.	Presenter(s)	Presentation
114	Bryan Jenkins and Loren Coleman	Talk To Me: Examining Black Podcasts in the Tradition of Black Media and Black Orality
103	Abigail Wincott	Clunky and hopelessly out of date: the 'problem' of translation in audio journalism and documentary
119	Patricia Frazis	A multidisciplinary model for audiobook analysis

H2 Audio, Activism and Community Media

ROOM: Lecture Theatre 2 **CHAIR: Mita Lad**

Track H: Sound, Radio and Audio Cultures

No.	Presenter(s)	Presentation
115	Bryan Jenkins and Loren Coleman	Why We Listen: Exploring Black Listeners' Consumption of Black Podcasts
42	Stacey Copeland	Listening to Dutch LGBTQ+ Radio History in Disorienting Times
185	Namrata Acharya	Media in the Margins: The Reconceptualisation of "Alternative Media" in India

Lunchtime Network Meetings: 12:30–13:30

Room	Network meeting
SBB2.02	Practice Network Meeting
SBB2.03	Race, Ethnicity, Postcolonial Network Meeting
SBB2.04	Women's Network Meeting
SBB2.06	Postgraduate Network Meeting
SBB1.01	Radio Network Meeting
SBB1.02	Policy Network Meeting
SBB1.03	Local and Community Network Meeting

Room	Network meeting
Lecture Theatre 2	Disability Network Meeting

Keynote 2: 13.35-14.35

Room	Keynote Session
Lecture Theatre 2	Dr Andrea Medrado Title: Whose Empathy Counts in Debates about AI? South-North Lessons from the Favela Project

Session 10: 16:35–18:05

P5 MeCCSA Policy Section (roundtable)

ROOM: 2.02

CHAIR: David Smith

Panels and Roundtables

No.	Presenter(s)	Presentation
144	Maria Obrien	MeCCSA Policy Section (roundtable)

P6 What Next for the Paratext? – A Dialogue of Perspectives (roundtable)

ROOM: 2.03

CHAIR: Matthew Winston

Panels and Roundtables

No.	Presenter(s)	Presentation
203	Istvan Dragos, Carmen Spano and Ed Vollans	What Next for the Paratext? – A Dialogue of Perspectives (roundtable)

P7 Practice Based Research, the Next Steps (roundtable)

ROOM: 2.04

CHAIR: Ben Harbisher

Panels and Roundtables

No.	Presenter(s)	Presentation
182	Ben Harbisher and Agata Lulkowska	Practice Based Research, the Next Steps (roundtable)

P8 From mainstream to margins: Capturing developing practices, publics and persuasion

ROOM: 2.06

CHAIR: Lieve Gies

Panels and Roundtables

No.	Presenter(s)	Presentation
39	Agnes Gulyas, Ross Hawkes, Una Murphy, Rachel Matthews and Beth Parkes	From mainstream to margins: Capturing developing practices, publics and persuasion

FRIDAY 4 SEPTEMBER 2026

Session 11: 09:30–11:00

B1 Creative Labour and Inequality

ROOM: 2.02

CHAIR: Yimei Zhu

Track B: Labour, Industry, Cultural Production and Regulation

No.	Presenter(s)	Presentation
109	Channing Morsali	Margins Within the Mainstream: Working-Class Women's Negotiations of Capital in UK Television Labour
173	Tabassum Islam	Survival at the Margins: South Asian Women Filmmakers in Scotland
101	Tamsyn Dent	The challenges of widening access and participation for creative Higher Education.
183	Zhiling Guo and Pengyun Lu	Silent Livestreams: Intimacy, E-commerce Relations, and the Ambivalence of Cultural Identity among Grassroots Deaf Livestreamers on Kuaishou in China

C2 Gender, Feminism and Representation 2

ROOM: 2.03

CHAIR: Carmen Spano

Track C: Identity, Inequality and Representation

No.	Presenter(s)	Presentation
25	Shuyuan Tian, Shuyuan Tian, Shuyuan Tian and Shuyuan Tian	The Representation and Meaning Construction of "Leftover Women" in Comic Illustrations
26	Le Wang	The Algorithmic Representations of Women: A Comparative Study of Douyin and Kuaishou
57	Melody House	Gender, believability and audience in mediated representations about sexual harassment and assault
51	Tara Hegarty	Harpy, Mermaid, Nymph: Challenging gendered mythmaking in representations of female mythical figures in contemporary screen adaptations through practice

C9 Diaspora, Migration and Media

ROOM: 2.04

CHAIR: Idil Osman

Track C: Identity, Inequality and Representation

No.	Presenter(s)	Presentation
72	Krishan Anil Chadha	Who Gets to Be Special? Divyangjan-as-Disabling Imagery in Post-2014 Bollywood
93	Junwei Lu	Care, Sensory Dissonance, and Scattered Roots: Reimagining Sinophone Taiwan through Hsiao Mei-Ling's Documentaries

158	Xiaoxin Cheng and Xiaoxin Cheng	Minoritarian Psychogeographies: Liverpool and/Rethinking the Spatial Form of British Chinese Cinema
210	Siao Yuong Fong	Representing Southeast Asia from the margins: The geopolitics of co-producing place in Sino-Singaporean television productions

E3 Journalism, Media Systems and Futures

ROOM: 2.06

CHAIR: Kostas Saltzis

Track E: Journalism, Politics and Publics

No.	Presenter(s)	Presentation
46	Robert Gutsche and Kalecia Grier	Predictions of Power: Whose Journalism Future?
123	Danny Pilkington	Hegemonic neoliberalism in British media coverage of Latin America
132	Arta Berisha	How Schools of Journalism in Emerging Democracies Are Preparing Graduates for Newsrooms Challenged by Fake News, and Socioeconomic Pressures: The Case of Kosovo
33	Sana Ali, Humaira Sharif and Saadia Pasha	"Cultural Norms Shape the Reporting of Child Abuse": A Study of News Media Practices in Pakistan

F3 Media, Culture and Sustainability Politics

ROOM: 1.01

CHAIR: Maria Touri

Track F: Media, Environment and Global Crisis

No.	Presenter(s)	Presentation
27	Andrew Lansley	This Ship Has No Captain! Examining the role of social constructivism in shaping the green transition of the live events sector.
188	Namrata Acharya	Community Media as Catalyst of Climate Justice in India
211	Sarah Pedersen, Josie Steed and Claire Hannibal	A missed opportunity? The Fair Isle knit controversy and Game of Wool

H3 Complicating Voice: Satire and Influence

ROOM: 1.02

CHAIR: Katie Moylan

Track H: Sound, Radio and Audio Cultures

No.	Presenter(s)	Presentation
190	Jinghe Han	Listening to the People's Republic of Vocality: The Soundscape of Poetry Recitation in Contemporary China
50	Samson Olasunkanmi Oluga, Chukwudinma Taiwo Okoji, Oyeleye Henry Muwagun, Sunday Zechariah Olanihun and Deborah Olabisi Awelewa	Satirical Communication Via the Instrumentality of New Media Serio-Comical Stickers: A Multimodal Socio-Semiotic Analytical Perspective

P9 Child entertainers and performers; regulation, risk, and reform**ROOM: 1.03****CHAIR: Lieve Gies**

Panels and Roundtables

No.	Presenter(s)	Presentation
134	Dorothy Finan, Francis Rees, Nina Willment and Emily Coleman	Child entertainers and performers; regulation, risk, and reform

Session 12: 11:25–12:55**B2 Influencers, Creators and Digital Labour****ROOM: 2.02****CHAIR: Milly Williamson**

Track B: Labour, Industry, Cultural Production and Regulation

No.	Presenter(s)	Presentation
47	Dominick DeJoy	From Margins to Mainstream: Business Influencers as Pedagogues of Entrepreneurial Masculinity
105	Ellis Jones	Another point of view? Authenticity and relatability in musicians' 'POV' short video content
80	Yuqi Na	The Contradictory Formation of Labour Subjectivity among Resignation Influencers: a labour perspective on digital resistance
73	Isidoropaolo Casteltrione	Digital Branding in Motion: Sensual Bachata, Instagram and the Construction of a Global Dance Phenomenon

C3 Gender, Sexualities and Representation**ROOM: 2.03****CHAIR: Yimei Zhu**

Track C: Identity, Inequality and Representation

No.	Presenter(s)	Presentation
150	Luyang Hu	Queer but Not (Only) Queer: Everyday Practices, Visibility, and the Embodied Reflexivity of East Asian Genderless Fashion
209	Eva Cheuk Yin Li and Ka Wei Pang	Manufacturing Fantasy in Queer Television: Rethinking Queer Representation and the Queerbaiting Critique in the Global South
215	Woori Han	Queer Mediated Mobility and Affective Counterpublics in Digital Space

D1 Audiences and Political Engagement**ROOM: 2.04****CHAIR: Joe Smith**

Track D: Audiences, Participation and Fandom

No.	Presenter(s)	Presentation
5	Gulnara Zakharova	RT France: Understanding the Publics of a Subaltern Media Empire
7	James Dennis	Rupture and renew: Transforming political communication for marginalised young people
10	Ziman Li	Between Mainstream and Margins: Chinese K-pop Fans and Everyday Adaptation in Shifting Digital Environments
30	Paul Geyer	We Are Paying for Social Media: Politicising the Fee

E4 Media Power, Conflict and Disinformation

ROOM: 2.06

CHAIR: Julian Matthews

Track E: Journalism, Politics and Publics

No.	Presenter(s)	Presentation
66	Brigitte de Boef	72 Hours to Survive: Crisis Preparedness, Hybrid Circulation, and the Fragility of Institutional Persuasion
199	Jared Ahmad	Framing Far-Right Extremism: Examining UK News Media Portrayals & Citizen Imaginaries (2020-2026)
232	Matthew Brennan	The discursive construction of masculinities on talkSPORT

G1 Film, Television and Genre

ROOM: 1.01

CHAIR: Caroline Ruddell

Track G: Screen Cultures, Film and Media Forms

No.	Presenter(s)	Presentation
131	Victoria Pistivsek	The YouTube-ification of Television: Beast Games as Vaudeville Crisis Spectacle
83	Hanqi Yang	Between voice and silence: Mediating testimony in Chinese films on comfort women
142	Ruth Deller	Reckoning with Reality: performing accountability through the reality expose documentary
9	Matthew Robinson	Huldra Horror Shorts Festival: Programming, Place and the Pandemic

I1 Screening

ROOM: Lecture Theatre 2

CHAIR: Xavier Mendik

Track I: Film Screening

No.	Presenter(s)	Presentation
195	Xavier Mendik, Daniel Sheppard and Eugenio Triana	Scum of the Earth: Creating America's Rural Communities of Horror (film screening)

P10 Contradictions in Care: From governance to lived experience in UK reality television.

ROOM: 1.03

CHAIR: Emma Graves-Sandriman

Panels and Roundtables

No.	Presenter(s)	Presentation
139	Helen Wood, Mhairi Brennan, Jilly Kay and Jack Newsinger	Contradictions in Care: From governance to lived experience in UK reality television.

Keynote 3: 14.00-15.00

Room	Keynote Session
Lecture Theatre 2	Professor Helen Wood Title: The Trauma Machine: Reality Television, Bureaucracies of Care and the Regime of 'Crisis Ordinarity'.

REFERENCE INFORMATION

Rooms and Sessions Overview:

Parallel Paper Sessions									
	Room								
Day	SBB2.02	SBB2.03	SBB2.04	SBB2.06	SBB1.01	SBB1.02			
Sept 2									
Session 13.00-14.30	Session A1: AI, Authority, and Epistemologies	Session B3: Influencers, Identity and Digital Cultures	Session C4: Ethnicity, Nation and Belonging	Session D2: Fandom and Comparative Viewing Practices	Session E5: Memory, Conflict and Audiences	Session G2: Community, Documentary, Ethics and Representation			
Session 16.35-18.05	Session A2: Platformisation and Media Industries	Session B4: Cultural Industries and Promotion	Session C5: Race, Ethnicity and Cultural Value	Session D3: Fandom, Platforms and Participation	Session E6: Digital Activism and Politics	Session G3: Streaming, Series and Transmedia			
Sept 3	SBB2.02	SBB2.03	SBB2.04	SBB2.06	SBB1.01	SBB1.02	SBB 1.03	SBB 1.04	Lecture Theatre 2
Session 9.00-10.30	Session A3: Interfaces, Algorithms and Subjectivity	Session B5: Media Policy, Governance and Production	Session C6: Representing China Across Media Platforms	Session D4: Inequalities, Media and Global Contexts	Session E7: Media, Society, Values and Political Change	Session G4: Film, Television and Aesthetic Forms	Session A4: Digital Media, Policy and Governance	Session B6: Public Service Media, History and Policy	Session C7: Activism, Witnessing and the Marginalised
Session 10.55-12.25	Session A5: AI, Technology and Politics	Session C1: Gender, Feminism and Representation 1	Session C8: Digital Identities and Selfhood	Session E1: Journalism Practices and New Directions	Session F1: Climate Communication and Media	Session H1: Radio, Podcasting and Voice	Session E2: Journalism, Media Systems and Power	Session F2: Activism and Environmental Media	Session H2: Audio, Activism and Community Media

Sept 4	SBB2.02	SBB2.03	SBB2.04	SBB2.06	SBB1.01	SBB1.02	SBB1.03		
Session 9.30- 11.00	Session B1: Creative Labour and Inequality	Session C2: Gender, Feminism and Representation 2	Session C9: Diaspora, Migration and Media	Session E3: Journalism, Media Systems and Futures	Session F3: Media, Culture and Sustainability Politics	Session H3: Complicating Voice: Satire and Influence	Panel - <i>Child Performers</i>		
Sept 4	SBB2.02	SBB2.03	SBB2.04	SBB2.06	SBB1.01	Lecture Theatre 2	SBB1.03		
Session 11-25- 12.55	Session B2: Influencers, Creators and Digital Labour	Session C3. Gender, Sexualities and Representation	Session D1: Audiences and Political Engagement	Session E4: Media Power, Conflict and Disinformation	Session G1: Film, Television and Genre	Session I1: Screening	Panel- <i>Reality TV Care</i>		

Parallel Panel/ Roundtable Sessions				
	Room			
Day	SBB2.02	SBB2.03	SBB2.04	SBB2.06
Sept 2				
Session 14.35- 16.10	Zhu et al. – <i>Identity and marginalised communities</i>	Copeland et al. – <i>Sonic publics</i>	Leicester Journalism Team – <i>Journalism futures panel</i>	Dave Harte et al. – <i>Archival Perspectives on Cultural Work</i>
Sept 3	SBB2.02	SBB2.03	SBB2.04	SBB2.06
Session 16.35- 18.05	O'Brien – <i>Policy roundtable</i>	Dragos et al. – <i>Paratext roundtable</i>	Harbisher and Lulkowska – <i>Practice research roundtable</i>	Gulyas – <i>Local/community media</i>

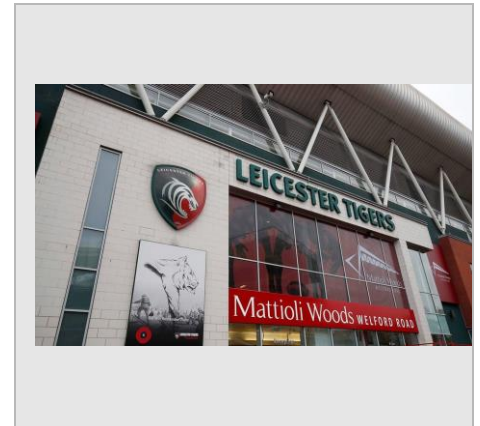
Network Meetings								
Day	Room							
Sept 2	SBB1.01							
Session 9-10	Women's Network Speed Mentoring Event							
Sept 3	SBB2.02	SBB2.03	SBB2.04	SBB2.06	SBB1.01	SBB1.02	SBB 1.03	Lecture Theatre 2
Session 12.30- 13.30	Practice Network Meeting	Race, Ethnicity, Postcolonial Network Meeting	Women's Network Meeting	Postgraduate Network Meeting	Radio Network Meeting	Policy Network Meeting	Local and Community Network Meeting	Disability Network Meeting

Conference Dinner

The conference dinner will be held at the Tryline Suite, Mattioli Woods Stadium, Welford Road (Home of the Leicester Tigers). It will include a welcome drink, a 3-course meal, and DJ entertainment. You should aim to arrive at 19.30 for welcome drinks.

Location: LE2 7TR

Website: <https://www.leicestertigers.com/tickets/getting-to-welford-road>



Pub Quiz

The pub quiz will take place in 'The Old Horse Pub'. It is about 20 mins walk from the conference venue. Aim to arrive at 7.30pm.

Location: 198 London Road, Leicester, LE2 1NE

PAST LESSONS, FUTURE PROSPECTS



MeCCSA 2027

September 1st-3rd
Newcastle University
School of Arts & Cultures



Newcastle
University

