

Annual conference of the Swiss Association of Communication and Media Research (SACM-SGKM)

12-13 April 2018 at the **Faculty of Communication Sciences, Università della Svizzera Italiana (USI)**

NEXT-DOOR GIANTS

Exploring Media, Languages, Cultures and Borders in Switzerland and Europe

Programme (21 March Draft)

Wednesday 11 April 2018 | Università Svizzera Italiana | Via Giuseppe Buffi 13 | Lugano

19:30 – 20:30

Opening Reception

Sponsored by Tamedia.

Thursday 12 April 2018 | Università Svizzera Italiana | Via Giuseppe Buffi 13 | Lugano

08:45 – 09:15

Registration and Coffee

09:15 – 09:30

Opening Words

09:30 – 11:00

Keynote Plenary 1 | Auditorium

Plenary Discussion: | Journalism and Journalism Research in Switzerland – after No Billag. With Stephanie Grubenmann, Marcello Foa and others.

11:00 – 12:30

First Parallel Sessions

Session 1

Syrian Asylum Seekers in the Turkish Press. Alaaddin F. Paksoy, Anadolu University, Turkey

Les médias étrangers dans les secteurs de la presse et de la télévision en Suisse. Patrick-Yves Badillo et Dominique Bourgeois, Université de Genève and Université de Fribourg

Hostile Media Perceptions in the Context of the Refugees Crisis: Direct and Indirect Effects of Involvement on Hostile Media Perceptions in Germany and Switzerland. Caroline Dalmus, Dorothee Arlt and Julia Metag. University of Fribourg, University of Bern and University of Fribourg.

Arab Media post-uprisings: The dangerous “Other” and the glorified self. Fatima el Issawi, University of Essex, UK.

Session 2

Europäisierung der Schweizer Medienpolitik – zwischen Liberalisierung und Protektionismus. Manuel Puppis and Matthias Künzler. University of Fribourg and University of Chur.

Netflix and the online audiovisual industry in Italy and Switzerland. Two realities so closed and so distant. Benedetta Prario. University of Lugano USI.

			<p>Facing the Next-Door Giant- How Market Conditions Frame Cross-Border Strategies of Media Companies. Denise Voci, M. Bjørn von Rimscha, Johanna E. Möller, Pamela Przybylski, Klaus-Dieter Altmeppen and Matthias Karmasin. Alpen-Adria-Universität Klagenfurt, Austria, Johannes Gutenberg-University Mainz, Germany, Catholic University of Eichstätt-Ingolstadt, Germany and the Austrian Academy of Sciences, Austria.</p> <p>Title: Love Thy Neighbours. An Analysis of Swiss Collaborative Policies in the Context of Transnational Film Production. Gloria Dagnino. University of Lugano USI.</p>
		Session 3	<p>From Getting the Word out to Sitting at the Round Table. Examining Strategy Implementation in Swiss & German Nonprofit Organizations based on a Communication Typology. Fabienne Bünzli. University of St.Gallen.</p> <p>Media Coverage and the Reputation of CEOs: a Case Study. Michele Fratin, Carlo Raimondo and Andrea Rocci. University of Lugano USI.</p> <p>Die Fachidentität der Schweizer Kommunikations- und Medienwissenschaft: Eine synchrone und diachrone Analyse unter Berücksichtigung sprachregionaler Spezifika. Tobias Rohrbach and Franziska Oehmer. University of Fribourg.</p> <p>Women's Occupation Type Moderates Multimodal Communication Effectiveness. Pavithra Arora and Sabrina Bresciani. University of Ottawa and University of St Gallen.</p>
12:30 – 13:30	Lunch and Coffee		
13.30 – 14.00	SACM Specialist Group Session Meetings		

14.00-15.30	<p>Parallel Sessions 2</p> <p>Session 1</p> <p>Session 2</p>	<p>Mirroring Europeanization? Switzerland's pillarized public sphere. Anne Beier, Ada Fehr and Joachim Trebbe. Freie Universität Berlin.</p> <p>Sino-Swiss Communication and Negotiation Practices. Sabrina Bresciani and Patrick Heimann. University of St. Gallen</p> <p>Challenges in Media Ethics across Borders: Ausgewählte Pressekodizes als Impulsgeber für die Schweizer Medienselbstregulierung. Silke Fürst and Philomen Schönhagen. University of Fribourg.</p> <p>Analyzing Europe's most giant neighbor: How the regulation of audiovisual content in China shapes the countries' "cultural border" to the West. Corinne Schweizer, Zhongwei Li and Tingru Zhuo. University of Zurich and LSE, London.</p> <p>Journalism in Algeria. From Unique party System, to Multipartism and Media Pluralism. Laeed Zaghlami. Algiers University 3.</p> <p>Journalism in Mediterranean and Latin American countries: So far so close. Martín Oller Alonso and Sergio Splendore. University of La Habana and Università degli Studi di Milano.</p> <p>Im Schatten der grossen Drei? – Eine quantitative Inhaltsanalyse gesellschaftlich relevanter Themen in der Berichterstattung der SRG SSR. Vivien Benert, Matthias Wagner, Eva Spittka and Anne Beier. Freie Universität Berlin.</p> <p>Closed data. European Data Journalists' Strategies and Constraints in Relation to Open Data Accessibility. Colin Porlezza and Sergio Splendore, Paul Bradshaw and Ike Picone. University of Zurich, Università degli Studi di Milano, Birmingham City University and Vrije Universiteit Brussel</p>
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	<p>Session 3</p>	<p>The “Societalization” of Science: Describing and Explaining the Media Presence of Swiss Professors. Adrian Rauchfleisch, Mike S. Schäfer and Dario Siegen. University of Zurich.</p> <p>Kampagnen im Gesundheitsbereich: Wie sind die Praktiken im Management von öffentlichen Gesundheitskampagnen, um den verschiedenen Kulturräumen zu begegnen? Colette Schneider Stingelin and Nicole Rosenberger Staub, ZHAW.</p> <p>Exploring Swiss multilingual discourses: methodological considerations and preliminary findings in the case of national energy policy. Julia Krasselt, Dominik Batz, Philipp Dreesen, Maureen Ehrensberger-Dow and Peter Stücheli-Herlach, ZHAW.</p> <p>Public Engagement and Climate Change. Matthew Hibberd. University of Lugano USI.</p>
<p>15:30-17.00</p> <p>Parallel Session 3</p>	<p>Parallel Session Three</p> <p>Les médias suisses sur Instagram: une approche médiologique. Alexander Barclay and Julian Maitra. Universität St.Gallen.</p> <p>Social media monitoring rooms, digitization and public relations: A case study on Nestlé’s Digital Acceleration Bruno Asdourian, Dominique Bourgeois and Grégoire Tardin. University of Fribourg.</p> <p>Measuring Social Media Literacy – An International Comparison of German-Speaking Switzerland and Central Europe, Katarina Stanoevska-Slabeva, Severina Müller, Vera Lenz-Kesekamp, Viktor Suter and Sabine Seufert. University of St. Gallen.</p> <p>The effects of competition on live blogging about terrorist attacks. Bartosz Wilczek and Claudia Blangetti. University of Lugano USI and University of Leipzig.</p>	

Special Panel Session	Young researcher panel: Getting published.
17.00 – 18.30	SGKM-SACM General Assembly
20.00 – 22.00	Conference Dinner at Seven Lugano

Friday 13 April 2018 Università Svizzera Italiana Via Giuseppe Buffi, 13 Lugano			
8:45 – 09:15	Registration and Coffee		
9:15 – 10:30	Keynote 2 Auditorium <i>Chairperson: TBC</i>	Gilles Kepel, Sciences Po, Paris. Beyond Chaos in The Middle East and Africa: European Perceptions and Consequences.	
10.30-12.00	Parallel Sessions 3	Session 1	Under Pressure – How Local Media Companies Accidentally Promote Diversity. Etienne Bürdel. University of Fribourg.
			Kleiner Staat, kleiner Markt, grosser Nachbar - Politikberichterstattung im Fernsehen in der Schweiz und Deutschland. Daniel Grässer, Janine Greyer-Stock, Ada Fehr and Anne Beier. Freie Universität Berlin.
			Society as communicative network: Albert Schäffle's pioneering concept with cross-border influence. Philomen Schönhagen and Mike Meißner. University of Fribourg.
			Evolution and Divides in the Swiss Information Society 2011–2017. Noemi Festic, Moritz Büchi and Michael Latzer. University of Zurich – IPMZ.
		Session 2	Power, profit and public rationales in a vulnerable media system. Explaining news coverage about the “No Billag Initiative”. Linards Udris. University of Zurich.
			Collaborate beyond the borders of the company. A case study of Swisscom’s Hackathons. Bruno Asdourian. University of Fribourg.
			Journalism Education in the Time of Transition: How to Build Journalists’ Professional Identity? Natalia Avdonina.

			Northern Arctic Federal University, Russia. The Transmedia Revitalization of Investigative Journalism. Opportunities and Challenges of the Serial podcast. Colin Porlezza, Eleonora Benecchi and Cinzia Colapinto. University of Zurich, University of Lugano USI and Ca' Foscari University of Venice.
		Session 3	Brexit, #ProjectHope and the Britzerland wave. Indrani Lahiri. University of Leicester, De Montfort. Critical participation on Twitter: a comparative analysis of online news comments in 15 media discussion threads in Switzerland, France and Belgium. Florence Van Hove. University of Fribourg. Nation branding and banal nationalism: forms of nationalism and national identity in Switzerland. Andrea Briga. University of Lugano USI. Towards a Comedy Canon: Audience shifts in UK television comedy, 2002-2017. Jen Mclevey. Independent Scholar.
12:00 – 13:00	Lunch and Coffee		

13:00 – 14:30	Special Panel Sessions	Panel 1	Organizational Communication in an agonal world. Chaired by Peter Stücheli-Herlach and Colette Schneider-Stingelin, ZHAW.
		Panel 2	Politischer Journalismus im Ländervergleich vor dem Hintergrund des Rechtspopulismus. Chaired by Marlis Prinzing, Hochschule Macromedia Köln, Germany. Rechtspopulismus, politisches Informationsverhalten und

		<p>Panel 3</p>	<p>Vertrauen in den Journalismus ein innereuropäischer Vergleich (2005-2017) Maren Beaufort & Josef Seethaler (University of Vienna)</p> <p>Politische Journalisten in der Schweiz: Wer sie sind, wie sie denken. Guido Keel & Filip Dingerkus (University of Winterthur)</p> <p>Wahlkampf auf Facebook ohne Medien, mit den Medien, gegen die Medien? Eine Analyse der Facebook-Seiten politischer Parteien vor der Bundestagswahl 2017 in Deutschland. Linards Udris / Daniel Vogler (University of Zürich)</p> <p>Fundamentalkritik an der politischen Berichterstattung - Analyse von Publikumsbeschwerden. Roger Blum (University of Köln)</p> <p>Journalism across Borders and Language Regions: Zur Rolle von Fake News, Social Media und Schweizer Journalismuskulturen. Chaired by Silke Fürst & Stephanie Grubenmann, University of Fribourg and University of St. Gallen.</p> <p>Fake News Around The World: Eine internationale vergleichende Inhaltsanalyse zu Inhalten von Falschnachrichten in sozialen Medien Edda Humprecht (Universität Zürich)</p> <p>Swiss journalists on Twitter: Co-orientation in a large-scale social network analysis Dario Siegen, Adrian Rauchfleisch (Universität Zürich)</p>
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			<p>Zwischen Nord und Süd – journalistische Berichterstattungsmuster im «Corriere del Ticino» im Vergleich mit Deutschschweizer und italienischen Qualitätszeitungen Daniel Beck, Maria Lauber, Patric Raemy (Universität Freiburg)</p> <p>Redaktionelle Qualitätssicherungs-Kulturen auf dem Prüfstand – eine Benchmarkanalyse Mirco Saner, Vinzenz Wyss, Juan Widmer (ZHAW)</p> <p>«Mit der Community zum Brand?» Wie Schweizer Medien-Start-ups Social Media-Auftritte kommunikativ nutzen, um ihre Marke auf dem Medienmarkt zu positionieren Nadine Klopfenstein Frei (ZHAW)</p>
14:30 – 16:00	Second Panel Sessions	<p>Panel 1</p> <p>Panel 2</p>	<p>New Approaches to Measuring Media Use. Caroline Biewer & Dominique Wirz. University of Zurich.</p> <p>Lessons learnt from the No Billag Debate. Aixa Andretta, University of Berne, Stefanie Hangartner IKMZ University of Zurich, Corinne Schweizer IKMZ, Laura Zimmermann, IKMZ, University of Zurich and Edda Humprecht, IKMZ, University of Zurich.</p>
16:00 – 16:15	Final Words / Awards		