

**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 Legitimizing 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*