International Political Science Association - Research Committee for Political Communication RC22
in conjunction with
The UK Political Studies Association Media and Politics Specialist Group

Joint International Conference on Political Communication

4th - 5th November 2010,
Venue: Loughborough University, Department of Social Sciences, Brockington Extension Building, Loughborough, Leicestershire LE11 3TU, UK

Thursday 4th November

10.00 – 11.00  Registration and Refreshments (Room U130)
10.45 – 11.00  Welcome – Dominic Wring (Room U122)
11.00 – 12.30  Session 1 – Panel 1 (Room U113) and Panel 2 (Room U122)
12.30 – 1.00   Tribute- Colin Seymour-Ure (Room U122)
1.00 – 2.00    Lunch (Room U130)
2.00 – 3.30    Session 2 – Panel 3 (Room U113) and Panel 4 (Room U122)
3.30 – 4.00    Coffee Break (Room U130)
4.00 – 5.30    Session 3 – Panel 5 (Room U113) and Panel 6 (Room U122)
5.30 – 6.30    Plenary: Liesbet van Zoonen (Loughborough University), “Islam on the popular battlefield: performing politics and religion on YouTube” (U122)
8.00 onwards   Dinner at Basin restaurant, Loughborough

Friday 5th November

9.30 – 11.00   Session 4 – Panel 7 (Room U113) and Panel 8 (Room U122)
11.00 – 11.30  Coffee Break (U130)
11.30 – 1.00   Session 5 - Panel 9 (Room 113) and Panel 10 (Room U122)
1.00 – 2.00    Lunch
2.00 – 3.00    Plenary: Gianpietro Mazzoleni (Milan University) - “Pop Politics: Mediatization or Populism?” (Room U122)
3.00 – 3.30    Coffee Break (Room U130)
3.30 – 5.00    Session 6 – Panel 11 (Room U113) and Panel 12 (Room U122)
5.00           Closing remarks (Room U122)
Panels

1. **Campaigning Online**
   - Sabine Baumann (Jade University, Germany) *Vox Populi: the application of social media in political campaigning*
   - Darren G. Lilleker (Bournemouth University, UK) & Nigel A. Jackson (University of Plymouth, UK) *New Media and Elections: the evolving role of Web 2.0 as a campaigning tool*
   - Lucia Vesnic-Alujevic & Sofie Van Bauwel (Ghent University, Belgium) *YouTube as Political Advertising Tool: a case study of the use of YouTube in the campaign for the European Parliament elections 2009*
   - Óscar G. Luengo (Universidad de Granada, Spain) *New Media and Political Activism in Spain and its European Context: reconsidering media malaise theories.*

2. **Spin and PR**
   - Jiska Engelbert (Erasmus University Rotterdam, Netherlands) *Mediated Political Communication, Spin Fatigue and Concessionary Gifts*
   - Dan Jackson and Kevin Moloney (Bournemouth University, UK) *The PR-isation of News: lessons for politics*
   - Susanna Pshizova (Lomonosov Moscow State University, Russia) *Behind the Backs of Public Politicians: political consultants, technologists and spin-doctors in Russian politics*
   - **Tribute:** Colin Seymour-Ure introduced by Mark Wheeler

3. **Public Opinion**
   - Katie Brown & Diana Betz (University of Michigan, USA) *“So Ironic I Forgot not to Laugh: meta-racist humor and stereotype activation / application in a public opinion context”*
   - Nuno Coimbra Mesquita (University of São Paulo, Brazil) *News Media and Democracy: how different media affect regime support in Brazil*
   - Emiliana De Blasio (LUISS University of Rome, Italy) *Italian Left Parties facing the Global Crisis: political communication and emotional publics in Italy and Europe*

4. **Elite Perspectives**
   - Peter Bull & Pam Wells (University of York, UK) *Adversarial Discourse in Prime Minister’s Questions*
   - Mark Wheeler (London Metropolitan University, UK) *Celebrity Politicians: the Hollywood-Washington nexus and the politics of showbiz*
   - Michael Higgins (University of Strathclyde, UK) & Angela Smith (University of Sunderland, UK) *When the BBC Lives in Interesting Times: an historical case study of war reporting in a climate of political hostility*
5. Participation Online

- Andrea Burmester (University of Zurich, Switzerland) Political Information on the Web from a News Site Users Perspective
- Alec Charles (University of Bedfordshire, UK) The Politics of Facebook Friendship: the impact of the social networking site upon the concept of democracy
- Evgeny Ishmenev (Russian Academy of Sciences, Russia) The Evolution of the Russian Internet in Legitimating the Political Process
- Helen Yanacopulos (The Open University, UK) Virtual Political Spaces

6. Conflict and Crisis

- Sophia Kanaouti (Cardiff University, UK) Political Communication in Greece Before and After the 'Crisis': a self-destructing practice
- Lyubov Sartakova (L.N Gumilev Eurasian National University, Kazakhstan) Mass Media Discourse of External Illegal and Labor Migration in the Republic of Kazakhstan
- Rocío Zamora Medina & José Carlos Losada Díaz (Catholic University of Murcia, Spain) The Strategic Communication of Hijackings: some lessons from how the Spanish government managed the crisis of the Alakrana
- Ian Taylor, (Loughborough University, UK) Rethinking the Role of Legitimacy in Source-Reporter Relations.

Plenary: Liesbet van Zoonen - introduced by Michael Higgins

7. Parties and Elections

- Barbara Brodzińska-Mirowska (Nicolaus Copernicus University, Poland) Professionalization of Political Communication in Poland: the case of Civic Platform
- Nigar Degirmenci (Pamukkale University, Turkey) Representations of Political Movements by Different Newspapers in the Era of Personalization of Politics: a case study of the 2007 Turkish presidential elections
- Marco Morini (University of Pavia, Italy) & Christian Vaccari (University of Bologna, Italy) The Power of Smears in Two American Presidential Campaigns.
- Marcia Ribeiro Dias (PUCRS, Brazil) Partisan Image in Brazilian Presidential Campaigns: electoral advertising on television 1989-2006

8. Policy and Governance

- Han Bing (China) Applied Media Diplomacy: Industry NGOs’ media diplomacy with the Chinese government in international environmental conflict
- Zoetanya Sujon, (London School of Economics and Political Science, UK) The Cultural Politics of Copyrights in Two Early Social Media Cases
• Juan-Antonio Zornoza Bonilla (National University of Colombia, Colombia) *Media Instruments in Policy Developments and Programme Implementation*

• Paula do Espírito Santo, (Universidade Técnica de Lisboa, Portugal) *Ideology in the campaign programmes of Portuguese political parties: the 2009 European elections*

### 9. Activism Online

• Marcus Leaning (University of Winchester, UK) *Blogs and the Power to Change: the case considered*

• Richard Scullion, Dan Jackson & Mike Molesworth (Bournemouth University, UK), *What’s Politics Got to Do with It? The dynamics of everyday online political talk*

• Scott Wright (University of East Anglia, UK) *Politics as Usual? Revolution, normalisation and a new agenda for online deliberation*

### 10. Citizenship and Audiences

• Scott Davidson (De Montfort University, UK) *The Political Communications Response to an Ageing Electorate: evidence from the UK, Australia and the United States.*

• José Luis Valhondo Crego (Rey Juan Carlos University, Spain) *Monarchy, Jesters, Politicians and Audiences: comparison of TV satire in UK and Spain*

• Yioryos Nardis (University of Michigan, USA) *News Media and ‘Don’t knows’: public opinion towards European enlargement in France, Greece and Ireland*

• Vanessa Malila (University of Leeds, UK) *The Role of the Media in Communications Policy Development in Kenya*

**Plenary: Gianpietro Mazzoleni - introduced by James Stanyer**

### 11. Changing Media, Changing Politics

• Peter Csigo (Budapest University of Technology, Hungary) *A Constructivist Rethinking of Politics’ Mediatization in Hungary*

• Sébastien Salerno (University of Geneva, Switzerland) *Polarisation of Politics and the New Type of Televised Debate in Switzerland*

### 12. The 2010 British General Election

• Chris Burgess, (University of Nottingham, UK) *Political communication in the visual election*

• David Deacon, John Downey, James Stanyer & Dominic Wring (Loughborough University, UK) *What Was All That About? The press and broadcast mediation of the campaign*

• Ivor Gaber (University of Bedfordshire, UK) *Election 2010: a policy-free environment*

• Katy Parry and Kay Richardson (University of Liverpool, UK) *From a pretty boy to a harlot: media metaphors and the casting of Nick Clegg during the election*